

OPTIMIZING NATURAL RESOURCES
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A special report on the three-day Renewable Energy India Exhibition and Conference (REI) being held in Greater Noida from tomorrow

Three-day Renewable Energy India Exhibition and Conference (REI) is being held from tomorrow (September 3-5) at the Indian Exposition Mart, Knowledge Park II, Greater Noida). An annual event organised by UBM India, REI aims to accelerate growth of the Indian renewable energy sector by offering sustainable development opportunities to businesses in this industry.

This is the 8th edition and is expected to attract more than 500 exhibitors, 12,000 trade visitors and 1000 conference delegates from more than 35 countries. Attendees to the three-day event will benefit from the multiple business opportunities existent within the Solar, Wind, Bio-energy, Smart Grids, Geothermal and Energy Efficiency sectors.

The event will bring together decision makers, influencers as well as technical experts and professionals from leading companies involved in the renewable energy generation, transmission and distribution within India and across the globe. The key industry players participating in this event include Reflex Energy, Borg Energy, Rolta Power, Tata Power Solar, Enerparc Energy, Proinso, Zerversolar, Dupont, DNV GL, C Sun, Bonfiglioli, Phocos, Waaree, Chemtrols Solar, Emmvee Solar, Juwi India, Mahindra EPC, RRB Energy, Inox Wind, LTI REEnergy, Kosol Hiramrut, Sova Power, Harsha Abakus Solar, ABB, SAPA Group, Schneider Electric India, Fronius, Canadian Solar, Delta Energy, Moser Baer, JA Solar, Vikram Solar, Premier Solar, Yingli Solar, GE India, Centrotherm. The event also boasts of Country Pavilions from Japan, Italy, the USA, Taiwan, Canada and Belgium, workshops and multiple conference sessions and official participation from Indo Italian Chamber of Commerce, ACCIO (Govt of Catalonia), European business and Technology Centre, Piemonte: Agency for Investment, Export and Tourism

REI 2014 is supported by leading associations like

National Solar Energy Federation of India (NSEFI), Solar Energy Association of Gujarat (SEAG), Centre for Study of Science, Technology and Policy (CSTEP), India Smart Grid Forum (ISGF), UK Trade and Investment, and Bloomberg New Energy Finance as Strategic partner.

Elaborating on the focus of this year's edition, Joji George, Managing Director, UBM India, said, "Today what is glaring at us is the need for viable sustainable energy which can mitigate the environmental impact of

imbalance of demand and supply of natural resources in India. That's where renewable energy comes into play. As a first step what is called for, is a concrete and a measurable attempt on part of the Indian government as well as industry to partner and have a consistent channel of dialogue and work towards creating favourable policy frameworks to

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successfully meet the challenges and optimize the opportunities in the sector. Our focus is to felicitate the same." The three-day event will showcase pavilions from diverse countries like Japan, the USA, Canada, Belgium and Italy. There would also be representation from companies based out of the Catalunyan region, the Spanish hub for renewable energy. Another highlight of this edition of REI would be the 'Start-up' Pavilion, which encourages budding entrepreneurs with a restricted budget to build their business portfolio. The Planning Commission of India will also conduct a session with C STEP

Eminent speakers like Pashupathy Gopalan, President & MD, Asia-Pacific, GCC and South Africa- Sun Edison Energy India Pvt Ltd.; Craig O'Connor, Director of Business Development – Alternative Energy Group, Export-Import Bank, US; Stefan Muller, COO and Founder Member, Enerpac Energy Pvt. Ltd.; Ravi Khanna, CEO- Solar Business, Aditya Birla Group; and Ajay Goel, CEO, Tata Power Solar would add value to the exhibition.