

WELCOME TO EXHIBIT!

WORLD BIOENERGY 2012

+ THE 3rd WORLD CONFERENCE ON PELLETS



WORLD BIOENERGY 2012

Conference & Exhibition on Biomass for Energy

29 - 31 MAY 2012, JÖNKÖPING - SWEDEN

WWW.WORLDBIOENERGY.COM

THIS IS WORLD BIOENERGY!

World Bioenergy is an international trade fair combined with a large conference, multiple field trips and matchmaking, all focused on the biomass-to-energy sector. There is great interest in the technical and system solutions, knowledge and experiences. To meet this interest and develop business opportunities for the sector as a whole, an international forum was created and had its debut in 2004: World Bioenergy. Our exhibitors are leading manufacturers, suppliers and sub-suppliers of products, technology and services to the entire bioenergy sector, for instance:

- **Wood based fuel production (pellets, wood fuels)**
- **Combustion technology and materials handling**
- **Biogas and liquid biofuel production**
- **Trade, distribution, transport and logistics**
- **Planning and engineering services**
- **Consulting services, analysis and finance**
- **R&D and education**
- **Industry organizations, the media, and the public sector**

WHY EXHIBIT?

International fair visitors and conference delegates come to World Bioenergy to meet people who can help them transform their visions into profitable production. Can you help them? The concept attracts key individuals and stakeholders from the whole world. As an exhibitor here you have superb opportunities to present your products and services in context.

FACTS FROM 2010

- Exhibitors:** 200
 - Visitors:** 4,000 (including 550 conference delegates)
 - Countries:** 50 (from all parts of the world)
 - Trade press:** 100 journalists from 15 countries
 - Pre-scheduled business meetings (matchmaking):** 880
- Visitors companies have a **median investment need of MSEK 10 within 12 months.**
- Visitors companies have an **average investment need of MSEK 359 within 12 months.**
- On average **38%** of this investment need will be invested in products and services shown at World Bioenergy 2010.

“Jönköping is the bioenergy capital of the world!”

Miguel Trossero of the UN's Food and Agriculture Organization, Argentina (World Bioenergy 2010)



“It was a very interesting exhibition. We met many people even from countries that we didn't expect, for example Brazil, Chile and Spain. Overall we are extremely satisfied with the event.”

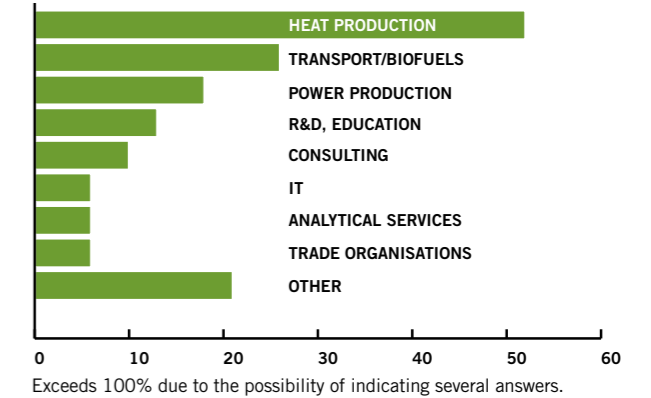
Christian Müller, Salmatec GmbH, Germany (World Bioenergy 2006)



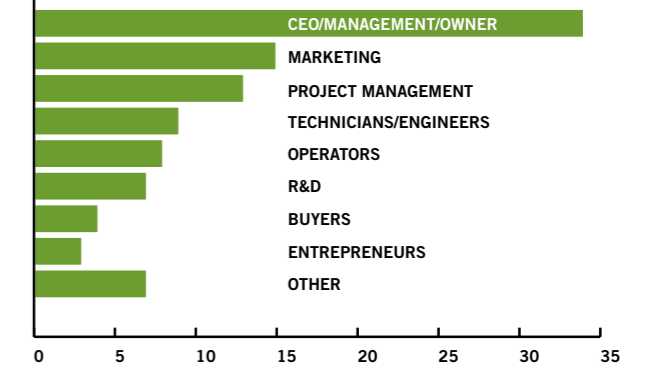
WHAT KIND OF VISITORS TO EXPECT?

The visitors to World Bioenergy are decision-makers with purchasing power. They want to develop business contacts with established and new suppliers. According to an independent visitor survey done during World Bioenergy 2010, visitors were mainly interested in meeting exhibitors in the fields shown in the graph.

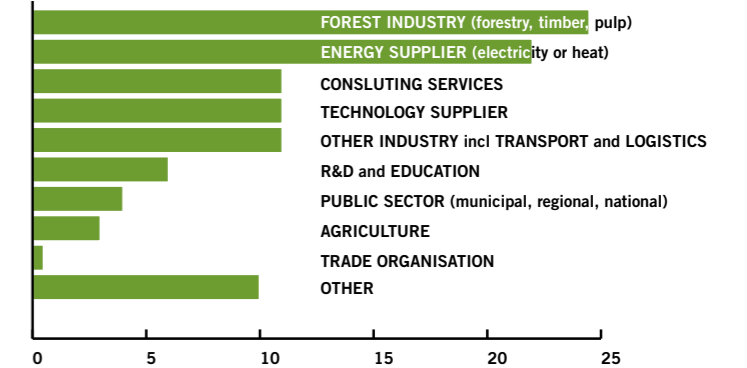
Visitors' main areas of interest %



Visitors' responsibility in %



Visitor categories %



“We are keen to engage with the leading players in the bioenergy market, and the World Bioenergy event in 2008 was the best meetings event we attended that year.”

Douglas Clark, Business Consultant, Ontario Ministry of Economic Development and Trade (World Bioenergy 2008)

TAKING YOU FROM KNOW-HOW TO SHOW-HOW
WWW.WORLDBIOENERGY.COM

WELCOME TO EXHIBIT!

Contact us and we'll be happy to tell you more about exhibiting, sponsoring or other marketing opportunities. You will also find more detailed info at www.worldbioenergy.com

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FOR INFO ABOUT THE WORLD BIOENERGY CONFERENCE

Contact the Swedish Bioenergy Association (SVEBIO).

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E-mail: worldbioenergy@svebio.se

TIME AND PLACE

29-31 May 2012.

Elmia, Jönköping, Sweden.

HOTEL BOOKINGS

For easy and efficient service book your accommodation via Jönköpings Hotellbokning.

They will also help you with associated events, restaurant bookings, etc.

We recommend you book early!

Tel: +46 36 10 71 71. E-mail: hotellbokning@destinationjonkoping.se



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