



Countries of origin

Foreign Exhibitors

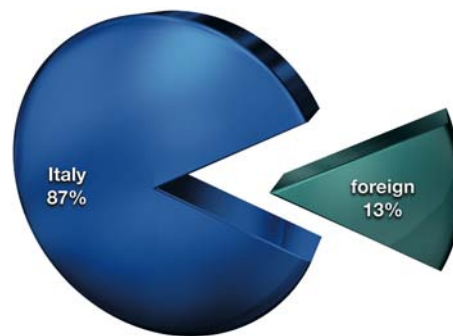
IT		309	Italy
DE		17	Germany
MY		6	Malaysia
US		4	United States
CH		3	Switzerland
ES		3	Spain
AT		2	Austria
FR		2	France
UK		2	United Kingdom
BE		1	Belgium
CZ		1	Czech Republic
JP		1	Japan
KR		1	North Korea
MC		1	Monaco
MX		1	Mexico
NL		1	Netherlands
SK		1	Slovakia

Energethica 2010, despite the economic difficulties, grew again this year, giving energy to the green economy, with over 356 exhibitors, 13% coming from abroad. The exhibitors came from 17 countries and substantially confirm the results of the previous editions, considering the recent international economic trend.

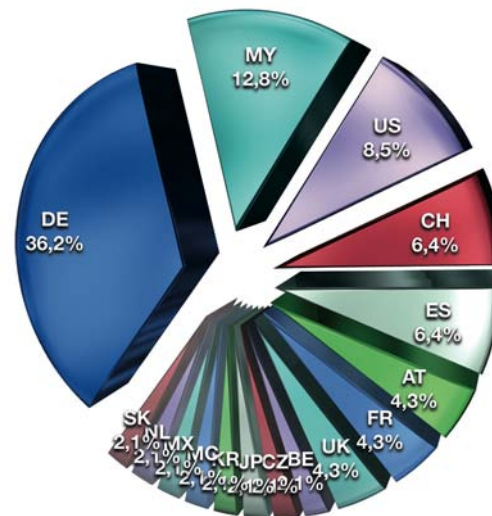
Malaysia was the newcomer this year, and its new minister of 'green' technology wants to re-establish a first class role in the ASEAN countries.

Although the majority of foreign companies came from economically strong countries with experience in the renewable energy sector, the new American pro green policies draws the participation of the USA and Mexico, reflecting new areas of interest and giving Energethica the role as a forerunner in predicting trends!

