

# The 35th International Exhibition on Environment Technology & Green Energy (ENVEX2013) Result Report

2013. 7

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## < General Review >

### 1. Main Results of ENVEX2013

◎ **Exhibition representing the marketing of domestic environment industries**

- 310 companies from 23 countries participated in 780 booths(14,800㎡). The biggest domestic environment exhibition ever.
- **56,230 attendees** including **1,414 overseas buyers** visited ENVEX2013.

◎ **The amount of business contracts and deals increasing**

- During the exhibition days, the contract amount reached **562.2 billion won** (551.3 billion won last year) and the deal amount reached **221.1 billion won** (211.6 billion won last year).

◎ **Providing new environment technology through seminars and counselling in 11 categories including an future environmental technology seminar**

- Hosting seminars in 11 categories including an future environmental technology seminar as side events (**3,200 people attended.**)

### 2. Differentiation of ENVEX2013

◎ **Buyers**

<b>Domestic</b>	<ul style="list-style-type: none"> <li>• Dispatched officers to local governments from the Ministry of Environment, <b>environment officers</b> of 11 local governments and <b>people involved in environmental facilities</b> visited the exhibition. (<b>About 2,700 people visited.</b>)</li> <li>• A lot of <b>People from 120 major companies and construction companies</b> visited the exhibition by sending an official document and of the Minister of Environment and VIP invitation letters.</li> </ul>
<b>Overseas</b>	<ul style="list-style-type: none"> <li>• <b>Invited excellent buyers through the network with (17) related organizations in overseas countries</b> such as China, Vietnam and Indonesia                         <ul style="list-style-type: none"> <li>- Overseas buyers : <b>1,414 buyers</b> visited the exhibition (last year: 1,120 buyers)</li> <li>- Directly invited buyers : <b>72 buyers from 14 countries</b> (hotel and transportation supported)</li> <li>※ Overseas buyer selection criteria : Divided into the 1st, the 2nd and the 3rd grades by investigating past trade records of buyers and the preference of domestic companies</li> </ul> </li> <li>• Overseas buyer networking to establish <b>the network between participants and overseas buyers</b> <ul style="list-style-type: none"> <li>- Visitors : <b>240 people</b> including <b>140 overseas buyers</b> and <b>100 people involved in domestic companies</b></li> </ul> </li> <li>• <b>Exhibition center tour</b> to introduce participating companies' technology and products to invited overseas buyers                         <ul style="list-style-type: none"> <li>- Visitors : About <b>129</b> overseas buyers</li> </ul> </li> <li>• Environment officers from developing countries visited the exhibition center and environmental business places (About 34 people)</li> </ul>

**◎ Public Relations**

- Achieved the biggest result in public relations ever through various marketing plans and promotion, **increasing by about 40 public relations and reports compared to the last year.**

**\* Results of Public Relations and Reports : 673**

<b>Domestic</b>	<ul style="list-style-type: none"> <li>• Using various public relations media - <b>TV: 5 including KBS News</b>, Radio: 3, Daily Newspapers: 123, Magazines: 72, Bus Advertisements: 13, Electronic Display Boards: 8, <b>SNS &amp; Internet: 410</b></li> <li>• <b>Public relations (in English/Chinese) through online media</b> : Visited (50) participants' booths and interviewed them and their products and then reported articles in portal websites (such as DAUM, NAVER and YAHOO)</li> <li>• <b>Sending invitation letters</b> to about <b>7,000 association members</b> (environmental facility companies)</li> </ul>
<b>Overseas</b>	<ul style="list-style-type: none"> <li>• Sending the exhibition pamphlets and <b>e-news letters</b> to the association DB(2,700 companies) and <b>20,000 EC21(EU Gateway Partners) overseas environment companies</b></li> <li>• <b>Banner advertising in the websites of 17 MOU organizations</b></li> <li>• Advertising the exhibition by participating in other overseas exhibitions</li> </ul>

**◎ Operations**

- A **language interpretation** program for participants (110 interpreters in English, Chinese, Japanese and Vietnamese language)

- **Awards by the Minister of Environment and the President of Environment Preservation Association** to (7) excellent environment companies and products

**◎ Follow-Up Services**

- **Operating ENVEX2013 Cyber Exhibition Center** for the **advertisement of participants** until 2014

※ [www.ecoexpo.or.kr](http://www.ecoexpo.or.kr) → click COEX → click ENVEX2013 → click Company

- **Supporting participants (about 30 companies a year) to visit overseas exhibitions** hosted by the association 2~4 times a year

※ ex) Chinese International Environment Protection Exhibition, American Water Treatment Exhibition, Malaysia Water Treatment & Environment Exhibition and French Water Treatment & Environment Exhibition

- **Advertising participants and their products** through the **environment magazines** issued by the association

※ Issued to about 8,000 environment organizations and companies every other month

I.

