



## Post-event report for EWEA 2013 Annual Event

### EWEA 2013 Annual Event stimulates new business in Europe's emerging markets

With 86 percent of all EWEA 2013 participants coming from abroad, exhibitors were especially delighted with the event's international turnout. "The strong international appeal makes EWEA Annual Events unique throughout the industry, and is a key factor in its success," said Malgosia Bartosik, Membership & Events Director at EWEA, adding that this year the exhibition saw an increase in exhibitors from Europe's emerging markets.

EWEA launched its new report at the event, which highlights the significant growth opportunities and benefits that can be expected for wind power in central and eastern Europe – including Romania, Poland and Turkey. *"These new markets have increased perceived importance and the report flew off the shelves at EWEA 2013,"* Bartosik said.

This international reputation of the EWEA Annual Event was confirmed on the exhibition floor: *"The wind business is international. EWEA events provide a platform for us to meet our goals. We chose to launch our Next Generation Delta Turbines at EWEA 2013 and it was a great success,"* said Felix Losada, Deputy Head of Corporate Communications at Nordex - one of the 400+ exhibitors. While Enrique Calvo, European Sales Manager at FORES, said the event was a "great opportunity to improve our business worldwide."

Every year, the EWEA Annual Event takes on a new theme that fosters progress and industry growth. EWEA 2013 was staged under the theme of "Make your vision reality", where the focus was on providing participants with real opportunities to help them find real growth. The four-day event in Vienna featured the latest technology, solutions and services for every conceivable aspect of wind energy - a veritable tour de force by over 400 exhibitors.

With the highest-level movers and shakers of the wind energy world, and greatly influential politicians and analysts speaking at the conference including International Energy Agency Chief Economist Fatih Birol, EWEA's 2013 Annual Event hit the renewable energy headlines this year.

It was the event at which Birol called fossil fuel subsidies "public enemy number one", while Christian Kjaer EWEA's CEO drew attention to the €470 billion the EU paid for fossil fuel imports last year, and the time when industry CEOs were honest about the impact of the financial and economic crisis on their company's fortunes.

Despite the impact of the financial and economic crisis, many participants pointed out that the wind energy business remains robust: *"the quality of people that have come into our stand interested in our new products mean that the year ahead will be successful for us,"* Barton Merle-Smith, Director of Business Development at NRG Systems, said. Ioannis Panourgias, Managing Director of 2EN SA, said *"2EN has been to the EWEA Annual Event as an exhibitor for the last eight years and this is the best yet".*

The many and varied supporting events made a visit to EWEA 2013 even more rewarding. Conference sessions on topics such as financing wind in a finance constrained world, the cost of energy, and social acceptance all sparked lively interest and debate. EWEA 2013 (4 – 7 February) attracted more than 8,500 participants from 68 countries.

With a truly international exhibition housing wind industry's latest technical innovations, a conference programme focusing on knowledge transfer, a range of networking events and leading politicians and CEOs – EWEA 2013 is more than an event. It is Europe's flagship event, and Europe's wind energy supply chain meet to decide the future of the industry here.

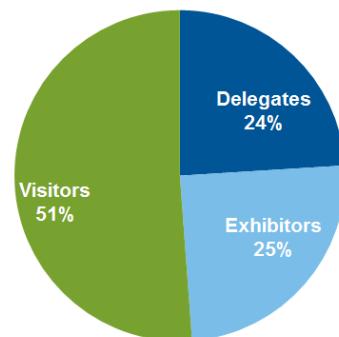
**The next EWEA Annual Event is scheduled for 10 to 13 March 2014.  
For more information visit [www.ewea.org/annual2014](http://www.ewea.org/annual2014)**



## Event overview

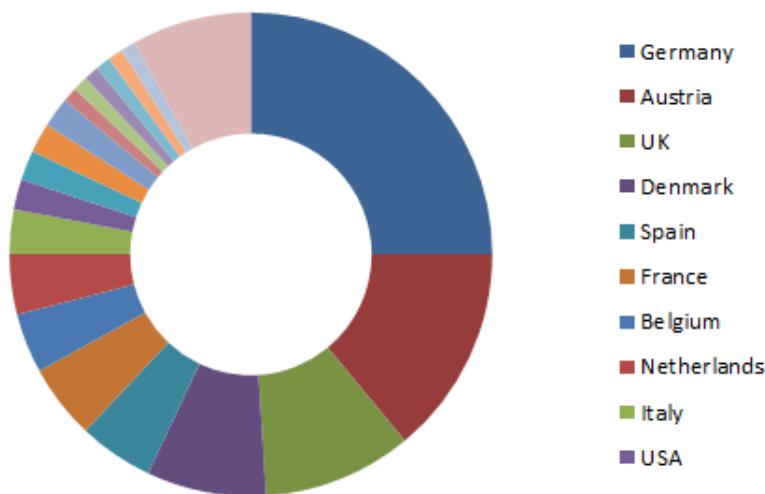
### Facts and figures

- Over 8,500 registered participants
- More than 400 exhibitors
- 68 countries represented
- Over 150 journalists



