



# elcom Ukraine 2012



## 16<sup>th</sup> INTERNATIONAL TRADE FAIR

RENEWABLE AND CONVENTIONAL ENERGY

ENERGY EFFICIENCY

ELECTRICAL ENGINEERING

LIGHTING

INDUSTRIAL AUTOMATION

APRIL 17 - 20, 2012

KyivExpoPlaza, Kiev, Ukraine  
[www.elcom-ukraine.com](http://www.elcom-ukraine.com) | [www.elcom.ua](http://www.elcom.ua)

Co-organised by:



## MAIN FACTS

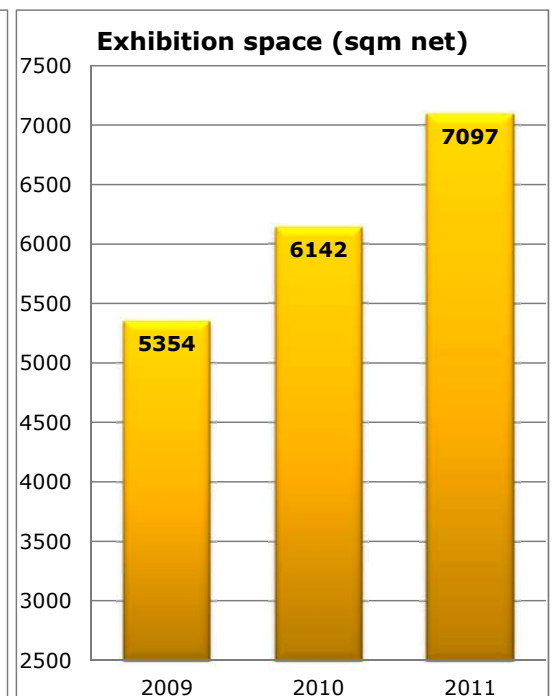
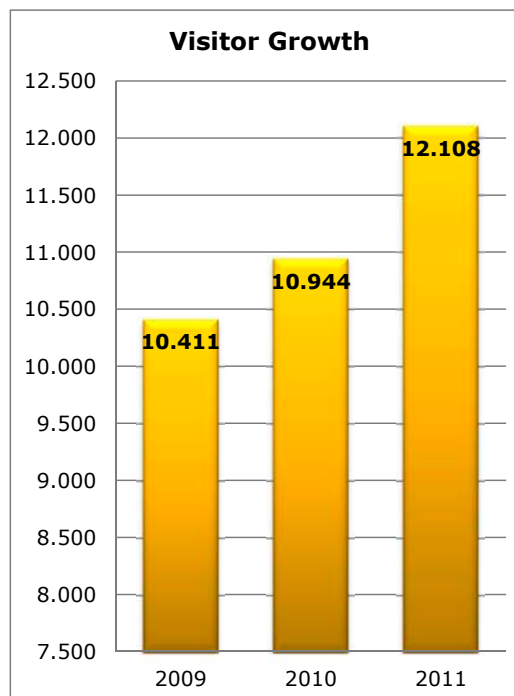
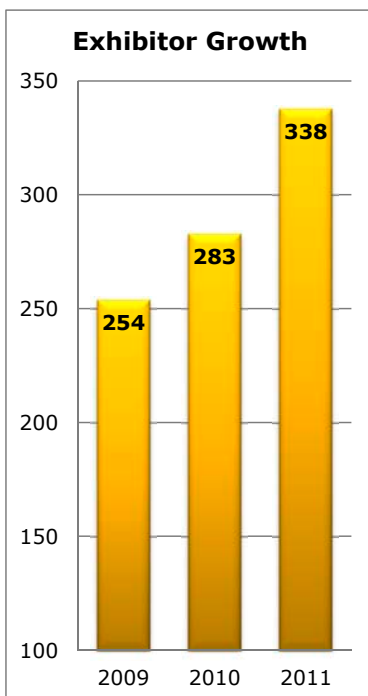
### elcom Ukraine at a glance

elcom Ukraine is the most important platform for decision-makers from all sectors of the Central and Eastern European industry, public institutions and the services industry to get in contact with cutting-edge solutions first, and to meet new suppliers. A major event bringing the two sides of supply and demand together for business. Including an action-packed program of professional conferences, presentations and seminars.

elcomUkraine has "earned the 'ufi Approved Event' quality label as certification of the highest level of professional exhibition standards" (ufi - The Global Association of the Exhibition Industry).



### Post Show Report 2011



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elcom Ukraine: UFI Approved Event.

All data compiled according to the UFI Calculation Standards and Definitions, audited by BDO Balance-Audit, Kiev.



## GROWING BUSINESS

### Focus on energy efficiency at the 16th elcom in 2012

According to Inogate (the international energy co-operation program between the EU and Ukraine and other Central European countries), **Ukraine has an energy saving potential of almost 50%** as its energy intensity is extremely high. Improved efficiency and lower costs will reverberate through the economy as their output is used by other sectors, and will improve national energy security.