## Exhibition Outline

### 1. Name of the Exhibition : "With Small and Medium Environmental Businesses Leading Creative Economy"

The 35th International Exhibition on Environment Technology & Green Energy (ENVEX2013)

### 2. Purpose :

To establish more blue and clean environment by exhibiting and introducing outstanding environment-related domestic and overseas products and techniques as well as to utilize environmental technology and to pave the path to the global environment market and green growth for domestic environment companies by developing low carbon green technologies for the development of environmental industry

### 3. Exhibition Period : 2013. 6. 11 (Tue) ~ 2013. 6. 14. (Fri) (4 days)

### 4. Venue : COEX Hall A & B1 (14,800m<sup>2</sup>)

### 5. Host :

Korea Environment Corporation, Sudokwon Landfill Site Management Corporation, Korea Environmental Industry and Technology Institute and Korea Environmental Preservation Association

### 6. Organizer : Korea Environmental Preservation Association

### 7. Sponsors :

Ministry of Environment, Ministry of Trade, Industry and Energy, Ministry of Education, Ministry of Land, Infrastructure and Transport, Seoul Metropolitan City, the Korea Chamber of Commerce & Industry, Korea Federation of Small and Medium Business, KOTRA and Incheon and Gyeonggi Machine Industry Cooperative

### 8. Exhibited Items

#### ◦ Environmental Industry Technology Field

Water treatment equipments, membranes, pumps, valves, dehydrators, microorganism, vacreators, air pollution measurement, oil and water vapour recovery systems, filters, waste · recycling, measurement analyzers, waste-disposal units, eco-friendly materials, eco-friendly products, seawater desalination, ecological restoration and public relations of government policies

#### ◦ Renewable Energy Field

Green car industry, waste recycling system technology, bio-energy, solar energy, unutilized energy, wind power and related organizations and companies

### 9. Website : [www.envex.or.kr](http://www.envex.or.kr)

## II. Results of the Exhibition

### 1. Exhibition Area

- Gross Space : 14,800m<sup>2</sup> (Hall A 10,368m<sup>2</sup> / B 4,432m<sup>2</sup>)

### 2. Participating Companies (based on the country of origin)

• 310 companies from 23 countries participated in 780 booths in total (Domestic: 201 booths / Overseas: 109 booths)

※ 306 companies from 21 countries participated in 740 booths last year (Domestic : 228 booths / Overseas : 78 booths)

Country	Number	Water Quality	A i r Pollution	W a s t e Recycling	Measurement Analyzer	Eco-Friendly Construction	Eco-Friendly Products	Eco-Friendly Energy	Environmental Publications	Public Relations
Total	310	129	52	24	56	5	9	16	2	17
Korea	201	83	34	14	32	5	8	13	2	10
China	29	21	4	4	-	-	-	-	-	-
Germany	23	8	5	2	7	-	-	1	-	-
Japan	11	3	2	3	2	-	-	1	-	-
USA	8	3	2	-	2	-	-	-	-	1
Denmark	5	3	2	-	-	-	-	-	-	-
UK	4	2	1	-	1	-	-	-	-	-
Norway	3	2	-	-	1	-	-	-	-	-
Austria	3	-	-	1	2	-	-	-	-	-
Canada	3	1	-	-	-	-	-	-	-	2
France	3	-	-	-	2	-	-	-	-	1
Finland	3	-	1	-	2	-	-	-	-	-
Switzerland	2	-	-	-	2	-	-	-	-	-
Italy	2	1	-	-	1	-	-	-	-	-
EU	2	-	-	-	1	-	-	-	-	1
Netherlands	1	-	-	-	-	-	-	1	-	-
Malaysia	1	-	-	-	-	-	-	-	-	1
Spain	1	1	-	-	-	-	-	-	-	-
Ireland	1	1	-	-	-	-	-	-	-	-
Israel	1	-	-	-	1	-	-	-	-	-
Thailand	1	-	-	-	-	-	1	-	-	-
Hungary	1	-	-	-	-	-	-	-	-	1
Australia	1	-	1	-	-	-	-	-	-	-



