





The 5th China (Shenzhen) International Energy-saving Emission Reduction and New Energy Industry Exposition

 Time: 26-28th Aug. 2014  Venue: Shenzhen Convention & Exhibition Center, China



The TOP ONE Green Energy-saving Exhibition

China (Shenzhen) International Energy-saving Emission Reduction and New Energy Industry Exposition (“ESER Expo”), initiated in 2010, is held annually and will be the 5th session this year. Focusing attention on energy-saving innovation, ESER Expo is a state-level internationalized and professional exhibition dedicated to promoting the energy-saving emission reduction and new energy industry in which energy-saving equipment, technologies and products are widely applied. Currently, the exhibition area has reached 30,000m². As its internationalization degree is raised year by year, over ten countries with internationally developed energy-saving technologies, such as the U.S., Japan, South Korea and some countries in Europe, will dispatch groups to attend the exhibition. The degree of specialization of ESER Expo ranks first among similar exhibitions in China. Tens of national-level professional activities will be held in the same period, e.g., China Energy-saving Emission Reduction Summit, Release of China Top 100 Energy-saving Companies List, ESER International Energy-saving Business Matchmaking Meeting, and China Emissions Trading Summit. The exhibits mainly cover energy-saving equipment and technologies, energy-saving reconstruction services, haze prevention & control and air purification, energy-saving illumination, new energy, etc. The professional visitors are from service providers and distributors in the energy-saving industry at home and abroad, and many of them come from nationwide energy-saving authorities, governmental energy-saving reconstruction projects, large energy consumers, etc. At present, ESER Expo has become the most widely accepted “International Platform for Trading and Exchange of Energy-saving Technologies, Products and Services” in China, even in Asia.

Organizations

Sponsor: China Industrial Energy Conservation and Clean Production Association
Shenzhen Development and Reform Commission
Economy, Trade and Information Commission of Shenzhen Municipality
Housing and Construction Bureau of Shenzhen Municipality

Co-sponsor: China Energy Enterprise Confederation
China Energy Services Association
China Economize Environmentalist Industry Association
Guangdong Association of Heating, Ventilation and Air Conditioning

Organizer: Shenzhen Society for Sustainable Development
Shenzhen Jiebo Exhibition Co., Ltd

Scope of Exhibits



- Energy-saving equipment and technologies: high-efficiency energy-saving motors, energy-saving elevators, energy-saving air-conditioners, energy-saving boilers, energy-saving air compressor, water pumps, etc.
- Energy-saving reconstruction and services: energy management contracting and energy-saving reconstruction companies, energy audit and technology R&D institutions, etc.



- Energy-saving illuminators, energy-saving illumination control and intelligent systems, supporting equipment and systems, energy-saving illumination applications, LED and OLED technologies

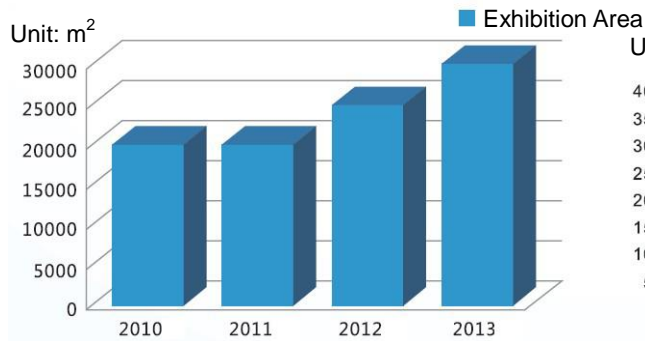


- New-energy automobiles: hybrid, hydrogen, gas and bioethanol powered automobiles and relevant equipment and facilities
- New energies: distributed energy and energy storage technology; wind, solar, nuclear, biomass, geothermal and ocean power generation technologies and equipment

