



**INTERNATIONAL BUSINESS FORUM ENERGAÏA 2007:  
December 6 and 7, 2007  
A space for B-to-B exchanges to create partnerships**

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## Contact

### **Septimanie Export**

[www.septimanie-export.com](http://www.septimanie-export.com)

*Anne BARAILLÉ-COMBE*

*Manager for the Renewable Energies  
sector*

*Telephone: +33 (0)4 99 64 29 18*

*Fax: +33 (0)4 99 64 29 37*

*Mobile: +33 (0)6 03 77 21 60*

*E-mail: [baraille@septimanie-export.com](mailto:baraille@septimanie-export.com)*

L'Acropole

954 Avenue Jean Mermoz

F-34000 Montpellier

FRANCE

# 1. The International Business Forum ENERGAÏA

Organized by Septimanie Export, the international development agency for France's Languedoc-Roussillon region, this inaugural B-to-B gathering dedicated to Renewable Energies will take place in Montpellier, France on December 6 and 7, 2007.

## The Forum: who is it for?

Are you active in the Renewable Energies sector and seeking suppliers, business partners or technology partners? This 1<sup>st</sup> International Business Forum on Renewable Energies is designed for you. During two days, you will meet the most dynamic and innovative companies in the sector. The Forum will particularly emphasize business relationships with South Africa, Mauritania, Madagascar, Portugal, Spain, Italy, Germany, Algeria, Morocco, Tunisia, countries of the Middle East, India and China.

## The Forum: why?

The objective of the ENERGAÏA International Business Forum to reinforce the business dimension of the exhibition by fostering targeted and formalized business encounters.

Our goal is to put exhibitors, participants and the public in contact for dedicated meetings with selected decision-makers, prescribers and technological and commercial partners.

*"By launching the 1st International Renewable Energies Business Convention, we intend to support the international development of companies from southern France, known for their dynamism and innovation",* explains François Fourrier, Managing Director of Septimanie Export.

## The Forum: how?

Above all, the forum is designed to provide face-to-face meetings with the representatives of your choice.

Armed with their experience organizing this kind of international event, Septimanie Export will put at your disposal:

- An accurate and descriptive list of companies that are seeking business partners or technology partners.
- An interactive software tool that will allow you to optimize your meeting schedule with a few simple clicks.
- Streamlined logistics and a personal reception for selected international delegations.

## The Forum: what are the benefits for participants?

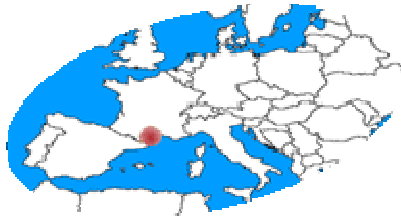
- A preliminary evaluation of the participants' skills and requirements
- Meetings are by request, ensuring motivation
- Pre-scheduled private meetings lasting 30 minutes
- Productive exchanges, thanks to selective recruitment and a calm, convivial environment
- Simplification of your logistics through turnkey solutions
- A team that is alert and receptive to your needs

## Feedback from participants

**William Haynes**, English importer: "Please pass our thanks and congratulations to all your representatives who were there to help things go smoothly. Thanks to the meetings you organized, we expect to do business very soon with the exporters we met in France."

**Mirosław Marczewski**, Poland: "Everything was very well organized. I came away from this event with new business contacts. I have started working together with three manufacturers. Once again, thank you very much. Best regards."

## 2. The Languedoc-Roussillon region: dynamism and expertise



Located in southern France, the Languedoc-Roussillon region occupies a unique position in the heart of Mediterranean Europe.

The most attractive region in France for businesses, its growth rate is forecast at 34% between 2000 and 2030, bringing it from 2.3 million to over 3 million residents. [source: INSEE]

Source: regional government web site

### Why is this region so attractive?

For years, the region has succeeded in developing its strengths, resulting in today's leadership position in numerous sectors, such as ICT, Biotechnology and Health, Food Processing, Marine Industries, Renewable Energies, Recycling and Environmental Industries, Construction, and others.

### A superior economic fabric

In the Languedoc-Roussillon region, major international groups work alongside the SMEs with fewer than 50 employees, who represent 94% of the total businesses (140,446 in 2005) and 70% of jobs [source: INSEE].

Some of the big names active in the region include IBM and Dell in ICT, Sanofi Aventis and Bausch & Lomb in Health, and Nestlé group's Perrier mineral water.

