

CLEAN ENERGY Asia 2008

7 – 10 October 2008, Grand Hyatt Singapore



For today & tomorrow

4 strategic two-day conferences

**CARBON
FINANCE**
ASIA 2008

**Ethanol &
biofuels**
Asia 2008

Waste to Energy
ASIA 2008

SOLAR ENERGY
ASIA 2008

Covering **4** main conferences and **6** discussion-forums and workshops, **Clean Energy Asia 2008** will be the most encompassing and comprehensive event in Asia where over 1000 clean energy specialists from Asia and beyond gather to discuss commercial issues, identify viable business ventures and form strategic partnerships in a fast evolving industry.

4 Strategic two-day conferences:

- Carbon Finance
- Ethanol & Biofuels
- Waste-to-Energy
- Solar Energy

6 Targeted discussion forums and workshops:

- Clean coal technology for power generation
- Carbon capture and storage
- Capital and debt raising opportunities for clean energy projects
- Developing a CDM/JI project
- Pricing and trading of CERs
- Investors forum: How can private equities, institutional investors and fund managers tap into the clean energy sector

Organised by:

terrapinn
B2B media

www.terrapiinn.com/2008/clean



Executive Summary

A confluence of factors is compelling Asian nations and companies to seek out renewable and clean energy solutions: the never ending voracious appetite for energy, rising costs of fossil fuel, increasing awareness of environmental consequences and growing international security threats posed by dependence upon energy supplies from politically volatile regions. But most importantly, under the Kyoto Protocols, public and private entities in Asia can earn carbon credits through developing cleaner and sustainable energy alternatives.

Today, renewable and clean energy, such as solar, wind, biomass and biofuels, are finally considered as a viable option – not just from an environmental perspective, but also from one of sound economics.

On this background, **Clean Energy Asia 2008** provides a week of knowledge sharing and business networking platform where Asian energy users and producers from key sectors such as power, transportation, industrial manufacturing and building and construction gather at one location with policy makers, fuel suppliers, financial intermediaries, technology providers and other clean energy specialists to discuss the latest strategic, regulatory, technical and economic issues in achieving greater carbon reduction.

Covering **4** main conferences and **6** discussion-forums and workshops, **Clean Energy Asia 2008** will be the most encompassing and comprehensive event in Asia where over 1000 clean energy specialists from Asia and beyond gather to discuss commercial issues, identify viable business ventures and form strategic partnerships in a fast evolving industry.

4 Strategic two-day conferences:

- Carbon Finance
- Ethanol & Biofuels
- Waste-to-Energy
- Solar Energy

6 Targeted discussion forums and workshops:

- Clean coal technology for power generation
- Carbon capture and storage
- Developing a CDM/JI project
- Pricing and trading of CERs
- Capital and debt raising opportunities for clean energy projects
- Investors forum: How can private equities, institutional investors and fund managers tap into the clean energy sector

Held in conjunction with a service and technology showcase area, **Clean Energy Asia 2008** will also be the most dedicated buying and selling platform for Asia and international specialists in clean energy industry.



