



Wind Power Asia 2008 The 5th Asian Wind Energy Exhibition & Conference

Post Show Report

25 - 27 June, 2008
Beijing Exhibition Centre

Exhibitors and visitors were more than satisfied at Wind Power Asia 2008

The 5th Asian Wind Energy Exhibition & Conference has once again proven to be the most important professional wind power exhibition in China. Held from 25-27 June, the trade event attracted 10,890 trade visitors from 41 different countries and regions. During the exhibition, 296 exhibitors from 20 countries and regions displayed their latest products and technologies, amongst them, more than 50% were overseas exhibitors. This year, Wind Power Asia (WPA) spanned over 23,000 sqm, an approximate 53% increase from last year. This is yet another record breaking milestone for WPA since its inception 5 years ago.

WPA has received tremendous success over the years. With the strong support from the China Bureau of Energy of the National Development and Reform Commission (NDRC), the Department of High and New Technology Development and Industrialization of the Ministry of Science and Technology of China, as well as several international partners such as the Danish Wind Energy Group and Invest in Denmark China, the scale of event has grown steadily over the years. It is now Asia's largest and most influential wind power trading platform.

The results from WPA2008 survey shows that most of the exhibitors and visitors are satisfied with the results of their participation. WPA has become the pivotal platform for communication and interaction within the wind power industry.



Overview of Post Show Results

- 53% increase in exhibition floor space. At 23,000 sqm, this is more than 50% increase as compared with WPA 2007 (15,000 sqm)
- 53% increase in number of exhibitors. A total of 296 companies participated in WPA2008 as compared to 194 companies in 2007
- 30% increase in professional visitors. WPA 2008 received a total of 10,890 professional visitors
- 79% of the exhibitors rated the overall success of the exhibition as "very good" or "good"
- 73% of the exhibitors plan to participate in WPA again next year
- 88% of the visitors plan to visit WPA 2009
- 93% of visitors will recommend WPA to their business partners and colleagues
- 95% of the conference participants rated the conference programme as "very good" or "good"

Exhibition Information

Name of the exhibition

Wind Power Asia 2008

Supported by:

The Bureau of Energy of NDRC - The National Development & Reform Commission, PR. China
The Department of High and New Technology Development and Industrialization of The Ministry of Science and Technology, PR. China

International Partners

Invest in Denmark China
Danish Wind Energy Group

Organizers

Unique International Exhibition Ltd
Beijing Jipeng Investment Information & Consultant Ltd.
Koelnmesse Pte Ltd
China Electricity Council National Wind Power Technical Association
China Commerical Service International Inc.

Facts and Figures

Exhibitors

Number of exhibitors	296 companies
Overseas exhibitors	165 companies
Number of countries	20 countries

Floor space occupied 23,000 sqm

Visitors

Total visitor number	10,890
Number of visits	20,750
Domestic visitors	10,411
Overseas visitors	479
Countries	41

Exhibition and Conference

Number of seminars	16
Guest speakers	119
Seminar participants	2,800

Opening hours

25-26 June	9:00-17:00
27 June	9:00-15:00





Wind Power Asia 2008

The 5th Asian Wind Energy Exhibition & Conference

Exhibitors' Analysis

Number of Exhibitors	296
Overseas Exhibitors	165
Overseas Participation	56 %

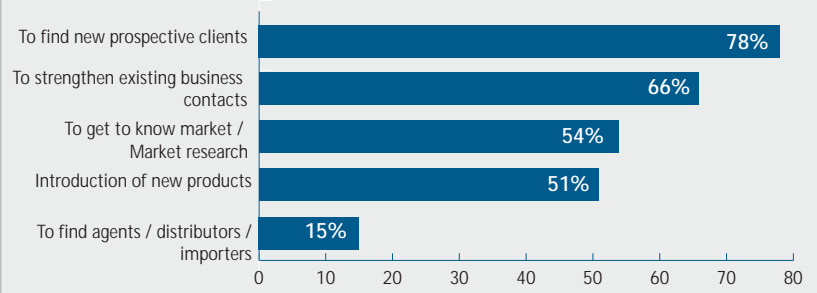
Exhibitors were very satisfied with their participation

80% of the exhibitors rated "Very Good" or "Good" on number of the visitors
85% of the exhibitors rate "Very Good" or "Good" on quality of the visitors
79% of the exhibitors rate "Very Good" or "Good" on overall success of the exhibition

Exhibitor Countries / Regions

- Austria • Belgium • Canada • China
- Denmark • England • Finland • France
- Germany • Hong Kong • India • Italy
- Japan • Netherlands • Norway • Spain
- Sweden • Switzerland • Taiwan • USA

