

Specialized Fair on New & Renewable Energy



# SWEET fair 2013

Solar, Wind & Earth Energy Trade Fair

2013. 3. 13<sup>Wed</sup> ~ 15<sup>Fri</sup> Kimdaejung Convention Center



Organizer



Gwangju Metropolitan City



Jeollanam-do Province

Management



Kimdaejung Convention Center



Korea Trade-Investment Promotion Agency



KOREA ENERGY  
MANAGEMENT CORPORATION



Korea Wind Energy Industry Association



## | Invitations Message |



Gwangju Metropolitan City has long striven to supply New & Renewable Energy and foster green industry for 'Low carbon, green growth'.

We would like to offer you an invitation to visit Gwangju, the Mecca of New & Renewable Energy and green industry.

Nowadays, countries in the world are paying keen attention to the development of New & Renewable Energy as the key tool for reduction in greenhouse gas and the economic stimulus.

Gwangju has become the first city to recognize the significance of New & Renewable Energy and prepare for it in the past, Gwangju has officially declared itself a 'Solar City', in connection with solar energy construction, and we are fully prepared to make our city into a hub of green energy in Asia by supplying New & Renewable Energy and fostering our industries.

Such efforts have resulted in our holding SWEET fair(Solar, Wind & Earth Energy Trade Fair) annually, with the attendance of world-wide companies and experts specialized in New & Renewable Energy, where they can exchange ideas and information about business.

We firmly believe that the SWEET fair, scheduled to be held by Gwangju Metropolitan City on March 2013 will be a great opportunity of your future and business.

New & Renewable Energy is a future-oriented and new growth engine industry, leading the green industry. The SWEET fair, specialized in new & renewable energies, will guide you to a bright future.

We cordially invite you to attend the SWEET fair on March 2013, where your dreams will come true.

Thank you.

**Kang, Woon-tae**  
Mayor, Gwangju Metropolitan City

강운태



We are pleased to hold SWEET 2013 at city of light that is paradisiacal repository of natural resources and welcome you with our whole heart.

The 8th Solar, Wind & Earth Energy Trade Fair 2013( 13<sup>th</sup> to 15<sup>th</sup>, March 2013) has become a prestigious international event on New & Renewable Energy field and a business opportunity to offer useful information to entrepreneurs and professionals.

Especially, Jeollanam-do province is located in southern area where there is little change of the weather and the amount of sunlight is the highest in Korea. The yellow sea geographically consists of a rias coast with high tidal range. There are many good places for tidal generation such as Hoinggansudo. In addition, Jeollanam-do province has been given a suitable place for wind power using seaward wind around 2,000 islands.

At present, our community has installed 47% photovoltaic plants nationwide and has completed 1mW tidal plants in the Jindo offing. Additionally, we plan to construct 1000mW wind power complex.

Thanks to the 8<sup>th</sup> SWEET 2013(Solar, Wind & Earth Energy Trade Fair) and the government policy on 'Low carbon-green growth', Jeolla-do province is rapidly rising to the status of New & Renewable Energy powerhouse.

Now, the issue of climate change is a problem which must be solved by all of us. We cordially invite you to attend the SWEET 2013 which is scheduled to be held in 'City of Light, Green Area'.

Thank you.

**Park, Joon-yung**

Governor of Jeollanam-do Province

박준영





# Gateway to Korean New & Renewable Energy Market



The **First** Exhibition achieved '**UFI Approved Event**' from Global Association of the Exhibition Industry in Korea New & Renewable Energy Exhibitions\_July, 2008



The **Only** Exhibition achieved '**The Most Promising Exhibition**' for 6 consecutive years from Ministry of Knowledge Economy in Korea\_2007~2012



The **Best** Exhibition achieved '**INT'L ENDORSED EXHIBITION**' from Ministry of Knowledge Economy in Korea

## Grasp the Chance of Global Marketing at **SWEET 2013**

Honam Bloc.  
(Gwangju Metropolitan City  
& Jeolla-do Province)  
: New & Renewable Energy  
Industrial Mecca of Korea

**SWEET 2013**  
The global marketplace  
for new & renewable energy  
with various professional  
conferences

A Foothold for  
Successful Business





# Specialized Exhibition on New & Renewable Energy Outline of SWEET 2013

## Outline

**Title** SWEET 2013 / Solar, Wind & Earth Energy Trade Fair 2013

**Date** 2013. 3. 13<sup>(Wed)</sup> ~ 15<sup>(Fri)</sup> / 3 Days

**Venue** Kimdaejung Convention Center

**Scale** 15 Countries 190 Companies 550 Booths

**Organizer**  Gwangju Metropolitan City  Jeollanam-do Province

**Management**  Kimdaejung Convention Center  kotra Korea Trade-Investment Promotion Agency  KOREA ENERGY MANAGEMENT CORPORATION