Portion of foreign exhibitors out of total



Diffusion of foreign exhibitors by country



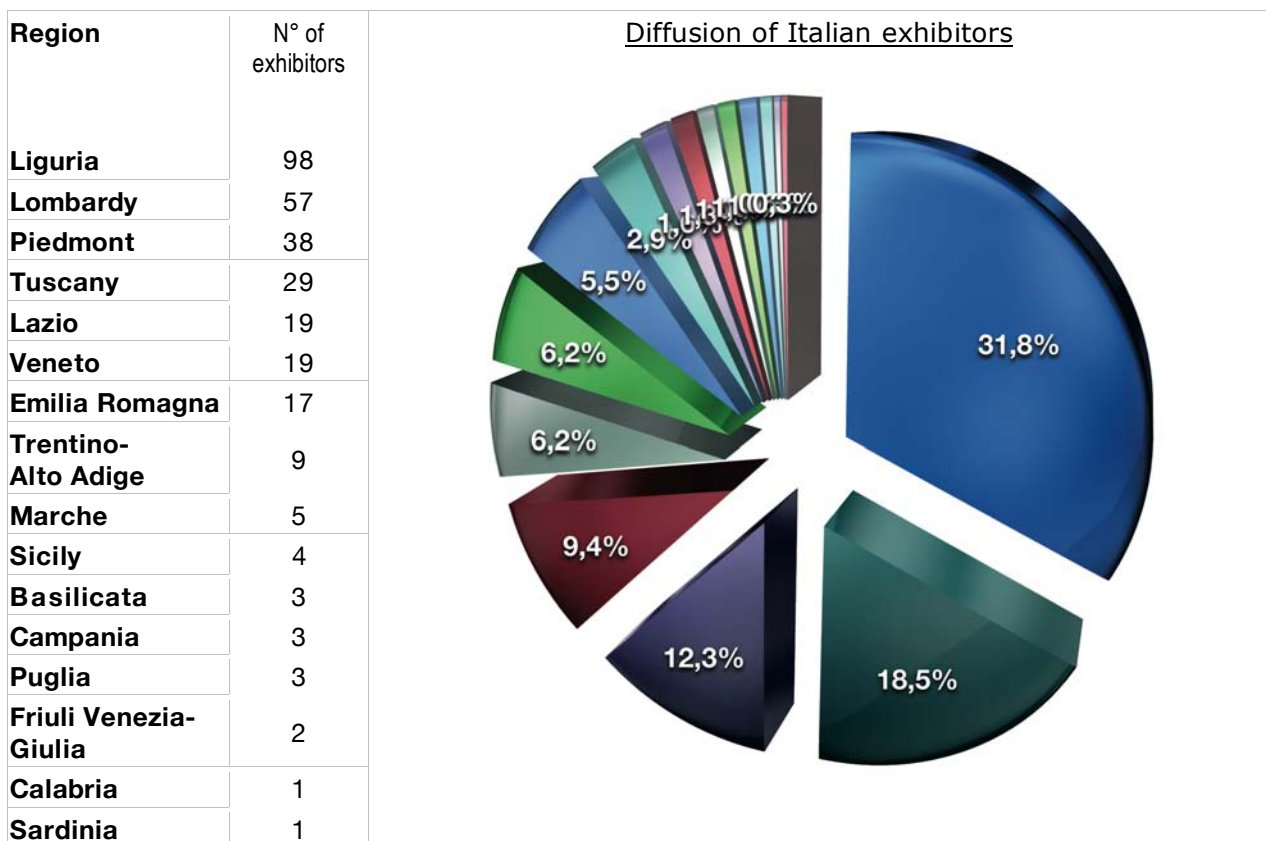


Origins

Italian Exhibitors

The Italian exhibitors, instead, came not only from regions bordering the event, but arrived from all of Italy. In respect to last year, companies present from Liguria increased in defense of their market position, but the Piedmont and Lombardy Regions together equal them. On the rise are the presence of the Tuscan regions, an area which is conscientious in terms of renewable energy and eco-compatible construction and Alto Adige where the regional policies reflect the topics dear to Energethica.

Lazio, traditionally the site of collaborative actions and large companies who find a valid national showcase here, remained unchanged.



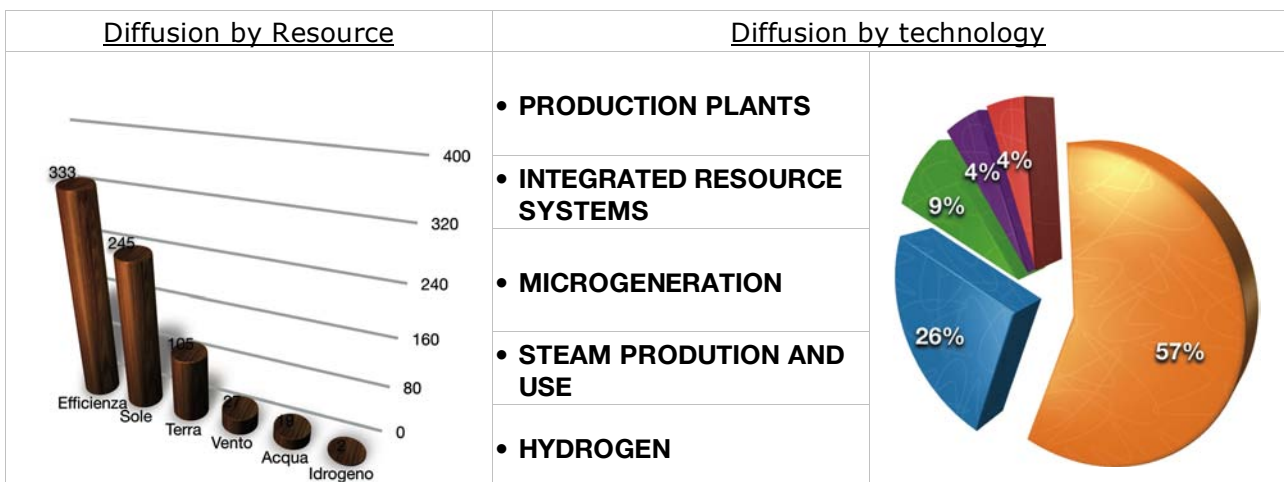
The data confirms the accentuation of the trend (anticipated from the previous edition) of growing national distribution among Italian exhibitors with a 62% concentration from the North-West (zone of reference) and an increasing interest for the event on the part of the North-East and Central South.



