

UNDER THE PATRONAGE OF H.H. GENERAL SHEIKH MOHAMMED BIN ZAYED AL NAHYAN
CROWN PRINCE OF ABU DHABI & DEPUTY SUPREME COMMANDER OF THE UAE ARMED FORCES

Hosted by
Masdar
A MUBADALA COMPANY



WORLD FUTURE ENERGY SUMMIT

Abu Dhabi, 16-19 January 2012



FACTS & FIGURES WFES 2011

Organized by

 **Reed
Exhibitions**



WORLD FUTURE ENERGY SUMMIT 2011



Under the patronage of H.H. General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, The World Future Energy Summit, hosted by Masdar is a unique business platform for the development and commercialization of renewable energy through 4 days of high level discussions and innovative exhibits.

WFES 2011 brought together 26,391 attendees from 112 countries including world leaders, international policy makers, industry leaders, investors, experts, academia, intellectuals and journalists to identify practical and sustainable solutions for today's energy security and climate change challenges. In its fourth year, WFES, held in Abu Dhabi, capital of the UAE continues to demonstrate its commitment to promoting and advancing innovation, research and regulation of the future and renewable energy globally.

“Abu Dhabi is becoming justifiably renowned as a hub for progress... we are on the brink of an exciting sustainable future - clean energy for all”

HE Ban Ki-Moon, Secretary General, United Nations



WFES 2011 IN NUMBERS

Number of attendees **26,391**

Countries represented **112**

Official delegations **35**

High level speakers **201**

Exhibiting companies from 31 countries **600**

Press registrations from 36 countries **728**

Website visits **894k**

Web Page views **1.6m**

THE SUMMIT



ENABLING FUTURE ENERGY SOLUTIONS

World Future Energy Summit continues to provide the leading platform for international policy makers, innovators, business decision makers and investors to explore global energy challenges with the aim of creating real and sustainable solutions.

In 2011, WFES brought together more than 200 eminent speakers and 3150 high level delegates to share knowledge and discuss the burning issues surrounding future energy and further our collective goal of clean, secure and sustainable energy.

WFES 2011 KEYNOTE SPEAKERS

- HE Ban Ki-Moon, Secretary General, United Nations
- HE Ólafur Ragnar Grimsson, President, Iceland
- HE Asif Ali Zardari, President, Pakistan
- HE Jose Socrates Carvalho Pinto de Sousa, Prime Minister of Portugal
- HE Sheikh Hasina, Prime Minister, Bangladesh
- HE Nikoloz Gilauri, Prime Minister, Georgia
- HRH Crown Princess Victoria, Princess of Sweden
- HRH Prince Guillaume, Crown Prince of Luxembourg

PLUS SENIOR MINISTERS FROM:

Bangladesh, Canada, China, Denmark, Finland, France, Germany, India, Ireland, Kazakhstan, Republic of Korea, Morocco, Norway, Pakistan, Palestine, Poland, Portugal, Senegal, Spain, Sweden, Switzerland, Turkey, UK

“To make progress, we must continue to develop all renewable fuel sources, improve the way in which we consume energy and address the environmental challenges.”

Sarah Ortwein, President, Upstream Research Company, ExxonMobil USA

KEY ISSUES ADDRESSED AT THE SUMMIT:



International policy



Wind



Strategy



Financing future energy



Biofuels



Carbon capture & storage



Solar



E-Mobility



Smart grids & super grids



Green cities



Energy storage



Nuclear energy



Sustainable buildings



Hydrogen

THE EXHIBITION



CREATING POSSIBILITIES

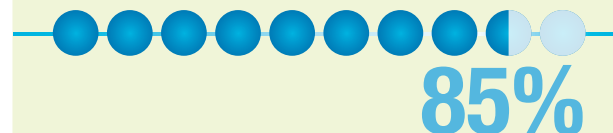
Alongside the summit, two exhibitions are held, which in 2011 attracted over 600 exhibitors from 31 countries covering a total space of 40,000sqm and 18 international pavilions. The World Future Energy Exhibition focused on advanced and renewable energy, representing the fields of solar, wind, biofuels, geothermal technologies, Smart Grids and energy efficiency solutions for green buildings and clean transport.

The World Future Environment Exhibition was dedicated to air, water and waste management technologies and solutions. This year's event saw a growth in the number of visitors over the 2010 edition, welcoming 26,391 attendees.