 Korea Wind Energy Industry Association

**Supporters** Ministry of Knowledge Economy, Korea Forest Service, Korea Electric Power Corporation, Korea Power Exchange, Korea Midland Power CO.,LTD, Korea Hydro & Nuclear Power Co., Ltd, Korea District Heating Corp., Korea Energy Economics Institute, Korea Institute of Energy Research, Korea Institute of Industrial Technology, Korea Electrotechnology Research Institute, Gwangju Institute of Science and Technology, Korea New & Renewable Energy Association, Korea Association of Pellet Fuel, Korea Smart Grid Association, Korea Energy Foundation, Bio Diesel Association, Korea Electrical Contractors Association, Korea Electric Engineers Association, Korea Photovoltaic Industry Association, The Korean Society For New And Renewable Energy, The Korea Solar Energy Society, The Korean Institute of Electrical Engineers, Korea Society of Geothermal Energy Engineers, Chonnam National University, Chosun University, Mokpo National University, Dongshin University

**Media Sponsor**  Photon  MM  AVING  Global Energy Network  株式会社日新エネルギー  Beijing Energy  Beijing Energy

## Exhibit Category

<b>Photovoltaic</b>	Road lights, module, cell construction management system, materials, inverter, manufacturing equipment, evaluation, testing, analysis equipment, clean-ESD protection, devices, ingot-wafer
<b>Solar Thermal</b>	Water heater and Air-conditioning system, Applied products
<b>Wind Power</b>	Parts production, wind power generating system, offshore wind power
<b>Hydrogen</b>	Hydrogen production, Hydrogen storage, Hydrogen conveyance and Infrastructure
<b>Fuel Cell</b>	Dispersed generation fuel cell, Fuel Cell for transportation, Small co-generation fuel cell, Portable fuel cell
<b>Geothermal</b>	Air-conditioning system design and construction, Heat pump
<b>Biomass</b>	Unutilized Energy, bio-diesel, woody biomass, bio-ethanol, biomass gasification
<b>Marine</b>	Tidal power generation, Wave-power generation, Sweater temperature difference generation
<b>IGCC</b>	Coal liquefaction, coal gasification
<b>Small Hydro Power</b>	Generating system design production, Generation producer (Public institution, Local gov-private business)
<b>Waste</b>	RDF (Refuse Drived fuel), Pyrolized fuel of waste plastic, Incinerated waste thermal
<b>Green Industry</b>	Hybrid car, CDM industry, CO2 reduction industry





## Application Fee

### Application Fee

	Category	Fee	Size	Note
<b>Shell Scheme Booth</b>	Standard Booth	USD 2,000	9m <sup>2</sup> (3m×3m)	Exhibit space and basic booth
	Premium Booth A(Truss)	USD 2,300	9m <sup>2</sup> (3m×3m)	Exhibit space and basic booth(Minimum participation unit : 2 Booths)
	Premium Booth B(Block)	USD 2,500	9m <sup>2</sup> (3m×3m)	Exhibit space and premium booths(Minimum participation unit : 4 Booths)
	Floor space only	USD 1,700	9m <sup>2</sup> (3m×3m)	Bare Floor space

### Payment Method

- 50% of participation fee charges for utility services and directory advertisements shall be paid upon application with the remaining 50% to be paid by February 1<sup>st</sup>, 2013.
- The Participation fee and/or charges for utility services and/or advertisement should be remitted to the following bank account  
**Bank :** Kwangju Bank **Account No:** 055-127-000151  
**Beneficiary:** Kimdaejung Convention Center **Swift Code:** KWABKRSE  
**Bank Address:** Chipyeong-dong, Seo-gu, Gwangju, Korea **Bank Phone:** +82-62-374-0601 / **Fax:** +82-62-375-5447
- ★ Please specify the company name on the remittance.
- ★ After sending the remittance, please send by fax(+82-62-611-2209) to the fair management a copy of the bank transfer slip of your payment of the participation fee and charges related with SWEET 2013.
- ★ Remittance fee must be paid by your side.