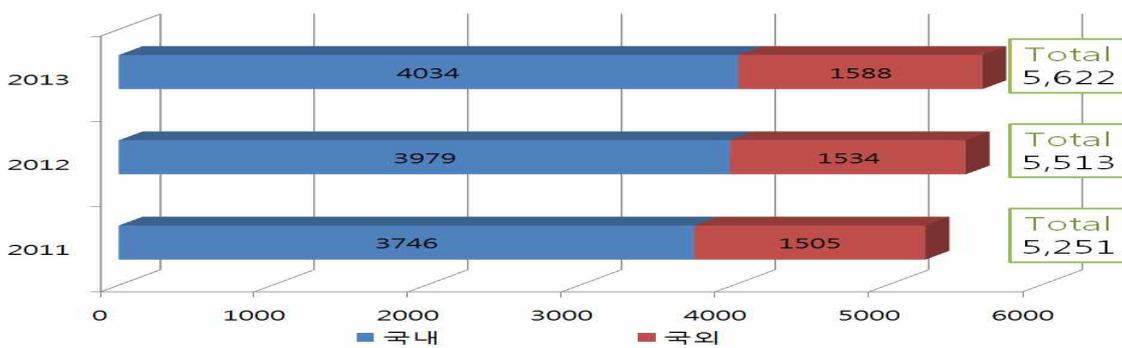
### 3. Visitors

- 56,230 people in total (Domestic: 54,816, Overseas: 1,414)
- ※ Last year : 55,370 people (Domestic: 54,250, Overseas: 1,120)

### 4. Comparison of Exhibition by Year (recent 3 years)

Year	Countries	Participating Company			Visitors		
		Total	Domestic	Overseas	Total	Domestic	Overseas
2013	23	310	201	109	56,230	54,816	1,414
2012	21	306	232	78	55,370 (4 days)	54,250	1,120
2011	25	305	202	103	49,725 (3 days)	48,712	1,013

### 5. The Amount of Contract and Deal



▶ Contract Amount : 562.2 billion won (551.3 billion won last year)

Domestic / Overseas

▶ Deal Amount : 221.1 billion won (211.6 billion won last year)

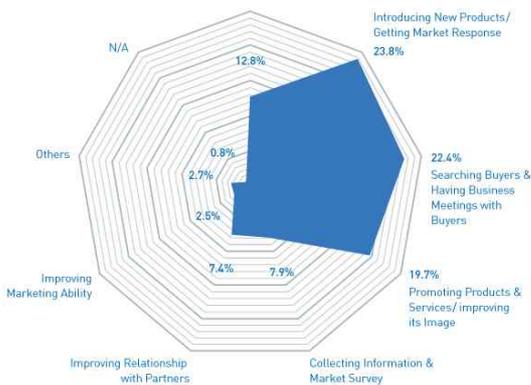
Domestic / Overseas

III.

# Exhibition Result Analysis

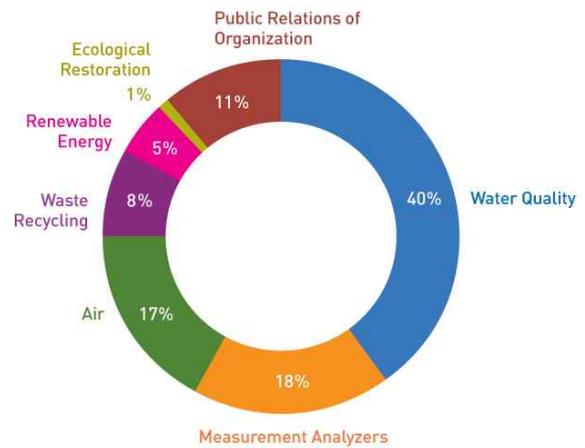
## 1. Exhibitor Analysis

Participating Reasons



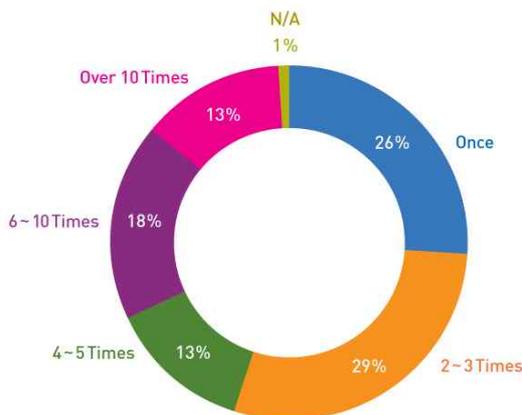
► The main participating reason is to develop a new market such as product introduction and finding buyers.

