



INTERNATIONAL GEOTHERMAL INDUSTRIAL FAIR

Global Business
Innovative Technologies
International Meeting of Experts

Welcome to the
energy hotspot!

12 -14 November 2013 .
Essen/Germany



Accompanying Congress:
Geothermal Congress DGK 2013, Organizer GtV

GEO-T EXPO . supported by strong partners and patrons



Patrons

- **Federal Environment Minister Peter Altmaier**
Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Berlin
- **Minister Johannes Remmel**
Ministry for Climate Protection, Environment, Agriculture, Nature Conservation & Consumer Protection of the German State of North Rhine-Westphalia, Düsseldorf

Partner

- IGA International Geothermal Association, Bochum
- Desertec Foundation, Hamburg/Heidelberg
- GTV German Geothermal Association, Berlin
- GZB International Geothermal Center, Bochum
- EnergyAgency.NRW, Düsseldorf

Cooperation partner

- ADSC (The International Association of Foundation Drilling), Irving, USA
- CGC (Canadian GeoExchange Coalition), Montreal, Canada
- Geofluid (Piacenza Geofluid), Piacenza, Italy
- GIZ (Deutsche Gesellschaft für internationale Zusammenarbeit), El Salvador
- UGI (Unione Geotermica Italiana), Pisa, Italy
- ehpa (European Heat Pump Association), Brussels, Belgium

GEO-T EXPO basic information



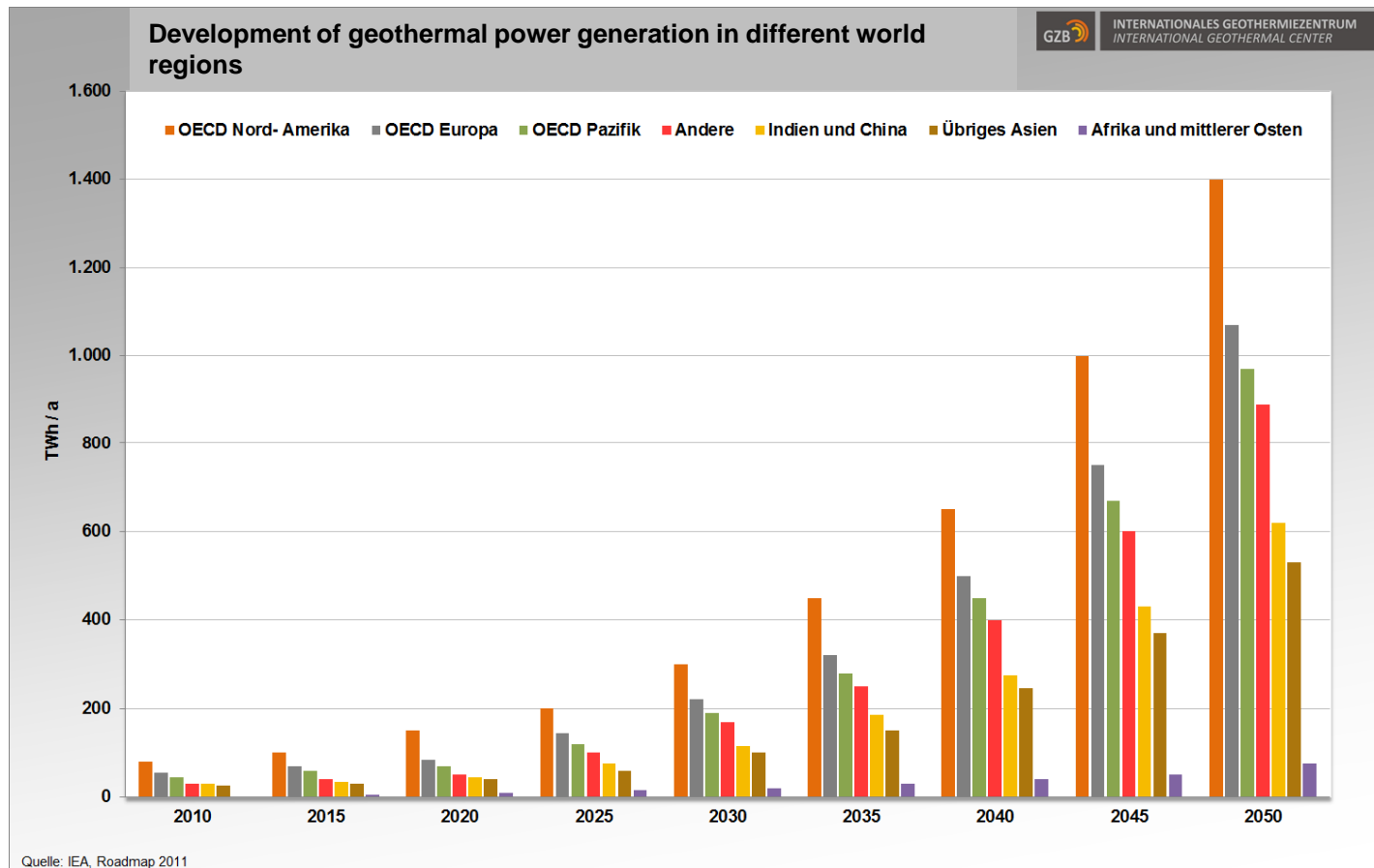
- Date: 12 to 14 November 2013
- Place: Fair ground Essen, hall 3 + CCWest
- Cycle: annual
- Opening hours: Tuesday and Wednesday 9 a.m. . 6 p.m.,
Thursday 9 a.m. . 5 p.m.
- Exhibition space: 115 " /qm and up (row stand)
- Stand construction: 86 " /qm and up (shell scheme stand)
- Tickets: Day Ticket 35 " on site,
20 " online registration
- Catalogue : 3 "