### World-class innovation, research and technology transfer

**200 research laboratories, over 4,500 researchers** [source: montpellier123], **a network of enterprise zones throughout the region...**

- **Research focused on the region's subjects of expertise:** Information Science, Structural Systems, Materials Systems, Process Engineering, Biology and Health Sciences, Chemistry and Biopharmacy, Agronomy and Environmental Sciences, Earth and Space Sciences, Water Sciences, and more.
- **World-class laboratories:** CNRS (Information and Communication Sciences, Chemistry, Pharmacy, Biology, Medicine, Environmental Science), ENSCM (Materials and Processes, Engineering Sciences), CINES and LIRMM (IT, Robotics and Optoelectronics), LGI2P (Data Processing Engineering, Automation Engineering, ICT), IES (Physics, Electronics, Optoelectronics, Reliability, Sensors, Nanotechnology, Telecommunications, Energy), IFREMER (Oceanography, Aquaculture, etc.), LMGC (Mechanical and Civil Engineering), CEA (Atomic Energy, Environment, Separation Techniques, Ceramic Materials), CEMAGREF (Farm Machinery, Agricultural Engineering), CILBA, CIRAD, ENSAM, INRA, and IRD (Agronomy and Environment), supported by the Universities of Montpellier, Nimes and Perpignan, as well as the private research centres of Horiba ABX, IBM, Bausch & Lomb, Sanofi Aventis, Schering and Mars.
- **AGROPOLIS:** The first such centre in Europe, devoted to Mediterranean, tropical and food-processing agronomy, with a Research, Innovation and Technology budget of nearly 500 million euros.

[source: Invest LR]

## Excellent higher education facilities

The university centre (4 major universities) is supplemented by 9 Grandes Ecoles and 14 Ecoles Doctorales (among the most prestigious higher education establishments in the French system), numerous institutes, as well as preparatory classes for entrance to the Grandes Ecoles, regrouping almost 92,000 students in locations across the Languedoc-Roussillon region [source: INSEE]. Germane technical and technological training and continued technological updates complete the educational plan.

## 3. Renewable Energies in the Languedoc-Roussillon region

The Languedoc-Roussillon region boasts abundant natural resources: water, wood, wind, sun, forests – all of which contribute to making it the most diversified region of France for renewable energy assets: water, wind, solar and biomass power.

Electricity in the region is 80% from renewable resources, produced by the following means:

### ▪ HYDRO:

17 large installations, 150 micro hydro installations.

Geographically distributed over the 5 "départements" that compose the region: Gard (36%), Lozère (28%), Aude (19%), Pyrénées-Orientales (11%), Hérault (6%).

The region is ranked 5<sup>th</sup> in France for production of hydro power.

### ▪ WIND:

Rapid growth in wind farm installations (installed capacity of approximately 215 MW at the end of 2006). Over 180 large wind turbines are on-line.

Geographically distributed over 4 départements:

Aude (66 %), Hérault (22 %), Pyrénées-Orientales (11 %), Lozère (1%).

The region is ranked 1<sup>st</sup> in France for the production of wind power.

The goal is to have 1,000 MW of capacity installed in the region in the 2010 timeframe.

### ▪ SOLAR AND THERMAL:

Individual solar water heater.

Solar combisystem (heat + domestic hot water).

Central solar heating.

### ▪ PHOTOVOLTAIC SOLAR:

Off-grid installations in remote locations, on-grid installations

Geographically distributed over the 5 départements:

Hérault (39%), Pyrénées Orientales (31%), Gard (21%), Aude (7%), Lozère (2%).

### ▪ BIOMASS:

With 34% of its forest area in continuous growth, the Languedoc-Roussillon region, at the intersection of two major massifs, has at its disposal a substantial forest resource and significant tonnage of by-products from regional wood processing businesses.

The Languedoc-Roussillon region is experiencing **strong population growth** with the direct consequence of an **increase** in facilities requirements and **energy** consumption. Therefore, in July 2004 the region established a **regional plan** governing renewable energies and the fight against the greenhouse effect.

In **2006**, the region devoted 13.4 million euros to this plan, of which 10.1 million euros supports a regional investment fund for development of renewable energies.

In **2007**, the region will spend **16.4 million euros** to implement the plan.

This plan is intended to promote social awareness and responsibility by setting a good example. In fact, the region plans to carry out a "**Carbon assessment**" on an institutional level and to apply the **High Environmental Quality** and **High Energy Quality** standards to all new secondary school construction. The region has also invested in 9 "Energy Information Resource Centres" to inform the public and heighten public awareness.

