



INSTITUTE OF ENERGY
FOR SOUTH EAST EUROPE

2010

4th
ENERGY
WEEK

Announcement

ENERGIA BUSINESS TO BUSINESS

ENERGIA B2B 2010

25-27 November 2010

I. What is "Energia B2B - 2010"

"Energia B2B - 2010 is organized as part of the "4th Energy Week 2010", which will be held from Monday, November 22, 2010 until Saturday November 27 2010, under the auspices of the Hellenic Ministry of Development and the Ministry of Foreign Affairs, and in cooperation with the World Energy Council (WEC). The Institute of Energy for SE Europe is organising, once more, an important and well-promoted "B2B" event. During "Energia B2B - 2010" (25-27 November 2010) presentations by several companies will take place, along with an exhibition of products and services focusing on RES applications, Energy Efficiency, Cogeneration and Green Business. Banks, investment groups and electricity and natural gas companies will also take part in "Energia B2B - 2010".

"Energia B2B - 2010" will be held at the "Ethniki Asfalistiki" Conference Centre (103-105 Syggrou Ave., 117 45, Athens). This venue has a 1.300 m² exhibition space and is situated only 100 m. from the "Athenaeum Intercontinental Hotel", which will provide additional support to the "Energia B2B - 2010" meeting, including accommodation and extra conference space.

"Energia B2B - 2010" aims to provide, an informative and interactive platform of events offering a wide range of choices to all participating companies and organisations, as well as to visitors, investors, professionals and businessmen. The main target group of "Energia B2B - 2010" is professionals who are either involved or planning to invest in the expanding energy field and would therefore wish to familiarise themselves with services, products and systems, in order to integrate them to their business projects.

IENE's goal, through the organisation of this event, is to allow companies from Greece and abroad to have the opportunity to present their activities to a strictly professional audience. Visitors to "Energia B2B - 2010" will be mainly professionals working in the broad energy field, but will also include existing and potential investors active in the so-called "Green Enterprise" sector.

Products, services and projects will be presented through specially organised seminars and workshops, open only to visiting professionals and representatives of companies and organisations participating in "Energia B2B - 2010".



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“4th Energy Week” and “Energia B2B - 2010”

The crucial role that energy plays in Greece’s economy, and that of the rest of SE Europe will be the focus of this year’s “4th EnergyWeek”. The event, which is organised by the Institute of Energy for South East Europe (IENE) will take place in November 22 -27, 2010, at the “Ethniki Asfalistikí” Exhibition Center (103-105 Syggrou Ave., 117 45, Athens).

Energy, as one of the most dynamic sectors in the global economy, has experienced an impressive development over the last 20 years, mainly due to the steep rise of energy demand in all countries, and particularly in many emerging economies. The improvement of living conditions, along with the significant amounts of funds invested in energy infrastructure, has contributed to the current affluent situation. On the other hand, the steep rise of energy consumption on such a large scale has had a significant negative effect on the environment (see Climate Change), whose protection is of paramount importance in the context of sustainable development.

IENE’s “4th Energy Week”, will cover a wide range of activities in the entire energy spectrum. Morning and evening workshops, special presentations, press conferences as well as the 15th “Energy & Development” Conference will provide detailed and thorough information on the latest developments in the electricity, solid fuels, oil and natural gas markets, as well as on Renewable Energy Sources (RES), Energy Conservation, Cogeneration and Environmental Protection. This year’s underlying theme will focus on “Funding of Energy Infrastructure in the Context of the Financial Crisis”.

In parallel, IENE is organising, for the second year running, an important and well-promoted “Energia B2B” event. The purpose of this unique gathering is to bring together key energy players for face to face meetings and close interaction through a series of workshops and company/product/technology presentations. An important feature of this IENE B2B event is the organisation, through a special secretariat to be set up and run by IENE, of meetings between the participating companies and interested investors (i.e individual investors, funds, banks). The investors will be from Greece and abroad, and will be visiting Athens to get to know local enterprises involved in various energy projects (i.e. RES, Oil & Gas, Power Generation and Transmission, Energy Efficiency etc.)

“4th Energy Week 2010” is organised by the Institute of Energy for South East Europe (IENE) and, thanks to the contribution and support of some of the leading Greek and international energy corporations, it has evolved into a key event for energy developments in Greece and SE Europe. For further details please visit www.iene.gr.

II. "Energia B2B - 2010": Its Comparative Advantage

"Energia B2B - 2010" is not a conventional exhibition, where companies' products and services are simply demonstrated, but, rather it is a fully professional multidimensional forum focused on contacts and meetings of business representatives and investors. Products, services and projects will be presented through a series of seminars and workshops attended only by professionals, companies and other organisations participating in B2B. Professionals wishing to participate in these closed meetings will obtain, following their registration, a nametag with their name, company name and field of activity and will automatically enter the contact list of this B2B event.

Companies and organisations taking part in "Energia B2B - 2010" will have the opportunity to meet with representatives from several Greek and foreign funds, financial consulting companies, banks and mutual funds. A special secretariat, organised by IENE, is already engaged in arranging meetings and contacts between participating companies and funding organisations.

Two to three weeks before "Energia B2B - 2010" takes place, the schedule of the companies' presentations and the programme will be sent to all participants and at the same time it will be uploaded at IENE's website. Thus, every participating company will have the opportunity to inform its guests on time (through invitations to be provided to each company by IENE) about the programme of events, in general, as well as about its own presentation(s). The goal of "Energia B2B - 2010" organisers is to create an amicable environment suitable for discussing and promoting investments and business co-operation in the ever so demanding energy field.

The location of the exhibition, as well as specially pre-booked private halls at the nearby Athenaeum Intercontinental Hotel, will serve as meeting points, for potential partners and clients.



The Ethniki Asfalistiki Conference Center