Advisory council members: representatives from industry, science and politics

- Atlas Copco
- BMU - Federal Ministry for the Environment,
Nature Conservation and Nuclear Safety
- CanGEA / Thinkgeoenergy
- Desertec Foundation
- GFZ - German Research Centre for
Geosciences
- DMT GmbH & Co. KG
- GEA Heat Exchangers
- GIZ
- H. Anger & Söhne GmbH
- Rödl Wirtschaftsprüfung
- SPX / BALCKE-DÜRR GMBH
- TURBODEN (UTC)



Increasing investment needs in the growth market of geothermal energy



Bright prospects in the geothermal heat sector

EU renewable energy action plan

(Source: European Technology Platform on Renewable Heating and Cooling)

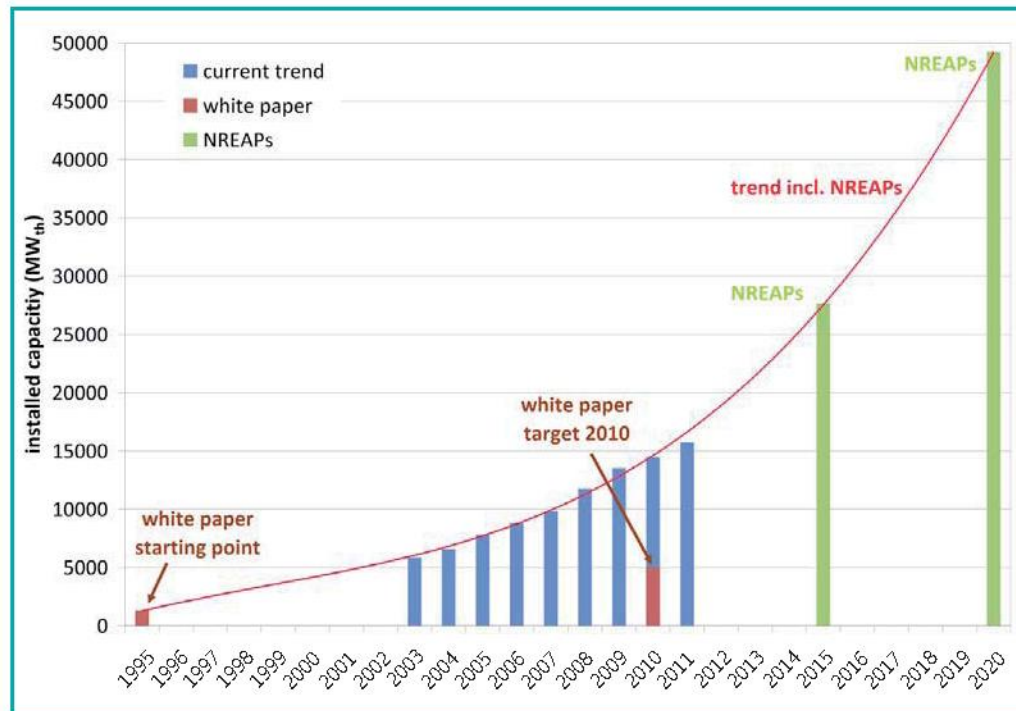


Figure 1 – Development of installed capacity in geothermal heating & cooling in the EU (MWth)