Energy demand is to double until 2030. As Ukraine currently imports 70% of its energy demand, enormous savings are possible by introducing modern energy efficiency technologies and solutions. **The 16th elcom Ukraine 2012 therefore focuses on energy efficiency and on intelligent solutions for the future's energy mix.**

elcom 2012 takes place on the background of steadily growing Ukrainian imports and exports of power and electro-technology, and an increase in demand for building and industrial automation equipment and solutions.

According to ZVEI – the German Electrical and Electronic Manufacturers' Association, Ukrainian suppliers have increased their **exports of electro-technology** to Germany, for instance, by 26% in 2010, to now Euro 239 million. In the same period, German exports of electro-technology to Ukraine went up by 24%, to now Euro 594 million.

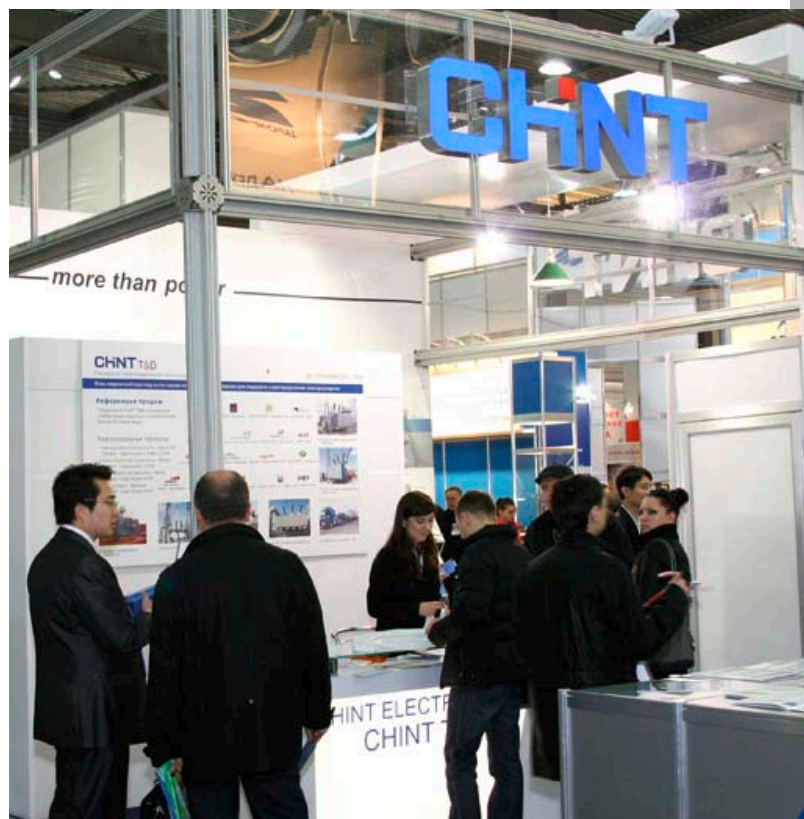
Between January and April 2011, **production of the Ukrainian electrical engineering and electronics industry** gained 18.7%, to sustain the 2010 growth rate of 24.2%. In 2011, this industry is on a good way to even exceed the historical record rates of 2008. (Germany Trade & Invest, 2011)

## EXHIBITION PROGRAM

- Renewable energy
- Conventional energy
- Power generation, transmission and distribution
- Energy efficiency
- Electrical engineering and house & building automation
- Lighting technology
- Industrial automation
- Measurement, regulating and control equipment



Please see the [detailed exhibition program](#) here.



## RENEWABLES AT ELCOM 2012: THE TIME IS RIGHT!

**12,108 trade visitors - The perfect visitor base to open up the Ukrainian renewables market.**

With 12,108 trade visitors (2011), elcom has the perfect visitor base to open up the Ukrainian renewables market for leading international technology suppliers and project developers.

The time is right to **introduce a major focus on renewables to the success story of elcom. elcom is the leading energy and energy efficiency platform in Ukraine since 1997.** The 16th elcom in 2012 will therefore showcase renewables' technologies and solutions, targeting to become the most important meeting point for the renewable energy market in Ukraine.

Andriy Kluyev, first vice prime minister and minister of economic development and trade, has recently announced to enforce renewable energies. Ukraine's renewable energy market becomes ever more important, especially with the steep increase in gas price and the **adoption of green-tariff price incentives** for electricity from renewable energy sources in 2009. The government set a green tariff for power produced from renewable sources which is

two times higher than the wholesale price for power produced from traditional sources. It is widely expected that the introduction of the green tariff will boost activity in the sector. Other preferences include duty-free imports and exemptions from value-added taxes. **Ukraine's mid-term energy strategy targets a level of 10% of renewables until 2030**, the potential for renewables being much higher. (Renewable Energies Export Initiative, German Ministry of Economics and Technology)

The European Bank for Reconstruction and Development is ready to invest in the development of renewable energy in Ukraine, outlined EBRD's regional manager and director for Ukraine Andre Kuusvek in June 2011. "We would like to finance private enterprises that offer renewable energy projects. We have currently received 37 applications for wind, small hydropower, and bioenergy. I think that this will turn into concrete projects, and this will happen very soon." EBRD is the largest financial investor in Ukraine. As of April 30, 2011, the bank had invested over EUR 6.2 billion in 271 projects.