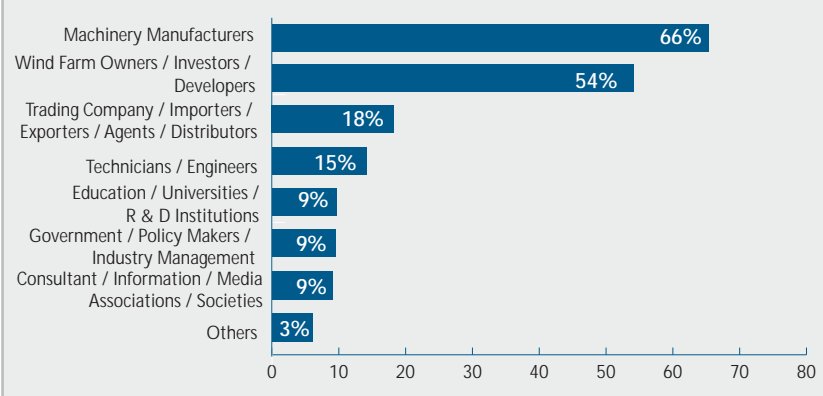
Exhibitors' Main Objectives for Participation



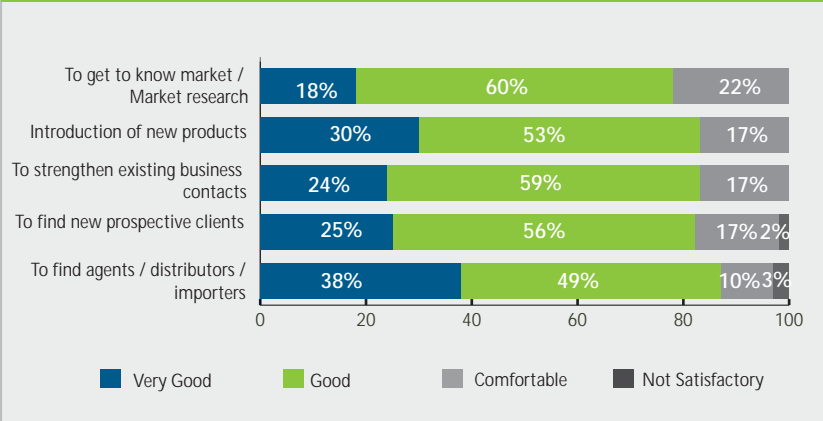
Range of Products

- Wind Turbine • Rotor Blade
- Lubricants • Control Technology
- Tower • Security Systems
- Transformer • Measurement Technology
- Accessories • Services/Consulting

Exhibitors' Target Markets



Results from Exhibitors' Participation





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Visitors' Analysis

Number of Visitors 10,890
Visits 20,750
Total Participants 2,800

Visitors' Profile

Machinery Manufacturers	47.55%
Technicians / Engineers	14.42%
Wind Farmer Owners / Investors	8.88%
Importers / Exporters / Trading Company	7.48%
Agents / Distributors	7.26%
Education / Universities / R & D Institutions	6.04%
Government / Policy Makers / Industry Management	3.17%
Associations / Societies	3.09%
Others	7.18%

Geographical Breakdown of Domestic Visitors

Northeast	495	4.76%
North China	7005	67.28%
East China	1855	17.82%
South China	287	2.77%
Middle China	345	3.31%
Northwest	305	2.93%
Southwest	119	1.14%

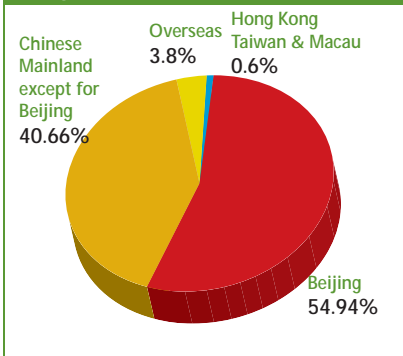
Geographical Breakdown of International Visitors

Asia	190	39.76%
Europe	170	35.47%
HK, Macau & Taiwan	66	13.83%
North America	46	9.52%
Australasia	4	0.86%
Africa	3	0.58%

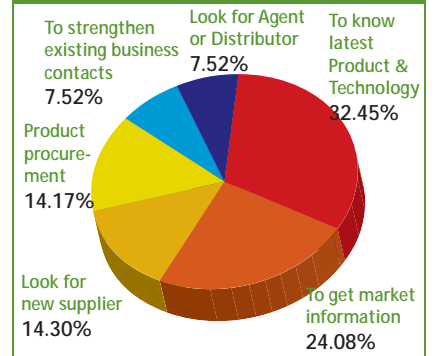
Strong Visitor Numbers Prevalent at WPA

- 38%** increase in total number of trade visitors
- 58%** are first-time visitors; 42% are returning visitors
- 5 x** more overseas visitors (except HK Macau and Taiwan) as compared to WPA 2007. There is a significant increase in European visitors.