Good reasons for your participation in the fair



- ✓ **Increasing investment requirements** in the growth market of geothermal energy
- ✓ **Clear profile:** An exclusive trade fair which presents the entire value-added chain of geothermal energy - both close to the surface and at depth.
- ✓ **GtV Annual Congress DGK 2013:** Top speakers, exciting lectures about the latest developments and around 500 people are expected at the simultaneous congress.
- ✓ **Top-quality supporting programme:** international workshops, side-events (e.g. GIZ Central America) and exhibitor forums attract professionals from around the world.
- ✓ **Professionals** from the senior management of companies bring a high level of benefits. Experts in geothermal energy meet with individuals responsible for the field of renewable energies and energy supply.
- ✓ **Partner country Turkey:** The production of energy in Turkey from geothermal sources will increase six-fold in the next ten years. The trade fair takes this great potential into account through special measures in the manner in which it addresses exhibitors and visitors.
- ✓ **International joint exhibition stands** are an added attraction of the trade fair. It is intended to erect stands of the IGA, the Netherlands, the federal state of North Rhine-Westphalia, as well as the "Science Show" from GtV for institutes and representatives from R&D.
- **In short:** an excellent communication platform for experts from around the world who are seeking a basis for investment decisions, who look after their customers and would like to expand their network.

➤ Production

- “ Drilling technology
- “ Power plant technology & heating networks
- “ Measurement and control electronics
- “ Technical building equipment
- “ Heat pumps
- “ Adsorption & absorption chiller
- “ Circulation & feed pumps
- “ Vertical heat exchangers & horizontal geothermal collectors
- “ Brine working fluid

➤ Services

- “ Project developers & consulting engineers
- “ Power station planners & plant designers
- “ Drilling companies & services
- “ Exploration
- “ Energy supply companies
- “ Insurance companies & banks

➤ As well as

- “ Research & Development
- “ Industrial associations
- “ Training & educational institutes
- “ Local authorities & municipalities

Industry sectors of Geo-T EXPO visitors



➤ trade visitors

- “ Plant manufacturers
- “ Architects
- “ Contractors
- “ Energy supply companies, municipal energy suppliers
- “ Facility-Manager
- “ Financial investors
- “ R & D
- “ Area Developers
- “ Greenhouse & pool operators
- “ Retail store chains
- “ Hotels
- “ Municipalities, municipal institutions, public authorities
- “ Hospitals
- “ Environmental and energy managers
- “ Housing construction companies

Visitor acquisition measures



- **Development of a database (10,000 addresses):** with national and international experts in geothermal energy and individuals across the board who are responsible for the field of "energy supply" and "renewable energies":
- **Media partnerships (national/international)** in the above-mentioned fields of the visitor target groups
- Distribution of the **news via press releases:**
Press mailing lists with over 1,000 regional, national and international media: specialist media, radio, television, press agencies such as dpa
- Monthly dispatch of the **GEO-T newsletter** with interesting topics associated with geothermal energy and GEO-T Expo,
- Development and dispatch of a multilingual **visitor brochure**
- Information stands at **industry trade fairs** (also in-house)
- Advertising on the **Internet** (trade fair databases, social media, homepages (own/partner sites)
- Visitors' advertising via **exhibition advisory committee and exhibitors** (links, mailing to customers, for example with admission ticket vouchers...)
- Attractive **accompanying program**

Exhibition and Congress at a glance



Opening times (Thu until 17h)	Tue, 12/11		Wed, 13/11		Thu, 14/11		Fri, 15/11			
	Congress	Exhibition	Congress	Exhibition	Congress	Exhibition	Congress			
8:30			Presentation	International Presentaion	Workshop					
9:00										
9:30										
10:00	Opening press conference									
10:30			Coffee break			Coffee break				
11:00										
11:30	Official opening incl. the award of the Patricius plaque		Presentation	International Presentaion		Workshop				
12:00										
12:30	Exhibition round tour									
13:00			Lunch break			Lunch break				
13:30	Lunch break									
14:00										
14:30	Presentation	Trade Fair Forum partner country Turkey	Ministerial discussion	Presentation	International Presentaion	Day of Mayors/ municip alities	Expert forum			
15:00										
15:30	Coffee break									
16:00										
16:30	Presentation									
17:00										
17:30										
18:00										
18:30	General meeting GtV									
19:00										
19:30										
20:00										
20:30		Icebreaker/ booth party State of NRW								
21:00										
21:30										
22:00										
22:30										

