

## City Of Albuquerque to Send Trade Mission to H207

(From Randy Trask, International Trade Specialist, Economic Development Department, City of Albuquerque, New Mexico)

Dear Esteemed Alternative/Renewable Energy Community,

It is with great enthusiasm that I inform you of another exciting opportunity generated through the growing relationship the City of Albuquerque has established with the United Kingdom. May 23-24, 2007 marks the seventh international "All-Energy" Exhibition and Conference taking place in Aberdeen, Scotland (see [www.all-energy.co.uk](http://www.all-energy.co.uk)). This is the UK's largest renewable energy event. It features exhibitors covering wind, wave and tidal projects, microgeneration, hydropower, solar energy, biofuels and hydrogen fuel cell technology. Mayor Martin Chávez has been invited to be a key-note conference speaker at the May 24th Plenary Session and the Economic Development Department's International Trade Division plans to coordinate a trade mission for local industry to participate in the trade show. By working with the U.S. Department of Commerce's Commercial Service in the UK, we have identified 2 ways in which our local companies can participate.

**1) TRADE MISSION:** Aside from the coordination of logistics (hotels, transportation, etc.), the City of Albuquerque will subsidize registration and booth expenses for local companies who are interested in traveling to Aberdeen to attend the show. Companies will only be responsible for covering their travel, lodging and meals. The City will not charge any fees to local companies for their participation. However, for \$500.00 companies will have the opportunity to display their literature, products, models, and give corporate presentations at the U.S. Commercial Services Pavilion. (Separate from the City of Albuquerque's booth)

**2) US COMMERCIAL SERVICE'S PRODUCT LITERATURE CENTER:** For \$250, companies who opt not to travel to the trade show can provide the Commercial Service with company/product literature and will benefit from:

- o Pre-show promotion of products to UK and European partners and customers
- o Prominent display of product literature at their booth and distribution to interested companies
- o Trade leads obtained by a Commercial Specialist

Prior to the event, the U.S. Commercial Services will promote companies' presence at the show to potential UK buyers. After the event, they will forward all participants a follow-up package, which will include UK renewable energy market intelligence, trade leads captured at the event, and the offer of assistance in following up those opportunities from their Energy Industry Commercial Specialist in the UK.

**(Attachment A is information provided by U.S. Commercial Services)**

### All-Energy 2007 Overview

The All-Energy event itself has grown each year since its launch, with 250 exhibitors from the UK and around the world in 2006. Exhibitors include companies supplying equipment, components and services across all renewable energy segments. Typical visitors are buyers and sellers of renewable energy goods and services, developers, power companies, planners, and government representatives from the UK and overseas.

Included within All-Energy 2007 for the first time this year will be "H207," the Hydrogen and Fuel Cells Conference, which focuses on the hydrogen economy, business-to-business networking and promotion of U.S. – European renewable energy trade links. (More information available from [www.h207.com](http://www.h207.com).)

## UK Renewable Energy Market Profile

The UK's renewable energy market is growing rapidly and is predicted to grow by 22% annually to over \$30 billion by 2020. Two key factors are driving this growth: the urgent need to find new sources of energy to replace rapidly diminishing UK oil and gas reserves; and strong UK and EU environmental legislation aimed at increasing the proportion of energy produced from renewable sources. Future opportunities for U.S. companies are particularly strong in wind and wave power. The UK has more than 50% of Europe's wind resource and the greatest potential for wave and tidal stream power in Europe.

If your company is interested in participating in this show as noted above, we will need a reply stating your concrete interest by next Friday (March 23rd). Please feel free to call or reply to this email with any questions you might have before the deadline.

Looking forward to your participation,

## **Attachment A** **All-Energy 2007 Overview**

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### **Benefits of the Product Literature Center**

Participating in the Product Literature Center at All-Energy 2007 offers a low-risk, cost-effective opportunity to gain international exposure in the vibrant UK renewable energy market.

**For \$250, your company will benefit from:**

- ✓ **Pre-show promotion of your product to UK and European partners and customers**
- ✓ **Prominent display of your product literature on our booth and distribution to interested companies**
- ✓ **Trade leads obtained by the Commercial Specialist**

Also, for a further \$250, and subject to logistical practicalities, we can offer selected companies the opportunity to display products/models/corporate presentations at our booth.

Prior to the event, we will promote your company’s presence at the show to potential UK buyers. After the event, we will forward all participants a follow-up package, which will include UK renewable energy market intelligence, trade leads captured at the event, and the offer of assistance in following up those opportunities from our Energy Industry Commercial Specialist in the UK.

### **How to Participate**

To be represented at the Commercial Service’s Product Literature Center and Business Information Office at All-Energy 2007, please contact [Andrew.Williams@mail.doc.gov](mailto:Andrew.Williams@mail.doc.gov).

You will simply need to fill out a participation agreement and make payment online, and then provide us with copies of your product literature.

Please be in touch if you require any further information. We hope that you will consider participating at this event, and look forward to helping U.S. companies promote themselves to the rapidly growing UK renewable energy market.

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