Analysis of Exhibited Items



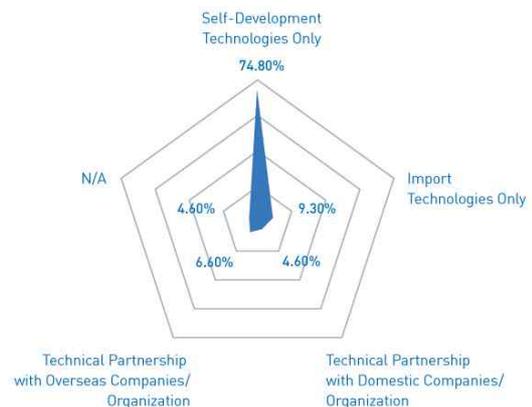
► Most exhibited products are related to water quality, and others are related to measurement analyzer, air pollution, environmental organizations education and waste recycling.

Times of ENVEX Participation



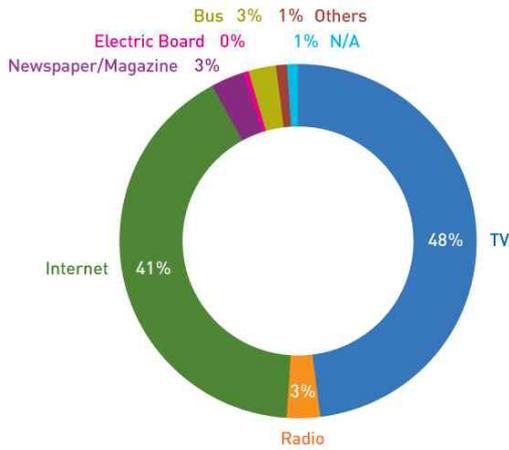
► According to the research on the participation times, over 70% of companies have participated more than twice to develop a new market and advertise new technologies.

Analysis of Participation Companies about Technology Possession



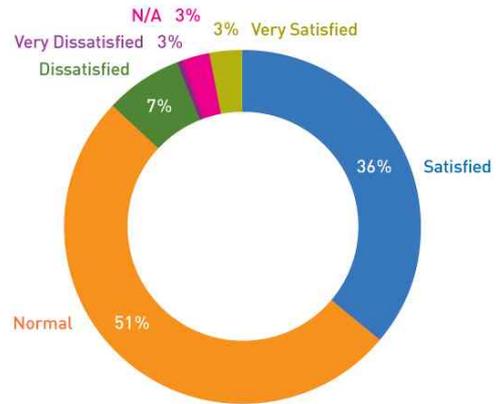
► According to the survey on participating companies' environmental technology, most of them develop their technologies by themselves or enter into a technical partnership with domestic research organizations.

### Analysis of ENVEX Advertisement Preference by Participation Companies



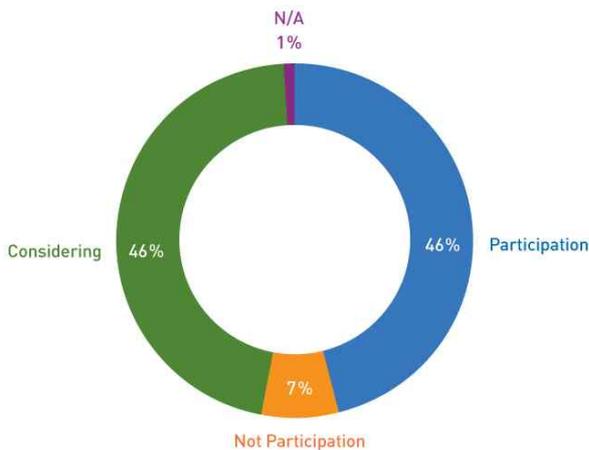
► According to the survey on advertisements, the participating companies prefer TV and internet advertisements most and they don't prefer newspaper and outdoor advertisements.

### Analysis of Satisfaction level by Buyers at ENVEX2013



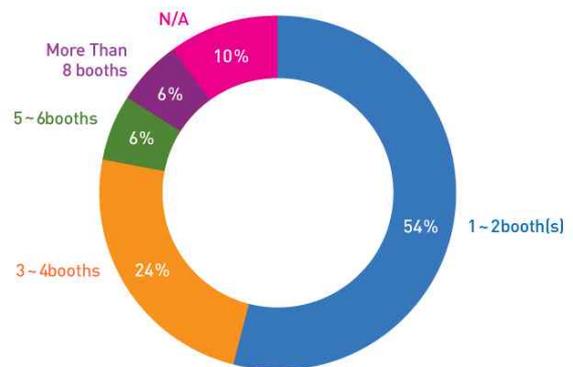
► Most participating companies are satisfied with the invited buyers (satisfied: 36%, normal: 51%).

### Participation at ENVEX2014



► 46% of the participating companies replied that they will participate in the next ENVEX exhibition, and 46% replied that they will consider it positively.