Side event: Geothermal energy in Central America



- **Organisation of a forum** in cooperation with the regional energy programme "4E" of the German Society for International Cooperation (GIZ) in Central America, planned for the 3rd day of the fair in the exhibition hall
- **Potentials of the use of geothermal energy** (High and low enthalpy range) will be presented by representatives of state institutions and private companies from Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama.
- **Objective:** networks, exchange of information, transfer of knowledge and initiation of business (consulting, equipment and investments).
- **Simultaneous matching event:** exchange with international experts, technology providers and potential investors.
- **Advertising for the side event and GEO-T Expo** through advertising measures of the 4E energy programme of GIZ in Central America and the worldwide network of energy projects executed by GIZ in other countries.
- **Info:** Rainer Schröder/ Programme Manager 4E, rainer.schroeder@giz.de

Side event: Facility management

- **Organisation of a "Facility Management" expert forum**, scheduled for the 2nd day of the trade fair in the exhibition hall.
- The **speakers at the Facility Management side event** will present their expertise in lectures on current issues and the latest news from the geothermal energy sector.
- In-depth industry knowledge, the latest results from research, science and studies, as well as practical solutions: the **contents of the forum** are broadly diversified. They range from topics such as energy management and energy efficiency, the intelligent energy operation of buildings and concrete examples of implementation in horticulture and landscape gardening.
- The **target group** of the topic of facility management include decision-makers from the public sector, municipalities and local authorities, town and city councils, architectural and civil engineering offices, banks, insurance companies, manufacturing industry, trade and science.
- **Objective:** A broad exchange of knowledge, knowledge transfer and networking.
- **Info:** Anne Lorenz, Lorenz Kommunikation, a.lorenz@lorenz-kommunikation.de

Partner Country Turkey



Turkey being one of the fastest growing economy in Europe disposes of the fifth biggest geothermal potential in the world and of an own department for geothermal energy within the ministry.

The objectives of sPartner country Turkey%are to promote the network, to increase contacts with industry representatives to the demand market Turkey and to underline the international importance of GEO-T Expo.

Activities:

- Cooperation with the Ministry of Energy in Ankara in order to elaborate a comprehensive partner programme
- Organisation of a trip for a Turkish delegation with high-level representatives from politics, industry and science.
- Organisation of a forum and Turkish group stand in the exhibition hall of GEO-T Expo
- Cooperation with a Turkish industry expert being in charge of exhibitor acquisition and contacts with the Turkish authorities.
- Intensive communication with the Turkish media from the start of the programme

Together strong – Individually successful Joint booths at GEO-T Expo



- **IGA – Groupmember Stand**
Exhibition area for IGA-Members (companies and industry associations)
Full service package with 9sq.m for 3.400 ”, with 12sq.m for 4.200”
- **NRW – Joint booth**
Exhibition area for companies located in North Rhine-Westphalia in cooperation with EnergieAgentur NRW
Stand space 115 ” /sq.m and up, shell sheme system 86 ” /sq.m and up (individuall stand construction as well possible)
- **GtV – Scienceshow**
Exhibition area for Education and training institutions and Research & Development
Stand space 60 ” /sq.m and up, Basic construction 50 ” /sq.m and up, shell sheme system 86 ” /sq.m
- **Joint booth Türkei**
Exhibition area for companies, industry associations and institutes located in Turkey
Full service package with 9sq.m for 3.400 ” and up
- **Innovation Village**
Low-cost starter package for young and innovative companies
Full Service package with 9sq.m for 1.500 ”

More information and application forms you find on our homepage <http://www.geotexpo.com>

Das Messegelände



Messe Essen



- “ Founded in 1913
- “ In the heart of the Ruhr metropolis, third major megalopolis in Europe
- “ 110,000 sq.m. of exhibition area
- “ 20,000 sq.m. of outdoor area
- “ 18 fair halls plus Galeria, directly interconnected
- “ "The fair of short distances"
- “ Around 5,000 parking spaces close to the fair - an additional 7,000 parking spaces with P+R system (cost-free fair buses)
- “ Core competence in the organisation of energy events
- “ Successful leading international trade fairs and niche fairs



Current trade shows with reference to energy in Essen



DEUBAU 
International trade fair
for construction

652 exhibitors, 66,735
visitors, 55,000 qm gros
surface



SHK 
The trade fair for
sanitation, heating, air
condition and renewable
energies

543 exhibitors, 52,534 visitors,
65,000 sqm gros surface



E-world 
energy&water

590 exhibitors 20,600 visitors,
45,000 sqm gros surface

Central location in the heart of Europe

Distances to global metropolitan areas



See you on the Geo-T EXPO on the
12.-14. November 2013

GEOT EXPO