 [For more photos please view the gallery](#)



## GREAT RENEWABLE ENERGY POTENTIAL IN UKRAINE

The Ukrainian **photo voltaic** market is relatively new but attractive. First solar power plants are being realized. The German-Chinese joint venture Sinsol for instance has realized a 20 MW solar power plant for an Ukrainian investor in the Crimea region, using inverters from SMA and crystalline modules from Jinko Solar. The average amount of solar energy received annually in Ukraine is about 1,200 kWh/m<sup>2</sup> (4300 MJ/m<sup>2</sup>).

The greatest **wind energy potential** is located in the vast areas adjacent to the Black Sea and the Azov Sea, as well as the Carpathian, Transcarpathian and Lower Carpathian areas. More than two-thirds of Ukraine's total estimated renewables' potential is attributable to **biomass**. US\$ 1-2bn is needed to install 12GW of wood and straw combustion capacity. (Institute for Economic Research and Policy Consulting, Kiev)

Ukraine has considerable **geothermal** resources that can be used mainly for heat supply. There are also prospects for binary geothermal power plant creation

based on existing wells at abandoned oil and gas fields. At present thermal water is used for municipal heat supply and in agriculture in the western and central part of Crimea.

The estimated total potential of the Ukrainian **hydropower** generation is close to 20 billion kWh of electricity per year. For small hydro alone, the estimated potential is about 2,500 million kWh of which only 170 million kWh is currently being utilized.





## **HAPPY BIRTHDAY**

### **15 years elcom Ukraine in 2011**

Trade visitors, exhibitors and the organisers jointly celebrated the 15th anniversary of elcom Ukraine on the evening of the first exhibition day, April 12, 2011 with a huge party for 400 guests and VIP's.

Live-bands, musicians of various kinds, dancers and comedians – they all contributed to an unforgettable evening. Exhibitors who had participated 15 times, 14 times and 13 times since the very first elcom in 1997 were decorated. A fancy cake was handed over to the director of OBO Bettermann Ukraine celebrating the 100th anniversary of the company. And last but not least exhibitors danced the night away.



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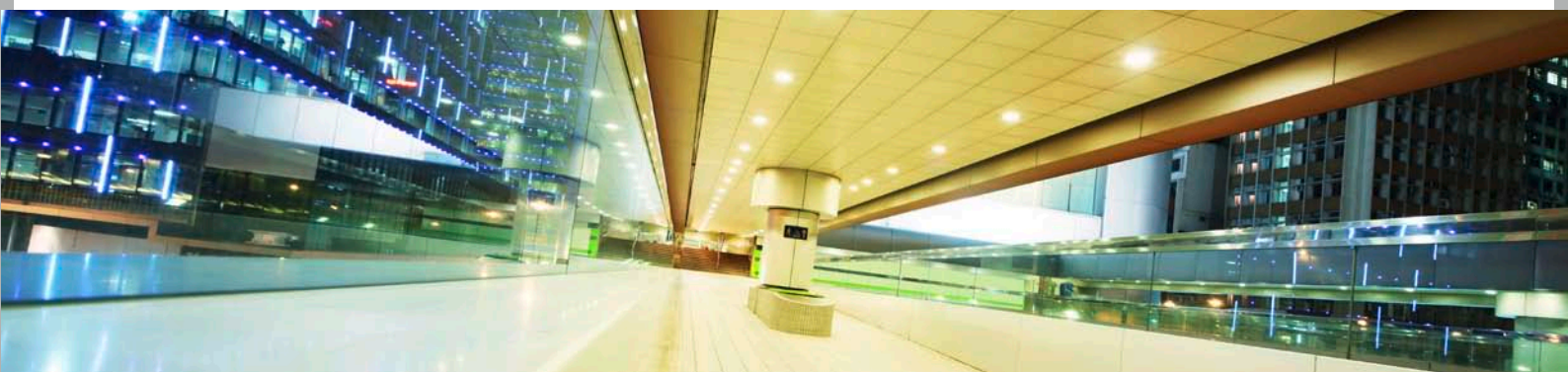


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## AUDITED QUALITY ORGANISATION: EUROINDEX AND FAIRTRADE

The event is co-organized by Euroindex and fairtrade. Both ISO 9001:2008 certified, Euroindex and fairtrade accomplish their services according to quality management standards. In addition, elcomUkraine earned the 'UFI Approved Event' quality label as certification of the highest level of professional exhibition standards.

Euroindex is the largest organizer of b2b trade shows in Ukraine. The Kiev-based company has achieved its leading position by holding numerous well-known specialized trade fairs. Euroindex is also one of the founders and share holders of KyivExpoPlaza, the largest exhibition center in Ukraine.

fairtrade has its headquarters in Heidelberg, Germany and maintains a powerful network of daughter companies, agencies and partnerships throughout the world. Founded in 1991, fairtrade today is a leading organizer of highly professional international trade fairs in the emerging markets of Eastern Europe and the Middle East.



**WE'LL BE YOUR BACK-UP TEAM !**



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