**Deadline for Early-bird** | December 28<sup>th</sup>, 2012 [ ① Discount USD 200 ② Offer free advertisement on E-Newsletter (Only one time) ]

**Deadline for Application** | February 1<sup>st</sup>, 2013

## Directory Advertisement

Exhibitors can place their full-color ads in the official directory

Category	Description	Unit Price
Back Cover	Back Cover	USD 1,100 /Page
Page 2 ~ Page 3	Page 2 ~ Page 3	USD 700 /Page
Page 4 ~ Page 5	Page 4 ~ Page 5	USD 700 /Page
Inside Pages	Inside Pages	USD 400 /Page

### Notice

- If exhibitors wish to advertise, please apply to the "Directory Advertisement" category in the "Application for Utility Service & Directory Advertisement".
- The advertisement fee must be paid with the application. The exhibitor has to consult the Fair Management in advance for availability of the page for the advertisement except inside pages.
- After booking advertisement, please send films or computerized image files of the advertisement to the Fair Management.
- ★ Film size : 180mm(width)×230mm(height) with the margin of the image to 5mm.
- ★ Computerized File : 180mm(width)×230mm(height), save as 'tif' or 'jpg' type with 300dpi resolution, CMYK color mode

## Booth Construction

**Space with Shell Stand** | Exhibitors can save time and expenses by using the standard or premium booth provided by the fair management

### Perspective Drawing



Standard Booth

Includes walls, carpet, lighting, fascia, power point(1kW), counter, round table, 3 chairs



Premium Booth A

Includes premium walls, carpet, lighting, fascia, power point(1kW), counter, round table, 3 chairs

- 1 free E-Newsletter advertisement (only one time)
- free advertisement in Official Directory(inner page)



Premium Booth B

Includes premium walls, carpet, lighting, fascia, power point(1kW), counter, round table, 3 chairs

- 2 free E-Newsletter advertisement(only one time)
- free advertisement in Official Directory(inner page)

★ The above booths can be changed at a exhibitor's request



## SWEET 2012 Features

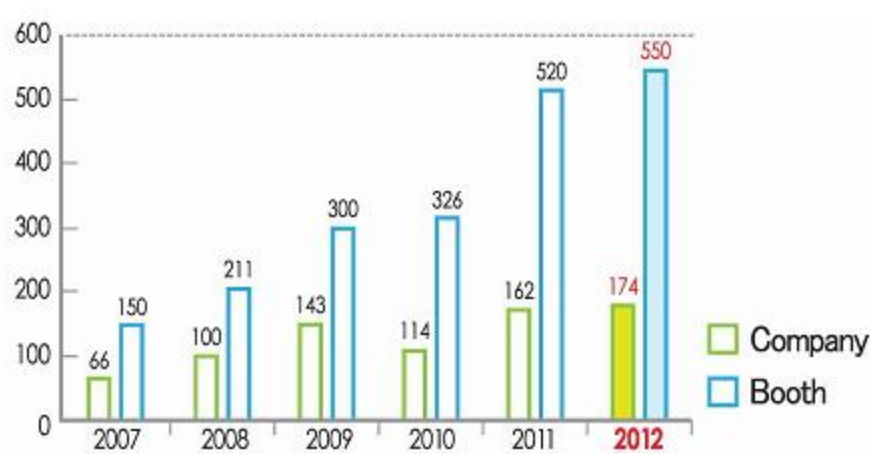
- Significant increase in a number of booths, visitors : the largest scale 550 booths
- Photovoltaic, solar thermal, wind power, geothermal, wood pellet etc.: various, up-to-date technology exhibits
- Diverse international seminars such as "Seminar on Photovoltaic Industry" leading global technology trends
- Provision of marketing opportunity for companies by holding officials' workshops from new & renewable energy sector throughout the country
- The only exhibition co-hosted with KOTRA(Korea Trade-Investment Promotion Agency)

## SWEET 2012 Concurrent Programs

- SWEET2012 Seminar on Photovoltaic Industry
- Forum on Development-Strategy of the Port Hinterland for Offshore Wind Power
- Bioenergy Korea Conference 2012 International Symposium
- Electrical Safety Management Technology Training Course
- Seminar on RPS (Renewable Portfolio Standard)
- KEMCO, the International Export Support plans for Domestic companies
- SWEET 2012 International Wind Power Seminar
- Gwangju Metropolitan City, Jeollanam-do Province Investment Conference
- SWEET 2012 Business Plaza