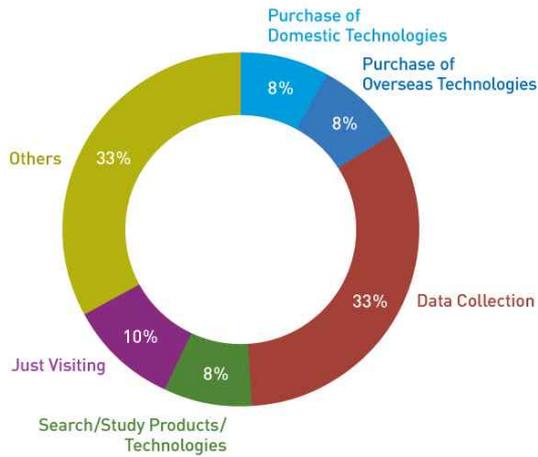
### Preference for Booth Area Booking



► According to the survey on the booth preference of the participants of ENVEX 2014 next year, over half (54%) replied that they would prefer 1-2 booths, which shows that participants this year will participate next year.

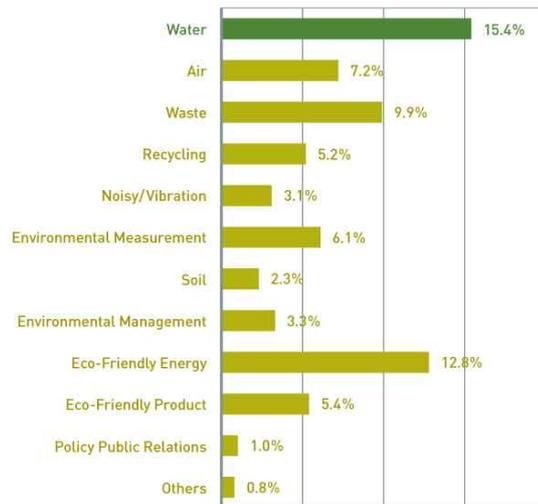
## 2. Visitor Analysis

Goal of Visitors at ENVEX2013



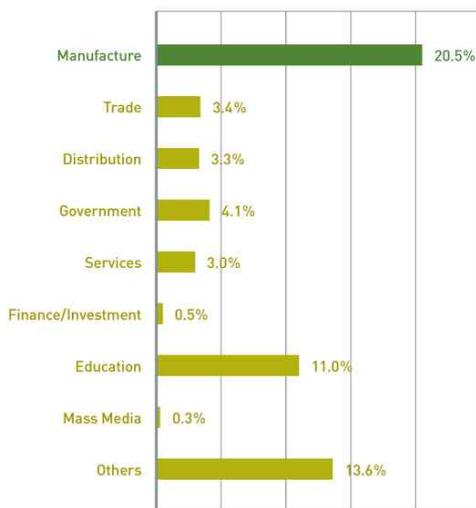
- ▶ The main purpose of visitors' participation in the exhibition is to collect product and technology data. to buy products(16%) and to investigate products.

Visitor's Interest



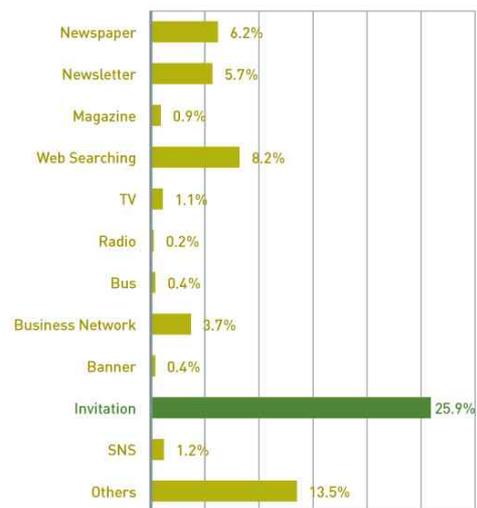
- ▶ 15.4% of buyers are interested in water quality, 12.8% in eco-friendly energy, 9.9% in waste and recycling, 7.2% in air pollution and 5% in other fields.

Type of Business for Visitors



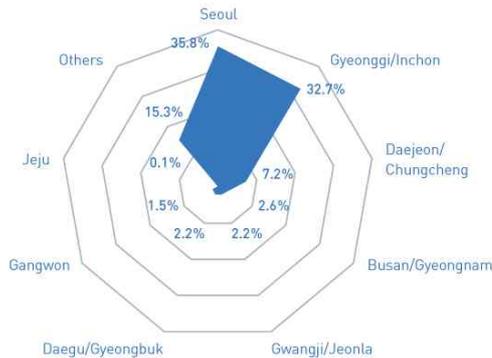
- ▶ According to the survey on visitors' type of business, 20.5% of them are engaged in manufacture, 13.6% in others, 11% in universities or research institutes followed by the government or public institutions and trade