The strong population growth in the region has dynamised the construction sector. Therefore, the region is stressing the enhancement of buildings' energy performance. In particular, the region will emphasize renewable energies in the construction of council housing, assigning a budget of 5 million euros per year to equip 25,000 council houses with solar hot water.

The regional plan is expected to influence the regional energy market and develop employment, through a proactive policy on individual and collective solar heating, as well as the promotion of research and innovation in partnership with the DERBI competitiveness centre (Développement des Énergies Renouvelables dans le bâtiment et l'industrie, development of renewable energies in construction and industry).

The 5 types of energy involve differing local competences:

- **HYDRO:** Integrators, Developers, Research Consultancies
- **WIND:** Manufacturers, Parts Manufacturers, Developers, Research Consultancies, Test Centres
- **SOLAR AND THERMAL:** Research Consultancies, Parts Manufacturers, Installers, Test Centres
- **PHOTOVOLTAIC SOLAR:** Manufacturers, Parts Manufacturers, Research Consultancies, Dealers
- **BIOMASS:** Integrators, Producers, Research Consultancies, Developers
- **COMPLEMENTARY FIELDS:** Mechanical Engineering, Precision Engineering, Public Buildings and Works, Materials, Plastics Technology, Electricity, Automation, Installation Engineers, Transport of Oversized Loads.

## 4. Septimanie Export: an international specialist for the region

Septimanie Export was created by France's Languedoc-Roussillon regional government to promote the international development of its businesses. It is organized around the region's major industries and sectors: high technology, wine, food processing, health, environment...

**Helping over 1,000 enterprises to enter international markets.**

**Information** – Septimanie Export currently offers three specific tools designed to provide enterprises with information of the highest possible quality.

- **The Internet portal**, with 5000 pages of information on 80 countries, 25,000 market studies, 1,800 useful links and 500 pages on international business methods.
- **Business clubs**, to facilitate development in complex markets.
- **Business workshops**, to share experiences and obtain practical information.

**Support** – Septimanie Export organizes events, and thereby implements several specific activities dedicated to supporting businesses.

- **Business conventions**, organized with an international scope, facilitate face-to-face meetings between qualified commercial and/or technological partners.
- **Collective stands** at professional exhibitions, simultaneously providing technical, logistics, financial and promotional support.
- **Market tests**, to facilitate the evaluation of the export potential for regional products.

**Promotion** – Septimanie Export is also a specialist in large-scale **publicity campaigns**:

- **Communication campaigns** assure that your message is seen, read and understood.
- **Press relations**, with media coverage on regional, national and international levels.
- **Development of sectors**, to optimize export potential through resource sharing.

To learn more: [www.septimanie-export.com](http://www.septimanie-export.com)

## 5. ENERGAÏA: the International Exhibition of Renewable Energies

The Energaïa exhibition will take place December 6-8, 2007 at the Parc des Expositions in Montpellier, France. It is designed to promote and share experience in the domain of renewable energies.

Organized at three geographic levels (world, Europe, Mediterranean), the Energaïa exhibition aims to allow sharing of best practices and to facilitate meetings between players from the public and private sectors, to contribute to the expansion of renewable energies.

ENERGAÏA is also:

- 3 days of meetings and exchanges inspired by conferences:
  - International conference: "The role of regional and local government authorities in the development of renewable energies";
  - European conference: "Energy efficiency and renewable energies: the major advantages for competitive regions";
  - Mediterranean conference: "Regions within the European-Mediterranean area".
- The ARE (Assemblée des Régions d'Europe), a partner of the exhibition, will hold its annual meeting in conjunction with ENERGAÏA.
- An international scientific panel composed of experts from both North and South for a pluralistic view.

The Energaïa exhibition is intended to be concurrently **a place for learning and discovery**, as well as **for making contacts and doing business**.

"Energaïa will allow businesses to present their innovations and achievements to prescribers, as well as to representatives from geographical regions (international delegations emphasized at the exhibition: Morocco, the Middle East, Jordan...) and European organizations (MEDENER, ARE), partners of the exhibition. Energaïa will be the occasion to establish partnerships among the players in renewable energies from both sides of the Mediterranean. "

Energaïa will assemble **150 exhibitors** and **9,000 professional visitors** for an international approach to a market in rapid growth.

Contact for the Energaïa Exhibition:

### **UHK EXPO**

**Guy HADDAD**

General Administrator/Partnerships/Coordination

Telephone: +33 (0)4 42 71 73 29

Fax: +33 (0)4 42 73 29 38

E-mail: [uhkexpo@aol.com](mailto:uhkexpo@aol.com)

Website: [www.energaia-expo.com](http://www.energaia-expo.com)