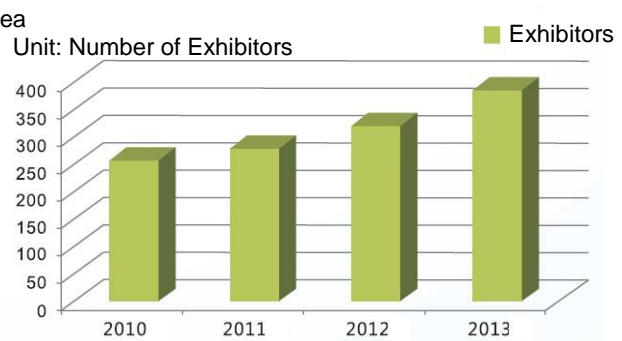
Visitors

- Government authorities: leaders from the Ministry of Industry and Information Technology of the People's Republic of China, officers from energy-saving supervision centers and service institutions all over China
- Industry associations: associations of energy-intensive industries such as steel, nonferrous metals, coal, construction materials, chemical and textile, and of environmental-protection industry
- Nationwide large energy consumers: more than 100 large energy consumers in such industries as steel, electricity, chemical and manufacturing.
- Public institutions: nationwide hospitals, universities and colleges, post and telecommunications institutions, etc.
- Landscape, construction and illumination engineering design companies, design institutes
- Nationwide EMC energy-saving service companies, energy-saving reconstruction service companies
- Energy-saving equipment distributors and agents from home abroad

Exhibition Area



Exhibitors



Major Events

- **China Energy-saving Emission Reduction Summit** --- It is a national energy-saving and environmental-protection forum led by the Ministry of Industry and Information Technology of the People's Republic of China; Former Minister of Industry and Information Technology, Deputy Director of the National Development and Reform Commission, counselors of the Central People's Government and other leaders will be invited to the conference to explain China's low-carbon and energy-saving development policy and analyze the pattern and solution for industrial energy-saving reconstruction.

- **Release of China Top 100 Energy-saving Companies List, Release of Shenzhen Top 10 Energy-saving Service Companies** --- With the support from the Ministry of Industry and Information Technology of the People's Republic of China and the People's Government of Shenzhen Municipality, these conferences take the yearly amount of energy-saving as the core ranking index and gather the outstanding energy-saving service patterns and technologies from Shenzhen and other regions in China.

- **ESER International Energy-saving Business Matchmaking Meeting** --- Accurate matching will be realized according to the individual needs of suppliers and demanders; the Organizing Committee will share the industrial resources accumulated in the past five years; one-to-one negotiations will be carried out between energy-saving government authorities and enterprises, between banks and enterprises, between suppliers and demanders, and between international distribution channels.

- **The 1st China Emissions Trading and Sustainable Development Forum** --- Sponsored by Shenzhen Emissions Exchange, this Forum will invite 300 large energy consumers through 62 energy-saving supervision institutions all over China; focus will be placed on study of and discussion about the ways of trans-regional emissions trading & cooperation in China and the model innovation in this respect.

- **Launch Event of China Cutting-edge Energy-saving Emission Reduction Technologies and Products** --- More than 100 new energy-saving technologies and apparatuses will be launched; before the event, special persons will be assigned to invite qualified target customers; it provides a one-to-many promotion and marketing platform which will be quite effective.

Opportunities for Exhibitors

- The enterprise image can be promoted most comprehensively in the industry; it is likely that government leaders come to visit the booth and the company is exposed by media, which will improve the brand awareness and reputation and reflect the brand value and commercial returns.

- There is the opportunity of face-to-face communication with leaders from national government authorities at the main forum, who will explain the support policies and industrial development trend.

- The special team of the Organizing Committee will invite domestic and overseas service providers, investors, agents, distributors and suppliers to have face-to-face trading negotiations with the exhibitors;

you can exchange technologies and seek cooperation with each other.

- More than 10 industrial exchange forums will be held, which is a good opportunity for exhibitors to have communications with technical researchers, leaders and management/technological development personnel from manufacturers, as well as experts and scholars from research institutes.

Tips

Benefits from participation in the exhibition and early booking of booth

- Two admission tickets for “China Energy-saving Emission Reduction Convention & Release of Top 100 Energy-saving Companies List” will be given as gifts if a 36m² raw space booth is booked.
- One Enterprise Introduction & Promotion Event (30min) and two admission tickets for “China Energy-saving Emission Reduction Convention & Release of Top 100 Energy-saving Companies List” will be given as gifts if a 54m² raw space booth is booked.
- The publicity resources of the convention can be made better use of; longer-time promotion and publicity will be provided by 300 industrial professional media and 50 mass media invited by the ESER Expo Organizing Committee; exhibition publications and advertisements will be given for free.

Suggestions on booth selection

- To exhibit enterprise image, brand or strength, a raw space booth with special decoration is recommended, usually in the front of the venue; such a booth is quite eye-catching and can easily gain trust from customers.
- To exhibit technologies or equipment, a standard booth is recommended; it does not cost much, but people with interest will find you.
- It would be better to exhibit your products together with the similar ones from other companies so that the targeting audience can find you easily.



ESER Expo Organizing Committee Office

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