Visiting Channel



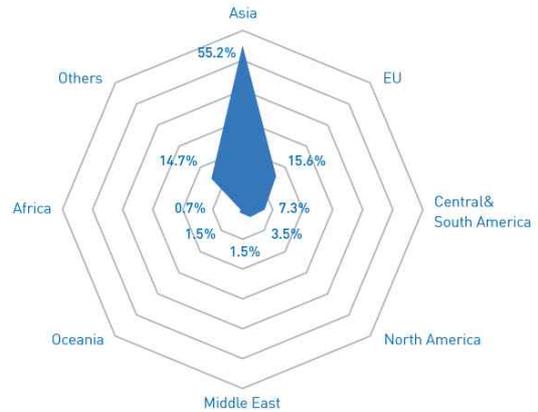
- ▶ A lot of ENVEX visitors replied that they got their exhibition tickets through official documents or invitation letters and that online advertisements through websites were effective.

### Regional Classification of Domestic Visitors



▶ According to the survey on domestic visitors' regional classification, most of them are from the capital area including 35.8% of them from Seoul, 32.7% from Incheon · Gyeonggi.

### Regional Classification of Overseas Visitors



▶ According to the survey on overseas visitors' regional classification, 55.2% of them are from Asian countries that are not far from Korea, 15.6% from Europe, 7.3% from Central and South America, 3.5% from North America.

## □ Summary of Analysis

### ▶ Exhibitor

1. The main participating reason is to develop a new market such as product introduction and finding buyers.
2. Most exhibitors develop their technologies by themselves.
3. Over 70% of companies have participated more than twice to develop a new market and advertise new technologies
4. They prefer TV and internet advertisements most.
5. Most of them are satisfied with the invited buyers and would prefer 1~2 booths for ENVEX 2014 next year.

### ▶ Visitor

1. Their main purpose of participation in the exhibition is to collect product and technology data, to buy products and to investigate products.
2. Visitors interested in water quality are the most.
3. Visitors engaged in manufacture are the most.
4. They got their exhibition tickets through invitation letters, followed by websites and newspaper ads
5. Most domestic visitors are from Seoul and Gyeonggi, and most overseas visitors are from Asia.

### 3. Analysis of the Overseas Buyers Invitation Program

#### A. General Review

- ▶ Developing a new market through the overseas buyers invitation and business matching program
  - Invited 1,414 buyers from 49 countries (last year: 316 buyers from 51 countries) by operating the overseas buyers invitation and business matching program. The participating companies have developed new markets and increased the amount of exports.
  - Establishing a bridgehead for environmental cooperation between Korea and China and for domestic companies to enter Chinese market by inviting Chinese buyers, who have high demands for investment in environment protection, to the exhibition and by introducing domestic exhibitors to buyers.

No.	Country	Buyers	No.	Country	Buyers	No.	Country	Buyers
1	Greece	6	18	Saudi Arabia	12	35	Czech	15
2	Nigeria	30	19	Sweden	9	36	Cambodia	6
3	Netherlands	12	20	Switzerland	6	37	Canada	12
4	New Zealand	3	21	Spain	3	38	Kenya	6
5	New Caledonia	3	22	Slovakia	3	39	Kuwait	6
6	Denmark	21	23	Singapore	6	40	Taiwan	36
7	Germany	48	24	Arab Emirates	3	41	Thailand	21
8	Latvia	12	25	Ireland	9	42	Tunisia	3
9	Russia	9	26	Estonia	6	43	Pakistan	30
10	Malaysia	24	27	UK	18	44	France	6
11	Mongolia	6	28	Austria	6	45	Philippines	2
12	USA	36	29	Uzbekistan	6	46	Hungary	6
13	Myanmar	9	30	Italy	15	47	Australia	9
14	Vietnam	30	31	India	6	48	Hongkong	5
15	Belgium	15	32	Indonesia	30	49	Others	45
16	Bulgaria	6	33	Japan	138			
17	Brazil	99	34	China	384			

#### B. Overseas Buyers Business Matching Results

Year	Consulting Times	Sum from Consulting (won)	Sum from Contract and Contract Progressing (won)
2013	1,680	156.5 billion	58.0 billion
2012	1,601	153.4 billion	55.7 billion
2011	1,567	150.5 billion	49.5 billion

### C. Exhibition Center Tour Program for Overseas Buyers (129 people from 12 countries)

Globalization of the exhibition by introducing the products and technologies of the participating companies to overseas buyers and providing business matching service



### D. Overseas Buyers (B2B Networking) Program during the Exhibition Period (240 people from 43 countries)

The networking service between participating companies and overseas buyers.



