

U.S. DEPARTMENT OF COMMERCE: INTERNATIONAL BUYER PROGRAM

ELECTRIC POWER 2012

Baltimore, Maryland, May 15-17, 2012

<http://www.electricpowerexpo.com>

1. Event Description

ELECTRIC POWER 2012 has been selected to participate in the 2012 International Buyer Program (IBP).

- A) **ELECTRIC POWER 2012** covers both business and technology considerations in the power generation, renewable energy and transmission sectors. It is the event of inclusion for the energy industry and brings together specialists from many sectors of the industry who co-locate their annual meetings with the exhibition, including the Combined Cycle Users Group, the PRB Coal Users Group, the Plant Management Institute and others. The focus of the event is on the needs of the owner/operator companies that utilize all kinds of power generation fuels and technologies including natural gas, coal, nuclear, renewable energy and on-site power/cogeneration (combined heat and power). The environmental component of the conference highlights emissions control and water management strategies vis-à-vis the power generation process.
- B) Target Audience: More than 4,500 industry professionals from the U.S. and over 30 countries from around the world are expected to attend **ELECTRIC POWER 2012**. The audience profile includes individuals involved in all segments of the power generation and engineering management business, including owners, operators, producers, manufacturers, suppliers, and Government officials. Education is a key focus of **ELECTRIC POWER 2012** and the industry-targeted educational program will highlight technical, strategic and operational sessions from internationally recognized speakers. Sessions will focus on the power generation sector's most important issues, including plant maintenance and optimization, fuel strategies, IGCC and advanced coal technologies, gas power/combined cycle and gas turbines, turbine inlet cooling applications, combined heat and power applications, nuclear power, renewable power, power plant safety, security and training, new and emerging clean energy technologies, and more.
- C) Important Target Markets: The following markets are considered target markets for **ELECTRIC POWER 2012**: Australia, Brazil, Canada, China, Finland, France, Germany, Hong Kong, India, Indonesia, Japan, Kazakhstan, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Philippines, Poland, Qatar, Russia, Saudi Arabia, South Africa, South Korea, Taiwan, Thailand, Ukraine, United Arab Emirates and Vietnam.
- D) Scope of Exhibits: **ELECTRIC POWER 2012** is expected to feature over 350 exhibitors covering more than 75,000 net square feet of exhibit space. The following products and services displayed on the exhibit floor include all types of equipment and technologies used in power plants, including:
 - Boilers/auxiliary systems
 - Computers/software

- Diesel/generators and auxiliaries
- Emissions control equipment and systems
- Energy information services
- Energy services/marketing
- Engineering/design services
- Fuels/fuel handling
- Gas turbine/generators and auxiliaries
- Information technologies
- Instrumentation and controls
- Motors/electrical equipment
- Nuclear power
- Operations/maintenance products and services
- Pumps/compressors/valves/piping
- Renewables
- Steam turbine/generators and auxiliaries
- Testing equipment and tools
- Training services
- Transmission and grid technologies and services
- Water/wastewater treatment, etc.

E) **ELECTRIC POWER 2012** will offer more than 40 educational programs, workshops and seminars focusing on plant maintenance and optimization, power plant safety, security and training, fuel strategies, IGCC and advanced coal technologies, gas power/combined cycle and gas turbines, turbine inlet cooling applications, combined heat and power applications, nuclear power, wind power, and other renewable energy industries, such as biomass, solar, geothermal, and waste energy. A complete listing of all sessions, workshops and co-located meetings can be found at: <http://www.electricpowerexpo.com>.

2. ELECTRIC POWER 2012 Contacts

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3. Registration

Advance registration for **ELECTRIC POWER 2012** will open November 30, 2011. All CS, State Department, staff, and other U.S. CS partners (e.g. EXIM Bank, etc.) receive complimentary access to the exhibit floor and educational sessions. IBP registered international delegates also receive complimentary access to the exhibit floor. IBP delegates who are part of an official IBP delegation also receive one free education seminar ticket and a discount on offsite industry site visits. IBP registered delegates that wish to have access to all conference sessions can pay a discounted conference fee of \$298, which is a 50% discount on the regular conference package. This discounted rate is available exclusively for IBP registered delegates only.

4. Hotels

Show Management can provide assistance with reserving hotel room blocks. Demand for hotel rooms during **ELECTRIC POWER 2012** will be very high so we encourage all delegation leaders to reserve your delegates' hotel rooms early. A list of nearby hotels to the Baltimore Convention Center will be posted on the event's web site. Delegation leaders requiring hotel accommodations should contact OnPeak at 866-889-9645 or via e-mail at ELECTRICPOWER@onpeakevents.com.

5. Export Programs

A) International Business Center (IBC)

The IBC is the official welcoming and reception location for all international guests. The IBC will be located next to the registration area, located on the exhibit floor level of the convention center.

The IBC will include:

- private meeting rooms
- interpreter services for language assistance
- lounge area
- refreshments
- phone, printer, copier

The IBC will be staffed during the following hours:

Monday, May 14, 2012	9:00 a.m. – 5:00 p.m. (Pre-Show hours)
Tuesday, May 15, 2012	9:00 a.m. – 5:00 p.m.
Wednesday, May 16, 2012	9:00 a.m. – 5:00 p.m.
Thursday, May 17, 2012	9:00 a.m. – 3:00 p.m.

B) Team Activities

Events planned at **ELECTRIC POWER 2012** includes one-on-one Matchmaking services and a Showtime Program coordinated by the Energy Team.

1) Showtime and Matchmaking Programs

The Energy Team will be offering Showtime and Matchmaking Programs at **ELECTRIC POWER 2012** for U.S. exhibitors and U.S. attendees. If you are interested in participating in either of these programs please inform Mark Wells. The goal of the Showtime Program is to provide U.S. exhibitors with market briefings on export prospects and opportunities in the delegation leaders' respective markets. The goal of the Matchmaking program is to match international delegates (e.g. buyers) with U.S. exhibitors to produce export sales.

2) Export Counseling

The IBC will be staffed by USDOC and USDOC partners who will provide export counseling and assist international buyers in identifying and setting up meetings with U.S. exhibitors whose international business objectives match their own. Export counseling may include export market overview briefings, discussion of best export opportunities in the client's target markets, as well as matching delegation members with prospective U.S. exhibitors and U.S. attendees.

International Reception

There will be an international reception for all international attendees at **ELECTRIC POWER 2012**. The International Reception will be held Monday, May 14, 2012 from 5:00-7:00 PM, location to be determined. All IBP registered international attendees, USDOC, State Department and EXIM Bank staff are invited free of charge. You will need to show your badge to obtain entry to the reception.

Export Interest Directory:

An electronic version of the Export Interest Directory will be provided to Mark Wells before the show starts. Additional hard copies of the Directory will be available in the IBC.