

EFEF 2011

EUROPEAN FUTURE ENERGY FORUM

10-12 OCT * GENEVA * PALEXPO

In association with:



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INTRODUCING THE EUROPEAN FUTURE ENERGY FORUM 2011

The European Future Energy Forum (EFEF) is an initiative developed with Masdar - Abu Dhabi's multi-faceted, multi-billion dollar investment in the development and commercialisation of innovative technologies in renewable, alternative and sustainable energies. EFEF was launched in 2009 following the success of the World Future Energy Summit held annually in Abu Dhabi. Now established as an annual event in its own right this will be the 3rd European Future Energy Forum following high-quality forums in Bilbao and London.

The move to Geneva in 2011 will create a central hub for international business and government leaders to once again meet and find solutions to the Future Energy issues that we continue to face. The theme for the Forum this year will be **'Making Innovation Happen for a Sustainable World'** with a conference programme that aims to generate inspiration and knowledge transfer across energy sectors and geographic regions,

whilst bridging the gap to actually finding solutions to turn the big ideas into feasible results.

EFEF 2011 will consist of a high-profile conference alongside an international Cleantech exhibition. This event is an opportunity for attendees to present their own ideas, demonstrate technology, debate the issues, find business partnerships, understand the policy decision making process and network with the people who will make the difference.

'Masdar looks forward to the European Future Energy Forum in Geneva, where we hope to continue our search for partnerships to address our future energy challenges'

Dr. Sultan Al Jaber, CEO, Masdar

PUT THE DATES IN YOUR DIARY NOW
10-12 October 2011, Palexpo, Geneva

WHY GENEVA?

Switzerland is a neutral international hub for debating issues and the Swiss government has been keen to bring the European Future Energy Forum to Geneva to support its own initiatives in renewable energy and energy efficiency.

Historically, Switzerland's longest-serving and most important source of renewable energy has been hydropower. But the "new" renewables including solar, wood, biomass, wind, geothermal and ambient heat also play an increasingly important role in today's Swiss energy mix. The long-term potentials of domestic renewable energy indicate that, for all forms, the prospects for electricity and heat are very sound.

With the introduction of remuneration at cost for input into the grid, one of the goals of Switzerland's energy policy is to increase the proportion of electricity produced from renewable energy by 5,400 GWh, or 10% of the country's present-day electricity consumption, by 2030. Cleantech industries already employ 160,000 people in Switzerland and the aim is to double the Cleantech related activities from 5% to 10% of GDP in the next 10 years.

'Geneva has a longstanding tradition and a strong reputation as a centre for the promotion of future-oriented technologies. I am confident that Geneva as the host city will make every effort to render the European Future Energy Forum 2011 a great success'

Micheline Calmy-Rey, Swiss President

'Convinced that it is both possible and necessary to reconcile environment and economic value creation, the Swiss authorities, both on national and federal levels, have undertaken concrete steps to promote the development of the clean technologies. In this context, hosting an event of such stature as the European Future Energy Forum is appropriate to embody our commitment towards those aims.'

Pierre-François Unger, Minister, Department of Regional Affairs, Economy and Health, Republic and State of Geneva

FOR MORE INFORMATION...

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WHO WILL ATTEND AND WHY?

The European Future Energy Forum attracts high-level VIPs and industry leaders to take part in the conference programme, however there will also be a number of knowledge-transfer workshops, networking opportunities and features in the Cleantech exhibition to make sure that there is something for everyone.

Governments/NGOs/environmental agencies will

- debate the issues of climate change and future energy policy
- examine the options and implications for future energy solutions
- look at potential funding for alternative energy and environmental strategies
- take part in a series of private bi-lateral government/industry meetings

Venture capitalists/investors/financial institutions/entrepreneurs will

- network with the companies developing technology and services to support future energy solutions
- identify investment opportunities and risks on a global level
- get face-to-face with the experts in this field and debate the commercial issues

Energy companies and professionals will

- keep up-to-date on the latest technological advances
- network with suppliers, consumers, competitors and other key stakeholders within the changing energy industry
- seek out new business opportunities across a global platform

Architects/contractors/civil engineers/developers/town planners and Transport providers/manufacturers/mechanical engineers/designers will

- hear the world's leading experts present the latest plans for zero-emission development with case studies looking at the technical, logistical and financial impact on their industry
- benefit from specific feature areas, discussion panels and technical tours on green buildings/transport
- network with investors, venture capitalists and governments looking to develop and invest in new projects



Media/editors-in-chief/reporters/journalists/camera crew/photographers will

- report on different opinions of industry leaders on the world's hottest issues
- gain real understanding of the subjects that are front page in all media

In 2010, 96% of delegates surveyed felt the conference content was above average compared to other events. This was a 10% increase on 2009 and we are aiming even higher in 2011! Features within the exhibition were rated 90-100% as being above average.

PAST ATTENDEE STATISTICS

EFEF 2009 - 9-11 June 2009, Bilbao Exhibition Centre, Spain had 3,638 attendees from 43 countries.

EFEF2010 - 19-21 October 2010, ExCeL, London, UK had 3,713 attendees from 53 countries.

Company activity of attendees in 2010:	
Agencies	3%
Associations and institutes	2%
Construction and architecture	5%
Consultants and advisors	12%
Education and academia	6%
Energy professionals	18%
Environmental sustainability experts	8%
Finance and investment	12%
Government	4%
Law	1%
Media	6%
Recruitment	1%
Technology	10%
Transport	2%
Utilities	3%
Other	7%

Sectors of interest for attendees in 2010:	
Biofuels	14%
Carbon management	16%
Clean transport	13%
Environmental strategy	21%
European policy	15%
Fuel cells	11%
Geothermal power	10%
Green buildings	18%
Hydroelectric power	11%
Investment and funding	19%
Ocean power - wave and tidal	12%
Solar thermal	18%
Solar photovoltaic	24%
Waste to energy	18%
Wind	23%

In addition to the visitors attending the event, the EuropeanFutureEnergyForum.com website had **over 50,000 unique visitors** from **169 countries** with **over 250,000 page views** (source: Google Analytics).

Media attention for this event is always high. In 2010, coverage included **CNBC, BBC, Forbes, Financial Times, The Telegraph, Time Magazine, Reuters, Bloomberg, BBC** and a wide range of trade press. If you have something to announce at EFEF we will work with you to engage effectively with the **200 international members of press** expected to attend.