“The perception is that it costs to do the right thing. But, thanks to design and technology innovations, we don't have to choose between economic performance and environmental performance any longer.”

Mark Vachon, VP, Ecomagination, GE USAMobil USA

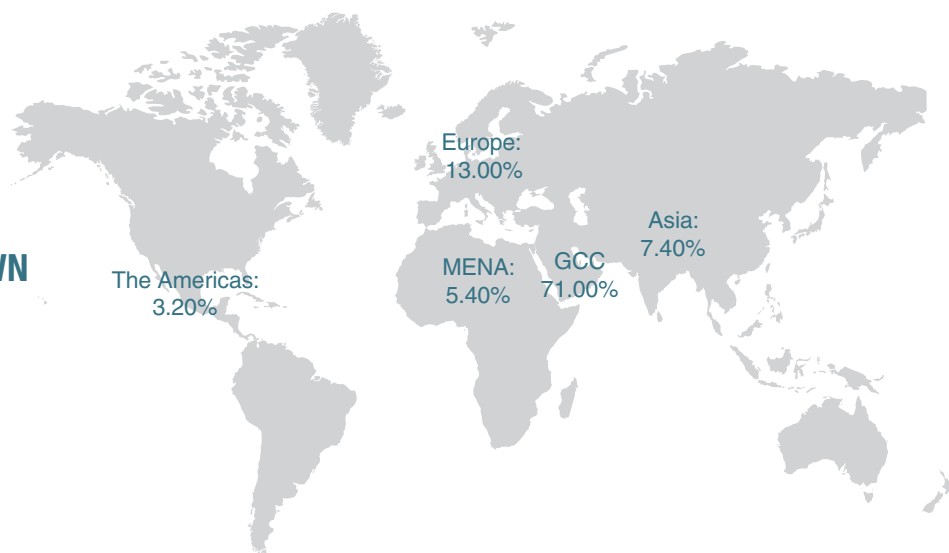
EXHIBITOR SATISFACTION RATE:



VISITOR SATISFACTION RATE:



VISITORS BREAKDOWN



NETWORKING OPPORTUNITIES



GENERATING INTERACTION

During the World Future Energy Summit, attendees have the opportunity to engage in fundamental discussions with local, regional and international experts as they discuss the latest Research & Development, policies, technologies, green buildings, investment opportunities and finance related topics in the Future Energy and Environment Sector. During WFES 2011, a vast array of visitors attended the Technology Showcase Seminars, Roundtable Discussions, Project Village and ExxonMobil Energy Outlook Forum.

WFES FEATURE AREAS

The WFES Feature Areas provide an unrivalled opportunity for WFES Exhibitors, Visitors and Sponsors to meet and network with the world's leading decision makers in the future energy and environment industry:

Roundtable Discussions

Sponsored by Emirates Nuclear Energy Company

The Roundtable Discussions offered an exclusive opportunity to all the participants to network with experts and engage in crucial discussions on the latest Research & Development, policies, technologies, Green Buildings, investment opportunities and finance related topics in the Future Energy and Environment Sector.

Project Village

In association with Ernst & Young and Bloomberg New Energy Finance

The inaugural Project Village offered a highly effective way for Project developers to meet with world leading solution providers (ie. the finance and technology community). It is the ideal platform to conduct business in the renewable energy and low carbon market in order to maximize the networking and business opportunities during the four day duration of the exhibition.

Technology Showcase Seminars

Sponsored by National Bank of Abu Dhabi

The Technology Showcase Seminars allowed the exclusive opportunity for WFES exhibitors to present information on their company, products, services, innovations and strategies in a dedicated area in front of an international audience interested in finding future energy solutions.

ExxonMobil Energy Outlook Forum

ExxonMobil hosted the ExxonMobil Energy Outlook Forum, which welcomed World Future Energy Summit (WFES) participants to listen, learn and engage in discussions on the evolution of energy and how industry is turning energy challenges into energy solutions. The Forum discussions were fast paced and additionally the experts addressed questions from the audience.

"The World Future Energy Summit has become one of the key annual dates in the clean energy calendar; it will drive considerable activity in the region and worldwide. At Bloomberg New Energy Finance we are delighted to be supporting the Summit through our involvement in the Project Village."