For today & tomorrow

Programme and Activities at a Glance

7 October 2008 Tuesday	8 October 2008 Wednesday	9 October 2008 Thursday	10 October 2008 Friday								
<ul style="list-style-type: none"> Developing a CDM/JI project Landfill gas to energy Carbon capture and storage: evaluating pre and post combustion technology 	<p>Opening Plenary 1: Global Keynote & GOH Addresses 9.00 – 10.30</p>	<p>Opening Plenary 1: Investment opportunity in Asia and investors' appetite for clean energy projects, companies and technologies 9.00 – 10.30</p>	<ul style="list-style-type: none"> Pricing and trading of CERs Capital and debt raising opportunities for clean energy projects 								
	<p>Speed Networking, Morning Refreshment and Showcase Visit 10.30 – 11.30</p>	<p>Investors Forum, Morning Refreshment and Showcase Visit 10.30 – 11.30</p>									
	<p>Opening Plenary 2: Asia Government Roundtable 11.30 – 12.30 Carbon emission regulations, Energy security policies, Fiscal policies toward clean energy, Carbon trading policies</p>	<p>4 Concurrent Conferences 11.30 – 1.00</p> <table border="1"> <tr> <td>Carbon Finance Asia</td> <td>Ethanol and Biofuels Asia</td> <td>Waste-to-Energy Asia</td> <td>Solar Energy Asia</td> </tr> </table>		Carbon Finance Asia	Ethanol and Biofuels Asia	Waste-to-Energy Asia	Solar Energy Asia				
	Carbon Finance Asia	Ethanol and Biofuels Asia		Waste-to-Energy Asia	Solar Energy Asia						
	<p>Networking Luncheon and Showcase Visit 12.30 – 1.30</p>	<p>Investors Forum, Networking Luncheon and Showcase Visit 1.00 - 2.00</p>									
	<p>4 Concurrent Conferences 1.30 – 3.00</p> <table border="1"> <tr> <td>Carbon Finance Asia</td> <td>Ethanol and Biofuels Asia</td> <td>Waste-to-Energy Asia</td> <td>Solar Energy Asia</td> </tr> </table>	Carbon Finance Asia		Ethanol and Biofuels Asia	Waste-to-Energy Asia	Solar Energy Asia	<p>4 Concurrent Conferences 2.00 – 3.30</p> <table border="1"> <tr> <td>Carbon Finance Asia</td> <td>Ethanol and Biofuels Asia</td> <td>Waste-to-Energy Asia</td> <td>Solar Energy Asia</td> </tr> </table>	Carbon Finance Asia	Ethanol and Biofuels Asia	Waste-to-Energy Asia	Solar Energy Asia
	Carbon Finance Asia	Ethanol and Biofuels Asia		Waste-to-Energy Asia	Solar Energy Asia						
	Carbon Finance Asia	Ethanol and Biofuels Asia		Waste-to-Energy Asia	Solar Energy Asia						
	<p>Afternoon Refreshment and Showcase Visit 3.00 – 3.45</p>	<p>Afternoon Refreshment and Showcase Visit 3.30 – 4.00</p>									
	<p>4 Concurrent Conferences 3.45 – 5.30</p> <table border="1"> <tr> <td>Carbon Finance Asia</td> <td>Ethanol and Biofuels Asia</td> <td>Waste-to-Energy Asia</td> <td>Solar Energy Asia</td> </tr> </table>	Carbon Finance Asia		Ethanol and Biofuels Asia	Waste-to-Energy Asia	Solar Energy Asia	<p>4 Concurrent Conferences 4.00 – 5.30</p> <table border="1"> <tr> <td>Carbon Finance Asia</td> <td>Ethanol and Biofuels Asia</td> <td>Waste-to-Energy Asia</td> <td>Solar Energy Asia</td> </tr> </table>	Carbon Finance Asia	Ethanol and Biofuels Asia	Waste-to-Energy Asia	Solar Energy Asia
Carbon Finance Asia	Ethanol and Biofuels Asia	Waste-to-Energy Asia	Solar Energy Asia								
Carbon Finance Asia	Ethanol and Biofuels Asia	Waste-to-Energy Asia	Solar Energy Asia								
<p>Clean Energy Industry Awards Dinner 7.00 – 10.00</p>	<p>Cocktails Finale 5.30 – 7.00</p>										
<p>Product and Services Showcase Innovation Technology Poster Showcase 9.30 – 5.00</p>											



Diet Carbon



Diet Carbon

Building on the success of the first annual Carbon Finance Asia 2007, **Carbon Finance Asia 2008** will continue to grow as one of the most important gatherings of industry players in carbon finance and trade industry.