**IV.**

**Current Channels of Advertisement**

**1. Promotion through Participating in Overseas Exhibition**

Exhibition	Date	Venue	Remarks
IE-EXPO2013	2013. 5. 13 - 3. 15	Shanghai, China (SNIEC)	Korea Hall
IGEM2012	2012. 10. 10 - 10. 13	Kuala Lumpur, Malaysia	ENVEX2012 Exhibit Hall
WEFTEC2012	2012. 10. 1 - 10. 3	New Orleans, USA	Korea Hall
INDOWATER2012	2012. 7. 11 - 7. 13	Jakarta, Indonesia	Korea Hall

**2. Media Advertisement**

· 673 times in total (last year: 641 times in total)

※ TV including KBS News: 5 times, Radio: 3 times, Daily Newspapers: 123 times, Magazines: 72 times, Bus: 13 times, Aving & Banner: 8 times, Sidewalk: 148 times, Internet: 410 times, E-mail: 240,000 times and etc.

**A. TV (total 5 times)**

Broadcast Media	Program Name	Date(month/day)	Time
KBS1TV	News Square	6. 13	07:00
Environment-TV	Green Desk	6. 13	18:30
MBN	Industrial News	6. 12	17:00
		6. 13	17:00
Traffic News	Main News	6. 17	9:58



<KBS News Square>



Issue(month)	Name
1/3/5	Environment Information
2/4/5	Very Good Environment
4	Eco Love
2/3	High-Tech Environment Technology
2/4/5/6	Environment Media
3	Hydrocontrolling
1/2/3/5/6	Environment Focus
4	Future Environment and Beautiful Environment
2/3/4/	Automatic Control Instrumentation
3	Hydrocontrolling and Packing
2	The 20th Water Management Symposium & Exhibition

E. Specialized Magazine Promotion (total 19 channels 45 times)

Date	Name	Date	Name
3.20/ 5.20	National Sanitation & Environment Newspaper	4.8/ 4.29	Traffic Environment Newspaper
5.5/ 6.5	Central Environment & Energy Newspaper	2.12/ 3.20/ 4.17/ 5.20	Sanitation Newspaper
2.28/ 3.30/ 4.25/ 5.30	Green Newspaper	5.13	Corruption Prevention Newspaper
127th & 132th Issues	IT Today	3.15	Administration Newspaper
6.10	Environment & Sports Newspaper	6.11	National Land Newspaper
3.27/ 4.26/ 5.28	Natural Environment & Construction Newspaper	3.27/ 4.26	Real Estate Newspaper
1.14/ 5.30	Environmental Safety Newspaper	6.12/ 6.13	Cheonji Newspaper
1.13	Taeam Newspaper	5.29	Construction & Economy Newspaper
5.31/ 6.11	Eco News	4.11/ 5.24	Traffic Environment Times
3.27/ 6.19	Environmental Law Newspaper	6.3	Eco Daily

F. Internet (total 34 channels)

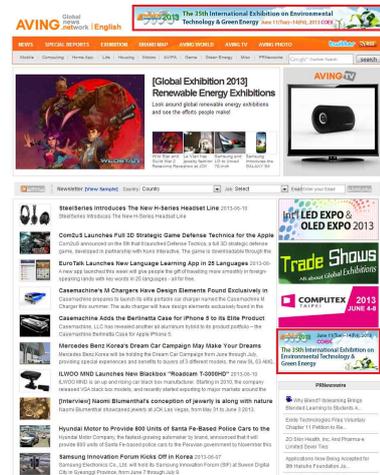
Organization	Details
Ministry of Environment	Website banners
Portals	DAUM News(5.28 ~ 6.11)
Affiliated Organization	Geum River Basin Environmental Office(banner), Nakdong River Basin Environmental Office(banner), National Environmental Information Center(banner), Daegu Regional Environmental Office(banner), Saemangeum Regional Environmental Office(banner), Metropolitan Air Quality Management Office(banner), Yeongsangang Liver Environmental Office(banner), Wonju Regional Environmental Office(banner), Han River Basin Environmental Office(banner), Eco Expo (Korea Environmental Industry and Technology Institute, banner)
Competent Authorities and Organization, etc	Eco Journal(banner), Gyeonggi Junnam Environmental Preservation Association(banner), Gwangju Environmental Preservation Association(banner), Daegu Gyeongbuk Environmental Preservation Association(banner), Ulsan Gyeongnam Environmental Preservation Association(banner), Incheon Environmental Preservation Association(banner), Gyeonggi Green Environment Support Center(banner)
Blog	- <a href="https://blog.naver.com/theenvex">https://blog.naver.com/theenvex</a> (214 times) -10 Power Bloggers 3rd Mission (30 times)
SNS	- Twitter : <a href="http://twitter.com/dkepa">http://twitter.com/dkepa</a> - Facebook : <a href="https://www.facebook.com/kepaenvex">https://www.facebook.com/kepaenvex</a> (230) - Supporters Mission : 18 supporters X 2 times (36 times)
Aving (Online Newspaper)	- <a href="http://tshow.aving.net/envex">http://tshow.aving.net/envex</a>