Michael Liebreich, CEO of Bloomberg New Energy Finance

A SPECIAL THANK YOU

WFES 2011 SPONSORS

Principal Sponsor

Deutsche Bank Group
DB Climate Change Advisors



Associate Sponsor



Official Transport Partner

DAIMLER

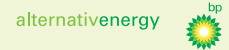
Official Carrier



Platinum Sponsors



ExxonMobil



SIEMENS



The World Future Energy Summit was attended by 726 members of the media from 38 countries and gained the support of several key international partners including:



TIME

FORTUNE



focus



TheNational

CONTACT US TO BOOK YOUR STAND OR TO SPONSOR WFES 2012

SALES TEAM

- **WFES Exhibition Sales Director**
Claude Talj
Tel: +971 2 409 0409 • Mob: +971 50 452 8168
claude.talj@reedexpo.ae
- **WFES Exhibition Sales Manager - Local & Regional**
Younus Khan
Dir: +971 2 409 0444 • Mob: +971 50 616 8926
younus.khan@reedexpo.ae
- **WFES Exhibition Sales Executive - International**
Hussam Yared
Tel: +971 2 409 0365 • Mob: +971 50 667 8734
hussam.yared@reedexpo.ae
- **BENELUX (Belgium, Netherlands & Luxembourg) EXPOSERVICE**
Krist'I Daelman
Tel: +32 70 220 110 • Fax: +32 3 766 43 90
kris@exposervice.be
- **Brazil**
Stephen Guthartz
Tel: +1 203 840 5336 • Fax: +1 203 840 9336
sguthartz@reedexpo.com
- **China**
Yuqi Wang
Tel: +86 10 64096472 • Fax: +86 13 50 11 50 493
ccpitbj@gmail.com
- **Finland**
Ulla Sinisalo
Tel: +358 9 1509270 • Fax: +358 9 142 358
ulla.sinisalo@finnexpo.fi
- **France**
Marie-Rose Michel
Tel: +33 1 41 90 46 67
mmichel@reed-export.fr

- **Germany & Austria**
Rosita Simmleit
Tel: +49 211 5562848 • Fax: +49 211 556231
rosita.simmleit@reedexpo.de
- **India, Pakistan, Sri Lanka, Nepal**
Sachin Jadhav
Tel: +91 22 67716615 • Fax: +91 22 67716601
sachin.jadhav@reedexpo.co.uk
- **Italy**
Guido Gaule
Tel: +39 0243517052 • Fax: +39 0234538795
guido.gaule@reedexpo.it
- **Japan**
Takako Nakazono
Tel: +81 3 5575 7510 • Fax: +81 3 5775 0440
nakazonot@reedexpo.co.jp
- **Korea**
Sunny Heo
Tel: +82-2-555-7153 • Fax: +82-2-556-9474
sunny@kfaairs.com
- **Singapore/Malaysia**
Marjorie Siau
Tel: +852 2965 1620 • Fax: +852 2169 3205
marjorie.siau@reedexpo.com.hk
- **Spain**
Mario Goffard
Tel: +34 94 4040098 • Fax: +34 94 4040001
marketing@bec.eu
- **Switzerland**
Carl Ziegler
Tel: +41 43 288 18 88 • Fax: +41 43 288 1899
management@t-link.ch
- **Taiwan**
Diana Chen
Tel: +886 2 2598 2630 ext.106
Fax: +886 2 2598 2650
diana_chen@wesexpo.com

- **Turkey**
Günter Theuermann
Tel: +902122759414 • Mob: +905398500760
gt@save-more-energy.com
- **UK**
Aurelie Fontenelle
Tel: +44 020 8910 7750 • Mob: +44 07818 855374
Fax: +44 020 8334 0575
aurelie.fontenelle@reedexpo.co.uk
- **USA**
Geoff Sauer
Tel: +1 203 840 6227 • Fax: +1 203 840 9227
gsauer@reedexpo.com

MANAGEMENT TEAM

- **WFES Show Director**
Naji El Haddad
Tel: +971 2 409 0499 • Mob: +971 50 808 9105
naji.haddad@reedexpo.ae
- **WFES Summit Director**
Michelle Boyd
Tel: +971 2 409 0445
Mobile: +971 50 452 8172/ 971 50 845 9815
michelle.boyd@reedexpo.ae
- **WFES Summit Marketing Manager**
Michaela Heidenfelder
Tel: +971 2 409 0385 • Mob: +971 50 252 3198
michaela.heidenfelder@reedexpo.ae