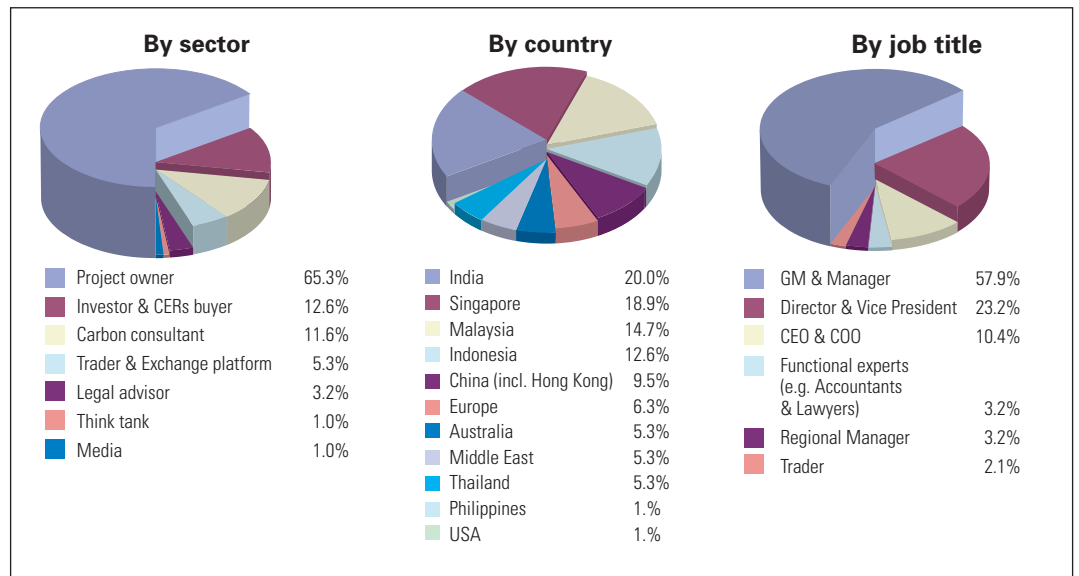
Carbon Finance Asia 2008 will be a platform where international CERs buyers and investors meet carbon project owners and developers in Asia to discuss potential deals and partnership opportunities. With Asia being the largest supplier of carbon credits to the international community, this will be an unparalleled commercial platform where Asian carbon sellers connect with international buyers.

This event also offers business networking opportunities for auxiliary service and solution providers, such as carbon fund managers, carbon credit brokers, carbon exchanges, carbon project developers and many others to meet targeted prospects and clients from across Asia.

Areas to be addressed:

- Market outlook – Global supply and demand of carbon credits
- Regulations
- Investment opportunities in carbon credit market
- Insight on validation, verification and the contracting of CDM projects
- Pricing and trading of carbon credits
- Understanding the Corporate Carbon Footprint
- Acquiring carbon credits

Attendees profile:



It had good added value to our business. Thank you for a good organisation, I can recommend Terrapinn conferences to others now as well.

Carbon Business Developer,
Statkraft Markets B.V.,
the Netherlands

A forum where useful information for industry development is excitingly exchanged.

Executive Chairman,
Indonesian Palm Oil Association, Indonesia

It was certainly worth the effort to come to Singapore for these two interesting days.

Senior Manager
– Climate Protection,
RWE Power, Germany

Very comprehensive coverage of 'presently rare topics' of carbon finance.

Managing Director,
Sinar Mas Group, Indonesia





Green Profits.

Ethanol & Biofuels Asia 2008 is an event that links the entire biofuels supply chain from upstream to downstream where regulators, feedstock suppliers, biofuel producers, technology providers, project developers, oil companies, biofuel users, financiers and investors from Asia and beyond gather to discuss viable business ventures, technology innovations, economic applications, financing needs and the latest trends in the industry.