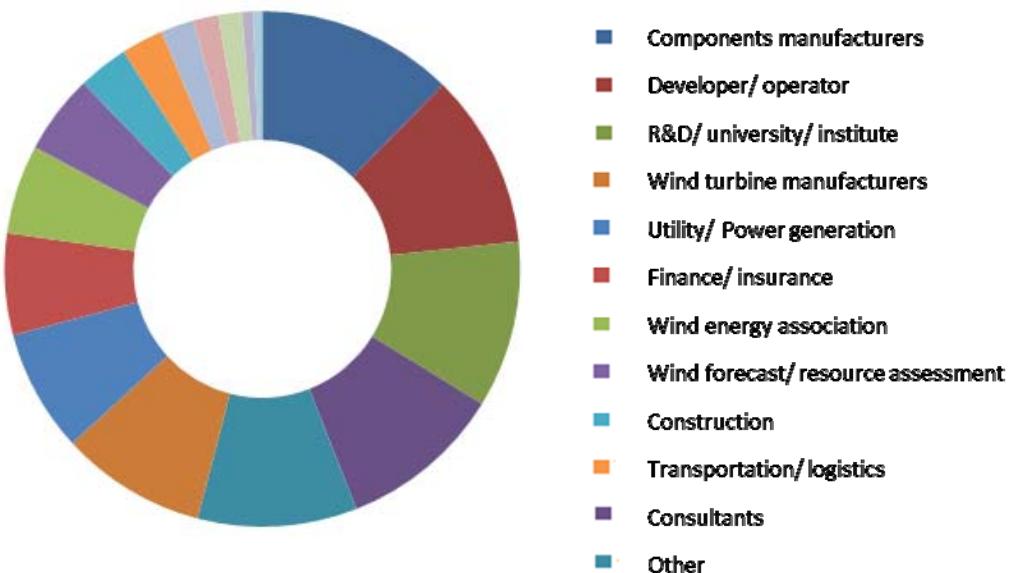
### A truly international event

86% of EWEA 2013 participants came from abroad  
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### Representing the whole of the supply chain

Participant profiles:  
Technical (35%),  
Management (26%),  
Sales (15%),  
Financial (10%),  
Communication (6%),  
Marketing (5%),  
Public Affairs (3%)





## Reactions from EWEA 2013 participants

*"The quality of people that have come into our stand interested in our new products mean that the year ahead will be successful for us."*

Barton Merle-Smith, Director of Business Development at NRG Systems

*"Wonderful wind event in Vienna. Great opportunity to improve our business worldwide."*

Enrique Calvo, European Sales Manager at FORES

*"2EN has been to the EWEA Annual Event as an exhibitor for the last 8 years and this is the best yet."*

Ioannis Panourgias, Managing Director at 2EN SA

*"The wind business is an international business. EWEA events provide a platform for us to meet our goals. We chose to launch our Next Generation Delta turbines at EWEA 2013 and it was a great success."*

Felix Losada, Deputy Head of Corporate Communications at Nordex

*"At EWEA 2013, I was able to find out what the industry needs and in which direction we should direct future research."*

Paolo Schito, Post-doc researcher at Politecnico di Milano

*"For me, EWEA events are the place to go to build relationships with CEOs and other C-Level executives."*

Ronny Meyer, Managing Director at WAB e.V.

## Media attention at EWEA 2013

- Over 150 journalists from mainstream media and trade press
- 5 Press conferences and 2 press Q&A high-level panels at the event
- Recharge – daily coverage of the event (including pre-event newspaper)
- Wind Power Monthly –broadcast interviews during the event (including pre-event webcast)



## EWEA Media library

- [News highlights](#) capturing the key events and announcements
- [Downloadable video interviews](#) with some of the industry's leading figures
- [Event photo gallery](#)