INDUSTRY SECTORS

		Diffusion of Sectors
PRODUCTION OF ENERGY FROM RENEWABLE RESOURCES	431	
ASSOCIATIONS, PUBLIC DEPTs. AND SERVICES	364	
ENERGY EFFICIENCY & CONSERVATION	333	
RESEARCH & DEVELOPMENT	82	
ENERGY PRODUCTION TECHNOLOGIES AND PROCESSES	42	
ENVIRONMENTAL CONSERVATION	37	
DEVELOPMENT OF ENERGY FROM REFUSE	20	
PRODUCERS OF ENERGY FROM RENEWABLE RESOURCES	20	
INNOVATIVE SOLUTIONS	10	

The industry sectors represented by the exhibitors cover all of the macro areas proposed by Energethica. The main concentration is found in energy production plants and in the energy efficiency and conservation solutions and services (60% of the indications) while 27% were Public Departments, Services and Associations. The effort to communicate the value of conserved energy as ethical and sustainable energy, equal to renewable, represented 25% of the exhibited products in the sphere of energy efficiency and conservation (+6%)! Also the fact that almost 6% of the exhibitors came from Research & Development/Innovation (+2%) shows the effort made by the organizers in this area to welcome those who seek new solutions and confirm Energethica as an interdisciplinary laboratory and a launch pad for those proposing something new on the market.



The distribution between the various resources is of interest: Energy efficiency is growing and in the lead with 46%, while nevertheless strong, in second place, is the use of solar energy (for which the Italian

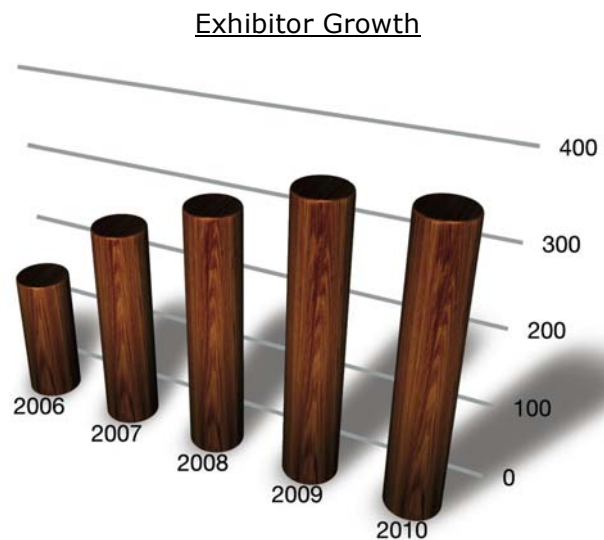


LABORAZIONE DATI ESPOSITORI ENERGETHICA GENOVA 2010

territory is particularly predisposed). Appearing in third place is the use of biomass. Hydroelectric technology seems to require less advertisement, as it is a well known and used resource, already available for some time. Instead there was growth in the wind energy sector (in particular with ideas tied to mini wind mills and vertical axes). This always brings a breath of fresh air to the Italian market where this technology has been difficult to implement.

Also of great interest was the presence at 26% (+14%!) of the integrated resources systems. To demonstrate just how much room there still is for improvement in this branch of the electric sector, just note the new products revealed at Energethica 2010 by some important national producers, regarding the use of heat pumps in combination with solar heating ...

CONCLUSIONS:



The exhibitors at Energethica 2010 came not only from Italy, but also from many foreign countries, giving a more international aspect to the event. They came from all over Italy with the main concentration from the North-West, but with a clear national trend (see for ex. Tuscany). The highly qualified visitors met with comprehensive and concrete ideas, revealing more than ever the attention on efficiency—with particular regard for sustainable construction- and conservation (the cleanest resource of all...!) followed by solar and biomass systems, making the obvious synergy between the various technologies and the integrative applications between the various sources of energy production and technologies possible.

The data reflects the impressions and the comments collected during and after the event and confirm the success of the project, mainly in reference to the aspect which rewards energy efficiency and conservation. As stated, the single sectors were developed in collaboration with “tutors” and competent technical partners (this year over 80) and also involving institutions and public departments of the bordering regions (over 20 institutional partners), making Energethica a “group product”.

The increase in competence of the carefully selected visitors—thanks to a focalized and yet vast publicity campaign (direct mailings, industry magazines, daily papers, local and national TV and radio)—has positively contributed to the exhibitors’ satisfaction.

The philosophy of communicating Energethica’s events throughout Italy along the “Sustainable Energy Circuit”, along with technical and institutional partners, has consolidated relationships and the vision of the project, making it possible to offer visitors and exhibitors increasingly complete and convenient ideas. Moreover, Energethica boasted the presence of ideas which are new to the world and research prototypes (also through the presence of the national CNR demonstration area) launched in synergy with the communicative needs of the project and which, with the bestowal of the customary prize, attracted, among the others, important people from the world of politics, industry and research.

Energethica, therefore, has everything ready to satisfy yet again in 2011!