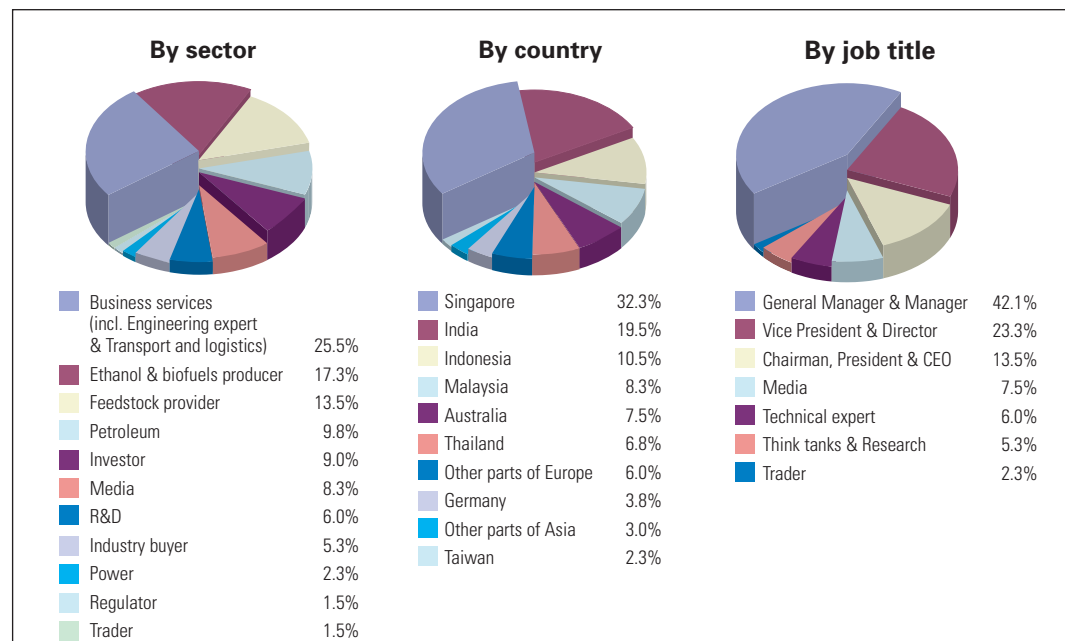
This event is for:

- 1) Regulators to share economic incentives in encouraging the adoption of biofuels and potential challenges in developing the industry
- 2) Feedstock producers to assess the demand for biofuels, form strategic business partnership with downstream players and assess the potential of earning carbon credits
- 3) Biofuels producers and developers to secure feedstock supplies, evaluate latest technologies, meet biofuel buyers, raise capital from financiers and investors, assess the potential of earning carbon credits and find out more about regulatory policies and incentives
- 4) Biofuel power generators, airlines, airplane manufacturers, automakers and other potential end-users of biofuels to learn how to overcome technical challenges in using biofuels to generate power effectively, identify latest technologies, meet biofuels suppliers and identify international best practices
- 5) Investors to meet biofuels producers and developers to identify potential investment opportunity
- 6) Auxiliary service, technology and solution providers to meet potential customers in Asia

Areas to be addressed:

- Regulations
- Feedstock supply and usability
- Technology developments
- Financing
- Commercial demand for biofuels: using biofuels on a large commercial scale for power generation and fuels for cars, ships and airlines
- Pricing and trading
- Developing biofuel projects

Attendees profile:



A getting together of leaders who are stretching the frontiers of biofuels, each in their own fields of expertise.

Project Leader, **Shell Singapore**, Singapore



For today & tomorrow

Sponsor these networking events and host industry's key players in social get-togethers

Discuss your particular objectives and requirements with **Liberina Octavia** on phone **(65) 6322 2736** or email **liberina.octavia@terrapinn.com**

Welcome Cocktails

7 October 2008
7.00 – 9.00 pm

A prime opportunity to position your organization as a leading player in clean energy scene, Welcome Cocktails is a fun and high profile event where the industry's major players will meet, mingle and initiate talk even before the conference starts. Be a host of the Welcome Cocktails to put your brand ahead of the rest.



