

OPPORTUNITIES TO EXPAND YOUR BUSINESS IN ASIAN MARKETS

British Columbia will have a presence at a clean energy and environment trade show in Korea providing a unique opportunity for BC companies to expand their business in these key Asian markets.

International Exhibition on Renewable Energy Korea (REK 2011, October 19-22), COEX, Korea

REK 2011 is Korea's largest International Exhibition on Green Energy specific trade show held in Seoul. During REK 2010, the visitor's number reached to 27,965 with 500 booths from 136 companies from 14 countries. The Conference and Seminars, forums on new renewable energy are operated concurrently with the trade show. This event focuses on:

- **Environment** - Government policies & project, water, air, waste, measuring equipment, eco-product, Four River project, marine
- **Energy** - Green model city, green transportation, photovoltaic, solar thermal, wind power, hydrogen, fuel cell, energy efficiency & green construction, bio-technology, waste, bio-fuel, marine, IGCC.

This is the first time for BC companies to participate in the REK 2011. On January 1 2012, Renewable Portfolio Standards (RPS) regulation takes effect. This law requires 13 companies, including major utility companies and IPPs to generate power with new renewable sources 2 percent in year 2011 up to 10 percent in 2020 of total power volume. This regulation became the good opportunity for BC based companies having new renewable energy sources, including biomass, fuel cell. It's the mandatory law and 6 power utility companies and 7 IPPs are diligently discussing the partnerships and feasibility issues in terms of sourcing and pricing.

As an exhibitor within the BC Pavilion, your company is entitled to the following:

- ❖ Exhibit products within the BC Pavilion for free (sponsored by BC Government)
- ❖ Presentation opportunities at Conference and BC Networking Seminar
- ❖ Access to business matching services provided by the BC's Trade & Investment offices in Seoul
- ❖ Conference rate at hotel

For more information please contact Sookyung Ahn at the BC Government (Phone: 604-375-8774 or E-mail: sookyung.ahn@gov.bc.ca). You can also visit REK 2011 website: <http://www.nre-korea.or.kr/>.

REK 2011 registration deadline is Wednesday, September 7th and currently 8 booths are designated for BC companies.