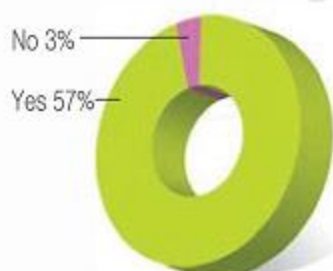
## Outcomes of SWEET 2012

- Exhibitors: 550 Booths from 174 Companies 14 Nations
- Overseas Buyers: 1,442 Buyers from 801 Companies 32 Nations
- Sales Negotiation: amount to USD 190 million

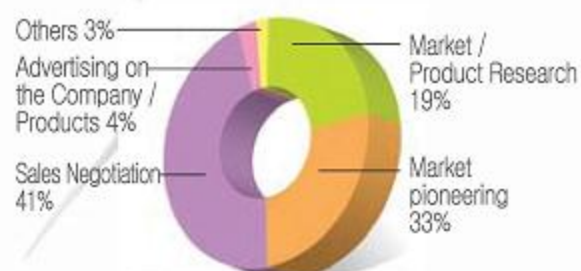


### Questionnaire Analysis

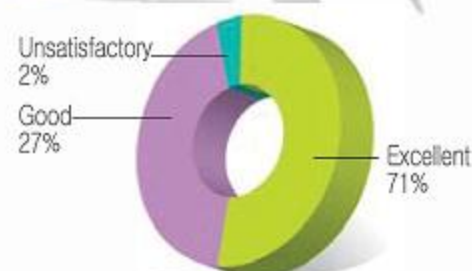
Q1. Have you achieved your goals?



Q2. What objectives have you achieved by participating in the fair?