Clean Energy Industry Awards Dinner

8 October 2008, 7.00 – 10.00 pm

Set to be a prominent yardstick in appraising clean energy developments in Asia, Clean Energy Industry Awards Dinner will acknowledge and honor organizations from across Asia who have successfully promoted, practiced and benefited from clean energy principles. Hosting this high profile event demonstrates your organisation's significant involvement and leadership in the clean energy space. This is a perfect platform to highlight your leading position in front of the industry's top thought-leaders.



Cocktails Finale

9 October 2008, 5.30 – 7.00 pm

Ending the conference with a positive outlook, Cocktails Finale is another fun-filled networking event allowing the various players to strengthen relationships, build on new leads and take business deals further. Leave a lasting impression and build stronger connections by hosting these important industry participants in the Cocktails Finale.



For today & tomorrow

Get the highest ROI by selecting the most fitting sponsorship option

Different sponsors have different objectives and focus areas, granting you the need to have a customized solution structured especially for you.

Discuss your particular objectives and requirements with **Liberina Octavia on phone (65) 6322 2736 or email liberina.octavia@terrapinn.com**

Some of the different sponsorship opportunities are:

Two-day Main Conference

Establish thought-leadership and share your expertise

Establish yourself as a thought-leader in the industry by sharing your expert point of view and analysis in one of the key speaking sessions. With a variety of topics and events (Clean Energy Plenary, Carbon Finance, Ethanol & Biofuels and Solar Energy) to choose from, you can focus on your specific forte and convey the right message to the industry's top players.

Pre- and Post-conference Masterclasses

Focus on your key business area and be the #1 choice

Dedicating one whole day to focus on particular key issues allows you to share your expertise and discuss your propositions and analysis in a much deeper level. You will enjoy exclusivity with a much defined audience.

Solutions Showcase – High Traffic Exhibition

Strengthen brand awareness and get your team to interact with your clients and leads

The Showcase space is valuable for closer and direct interactions with your current clients and prospects. Invite your senior team members to interact with the market and to present your best offerings to the industry.

The Showcase floor is opened only for the conference attendees, giving you targeted pre-screened visitors with serious intention to form partnership and source for the best solutions providers. To guarantee a high traffic exhibition area, all networking breaks and lunches will be held at the Showcase area.

Networking Lunches and Breaks

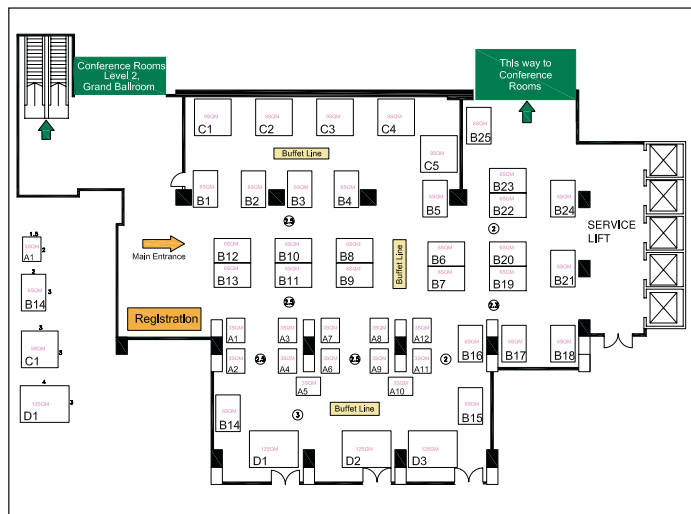
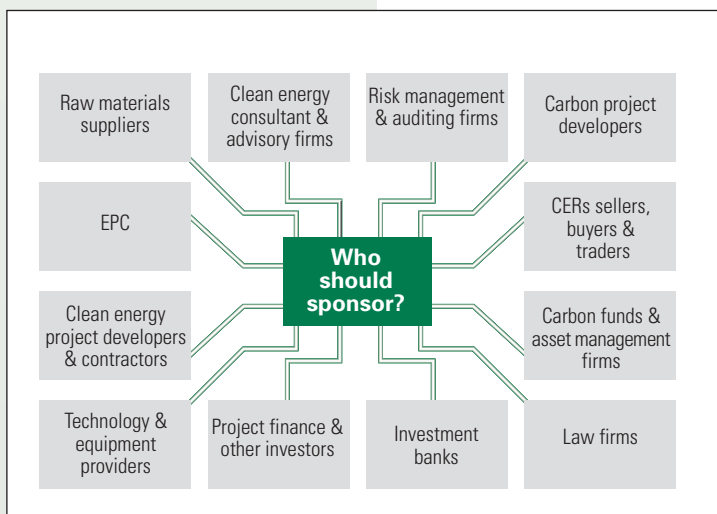
The right contacts can unlock limitless opportunities