Geographical Breakdown of Visitors



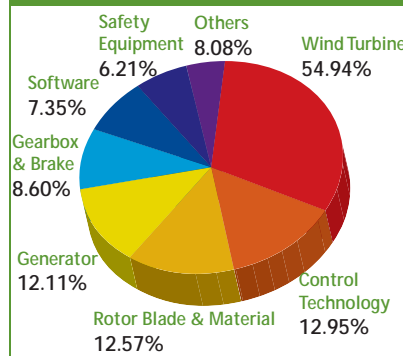
Purpose of Visit



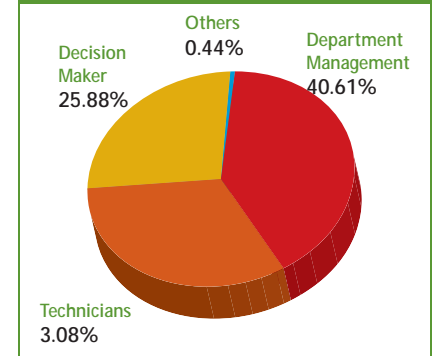
Quality Visitors lead to Top Exhibition

- 44%** of the visitors spent at least 2 days at WPA08
- 66%** of visitors are from management level, and more than half of them are Executives, Purchasing managers and Department managers.

Main Product/Service Interest



Visitors' Job Function





Wind Power Asia 2008

The 5th Asian Wind Energy Exhibition & Conference

Summary

Exhibitors' Quotes on WPA2008

"After three consecutive years of participation, WPA became bigger and more influential; it also provided such an important platform for government, researchers, manufacturers and operation companies to communicate with each other. This is the best professional wind power show in the world!"

Mr. Peter Pronk, General Manager
Beijing EWT-CASC Directwind
Marketing and Sales Co., Ltd.

"The show gathers together professionals from various fields of the wind energy industry. It's highly worth attending."

Mr. Huang Yong, Mastermind Manager,
Guangdong MingYang Wind Power
Industry Group Co., Ltd.

"WPA is a leading wind energy exhibition in Asia. With diversified exhibitors and quantitative visitors, the show offers good platform for industrial communication and exchange in China. It is very helpful to our business development."

Mr. Rick Chen, Market Development Manager
PPG Industries, Inc.

"This year's Wind Power Asia brings many quality exhibitors and visitors together. Using this platform, we have brought to domestic manufacturers our latest products and solutions."

Mr. Jun Ma, Marketing Exhibition & Ad,
Balluff (Shanghai) Trading Co., Ltd.

"An eye into the Chinese market."

Mrs. Rikke Berg,
Danish Wind Energy Group

"The show is well organized with many trade visitors. We feel satisfied with the result."

Ms. Huang Ping,
Market Promotion Director
CSR Zhuzhou Electric Locomotive
Research Institute Co., Ltd.

"The show is well organized and brings convenience to visitors."

Mr. Zhang Keyi, Head of Marketing
Department Wind Power Division,
Beijing BEIZHONG Steam Turbine Generator Co., Ltd.

Wind Power Asia Conference and Supporting Programmes

Wind Power Asia Conference

A high-level conference was also held alongside the trade exhibition. During the 3 days, 119 papers were published, covering topics such as wind turbine and accessory technology, technologies of paralleling in the grid, wind power market, investment and wind power application. 2800 participants attend the conference; more than 95% appraised the conference as "very good" or "good".

The 3rd Annual Conference of the National Wind Power Technical Association

The 3rd National Wind Power Technical Association Annual Conference saw participation from many investment and management companies such as China Power Investment Corporation, China Huadian Corporation, China Guodian Corporation, China Resources Power Holding Co., Ltd, China Huaneng Group etc discussing the future of wind power market and development in China.

Other Supporting Programmes

- The 5th Wind Power Asia Opening Ceremony and Welcome Reception
- Introduction of Jiuquan wind power farm and wind power accessory manufactory area by Gansu Provincial Government
- Press conference for the Switch and Dongfang Electrical Machinery cooperative agreement signing ceremony
- Signing ceremony between Guangdong Ming Yang Wind Power Industry Group and Aerodyn Energiesysteme.

The next Wind Power Asia will take place from 8-10 July 2009 at China International Exhibition Center, Beijing.

www.windpowerasia.com

Wind Power Asia
China International Exhibition Center, Beijing
6 - 8 May 2009

**ADVANCING
WIND ENERGY
FOR A
SUSTAINABLE
FUTURE**

On the path to make your vision our reality

The 6th Asian Wind Energy Exhibition & Conference

Koelnmesse Co., Ltd.
Ms. Helen Chen
Tel: +86-10-65907766
Fax: +86-10-65906139
h.chen@koelnmesse.cn

Koelnmesse Pte Ltd.
Ms. Cynthia Hor
Tel: +65-6500 6716
Fax: +65-6296 2771
c.hor@koelnmesse.com.sg

Unique International Exhibition Ltd
Ms. Sonya Xia
Tel: +86-10-88145170,88145171
Fax: +86-10-88110979
sonya.xia@windpowerasia.com

Beijing Jipeng Investment
Information & Consultant Ltd
Ms. Hou Yuhan
Tel: +86-010-63691904
Fax: +86-010-63691513
hyh@ndrc-jp.cn