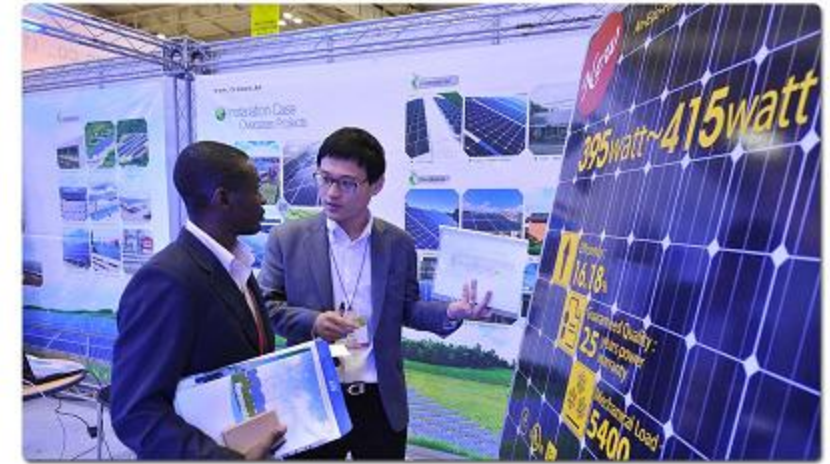
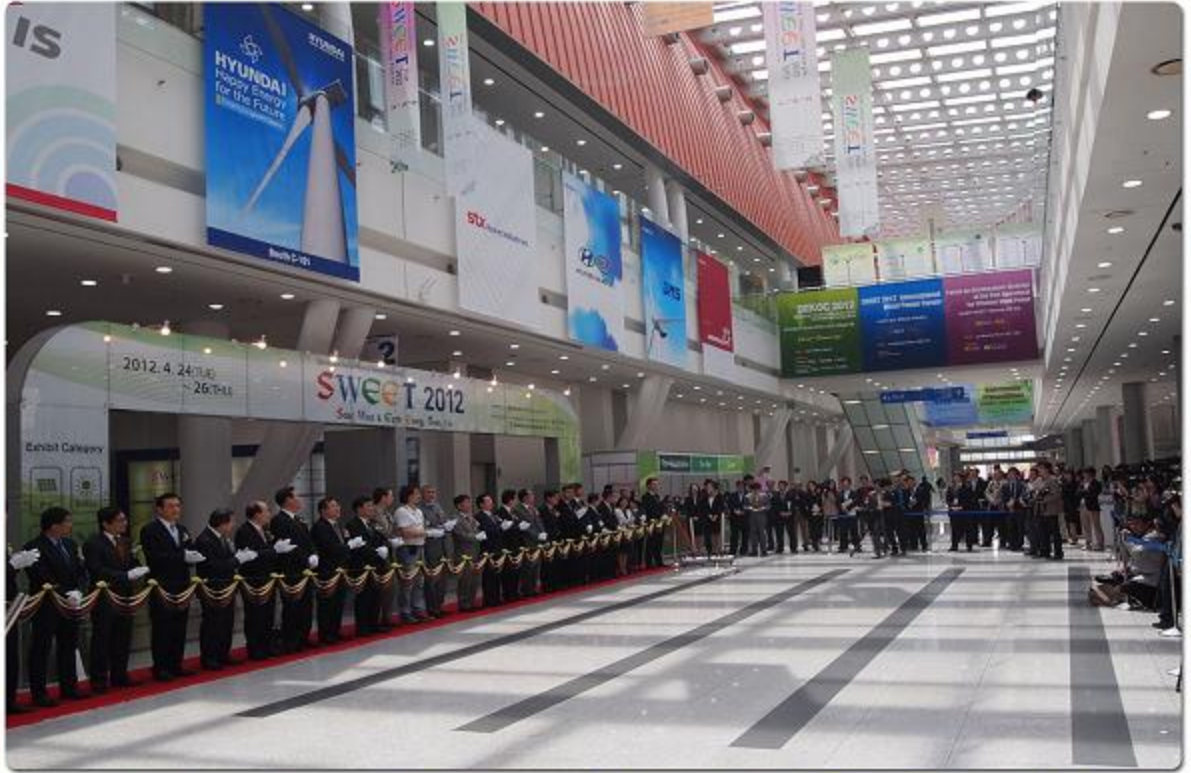
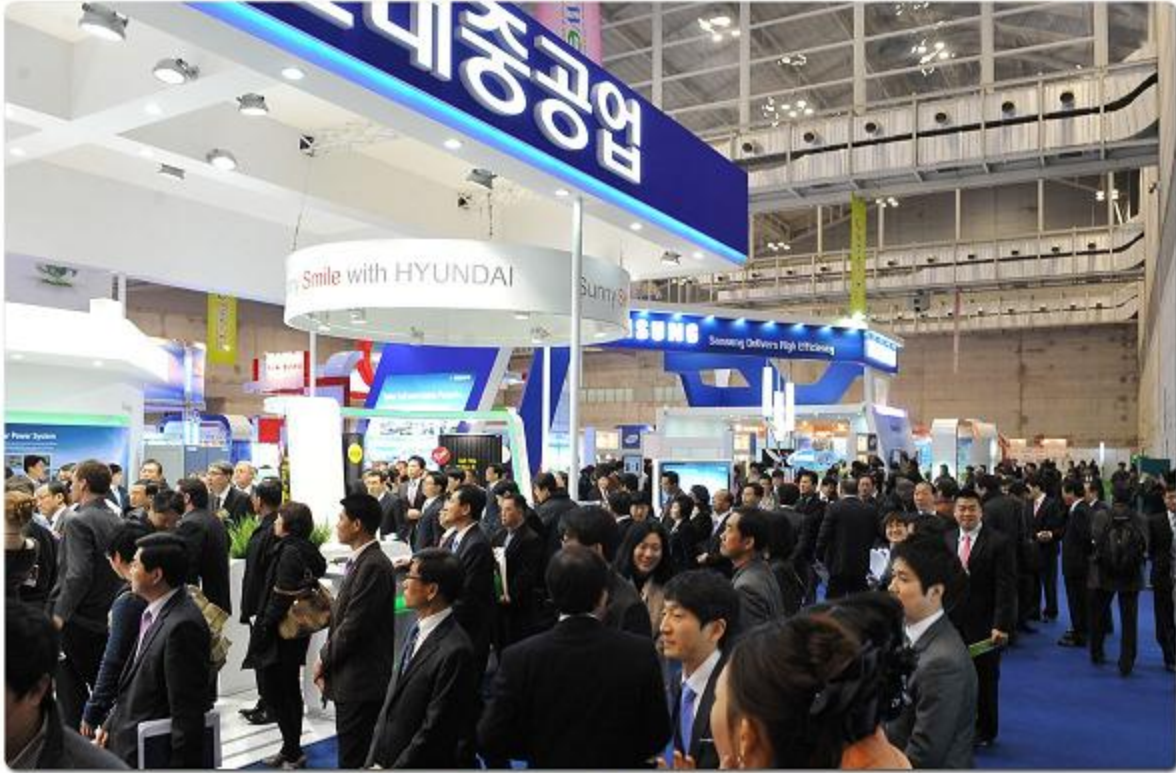
Q3. How would you rate the quality of the attendance?



Q4. Do you intend to take part in SWEET 2013?







**SWEET fair 2012**





Specialized Fair on New & Renewable Energy

**S**W**EE**T *fair*  
2013

**S**olar, **W**ind & **E**arth **E**nergy **T**rade Fair