Networking breaks and lunches are the best time to meet new contacts and discuss business deals further. Host a comprehensive group of audience to networking breaks and lunches to show them you are serious about doing business with them.

Private Meetings

Gain a direct route to decision makers

Having direct access to the key decision makers is an ultimate necessity in this dynamic industry. Private Meetings with your select clients and prospects is a premium service available to premium sponsors. You tell us who you want to meet and we will do the rest for you.



For today & tomorrow

Marketing and branding campaign for Clean Energy Asia 2008 and sponsors

From the time you come on board as a sponsor, you will enjoy the targeted marketing and branding campaign to promote your presence in **Clean Energy Asia 2008** and in the clean energy industry.

✔ Advertisements in industry publications

Working closely with industry publications and media partners, advertising and editorial campaigns will be strategically positioned throughout the year for maximum impact.

✔ Partnership with industry associations

Over the years, we work very closely with relevant industry associations to promote **Clean Energy Asia** to their members. In many occasions special offers to attend the conference are available to industry associations' members.

✔ Press releases and media coverage

Our powerful media partnership means wide press coverage. We have enjoyed media coverage from Bloomberg, Reuters, Dow Jones, BBC, Channel News Asia, Wall Street Journal, Platts and many more.

✔ Targeted direct mailing of conference brochures

The conference brochures will be sent to over 40,000 targeted players from our comprehensive in-house database. Terrapinn has a fully relational database allowing careful targeting of key prospects for maximum return on investment. Additional lists will also be procured from industry trade agencies to ensure our reach to targeted senior decision makers from all vertical industries.

✔ Targeted email marketing campaign

An extensive e-mail marketing campaign will be executed to reach a targeted audience of 50,000 industry players over a period of nine months. The targeted audience will be segregated based on their distinct interests and needs, and the email messages will be constructed accordingly.

✔ Dedicated Direct Sales team

Our strong and experienced team of Direct Sales Executives will personally contact top clients and prospects. This team is available to promote your participation as a sponsor in **Clean Energy Asia 2008**. In total, not less than 20,000 prospects are targeted to be contacted by phone.

✔ Official event website

Official event website will be continually updated and ready for on-line registrations and inquiries. Links to key industry sites will generate traffic to our website. Sponsors will be featured on the official event website with link to their corporate website.



**Sponsorship at
Clean Energy Asia
2008 is a strategic
investment with
real returns**

Your participation as a sponsor at **Clean Energy Asia 2008** allows you to:

- **Communicate your key corporate message** to the most important audience in the clean energy industry. The conference attendees are the industry's movers and shakers and strategic decision makers.
- **Reaffirm your position** in Asia's clean energy space. Most likely your competitors will be there to meet your clients and potentials. Do not let them take your share and opportunities away.
- **Grow your business.** Gain access to new markets, optimize new opportunities, meet and make new contacts to grow your business and push you to the top.
- **Be part of the industry's leaders** by positioning yourself among the key figures of Asia's clean energy scene. Network with them during the conference and at informal networking sessions – it is the best setting to foster relationships and initiate business.