<Portal Website naver.com>



<Portal Website Daum.net>



<Aving Internet News>



<ENVEX Blog>



<ENVEX Twitter>



<ENVEX Facebook>



<Ministry of Environment Website>



<INDOWATER Website>



<Aving Internet News>

G. TV Advertisement (total 2 programs)

Channel	Program	Date	Time
MBN	Spot Ad	2013. 5. 25 ~ 6. 11	5 times a day
	Subtitle Ad		Every 10 minutes



<Spot Ad>



<Subtitle Ad>

H. Bus Advertisement (total 13 buses)

Bus No.	Route	Period
9507	Bundang-Samseong-Apjujeong	5. 15 - 6.13(1 month)
79	Geomam St.-Gyesan St.-Bugae St.	
103, 103-1	Songnae St.-Bupyeong St.-Namdong St.-Incheon Human Resources Development Institute	
8	Songdo Convensia-National Maritime Police Agency-Road Traffic Authority	
3000	Ganghwa Tr.-Songjeong St.-Shinchon St.	



### I. Overpass Signboards (total 8 signboards)

Details	Place	Period
Introduction of ENVEX2013 Exhibition	Dogok-dong Daedo Overpass	5. 15 - 6. 13(1 month)
	Hannam-dong Crown Hotel Overpass	
	Dongdaemun Sijosa Overpass	
	5 signboards in Namdong Industrial Complex	



<Daechi-dong Daedo Overpass>



<Dongdaemun Sijosa Overpass>



<Hannam-dong Crown Hotel Overpass>

### J. E-mail (235,000)

Send	Object	Date	Amount
ENVEX Newsletter	E-mail DM	' 11. 10, 11, 12 '12. 1, 2, 3, 4, 5	20,000/1 time
Co. Seesforyou	Cyber Member	'12. 6	75,000 mails

### K. Free Invitation Ticket (total 200,000 tickets)

- Ministry of Environment and affiliated organization, people in charge of environmental issues in government branch offices
- **Environmental control engineer trainees at KEPA and regional EPA**
- Environmental companies, energy company, last year's buyers
- Embassy and overseas organizations, environment related private organizations
- Events : Environment Day, Eco Academy, National Institute of Biological Resources Children's Day Event, Diversity of Lives Day and etc.

### L. Others (total 2 channels)

- Brochure of Water, River and Beautiful Photo Exhibition
- The winter issue of Dreampark (Sudokwon Landfill Site Management Corporation)

# V. Side Events

## 1. Opening Ceremony

### 1) Opening Ceremony

- Date and Time: 2013. 6. 12.(Wed) 11:00am ~ 1:00pm
- Venue: COEX Hall A 1, 2 Entrance
- VIP Tape Cutting (14 people)

Institution	Position	Name
Korean Environmental Preservation Association	President	Sohn, Kyung-Shik
Ministry of Environment	Minister	Yun, Sung-Kyu
Embassy of Denmark	Ambassador	Peter Lysholt Hansen
Embassy of Canada	Deputy Ambassador	Michael Danagher
China Yuxing Environmental Preservation Institute	Director	Ju Wook Bong
Environmental Policy Dept. of Ministry of Environment	Head of Dept.	Baek, Kyu-Seok
Climate Policy Dept. of Ministry of Environment	Head of Dept.	Nam, Kwang-Hee
Korea Environment Corporation	CEO	Lee, Si-Jin
Sudokwon Landfill Site Management Corp.	President	Song, Jae-Yong
Korea Environmental Industry & Technology Institute	President	Yun, Seung-Jun
Incheon Gyonggi Machinery Industry Cooperative	CEO	Jang, Kyu-Jin
MBN	CEO	Song, Jae-Jo
Bayern International	CEO	Ms Mrosek
Union Co., Ltd.	CEO	Kang, Byung-Ho



## 2. Seminars

- 9 Seminars, 3,200 people attended in total

### A. International Environmental and Industrial Technology Seminar

- Host/Organizer : Korea Environmental Preservation Association
- Date & Venue : 2013.6.11(Tue) 11:00 ~ 17:00 , COEX Conference Room 402

Time	Content	Organization/Speaker
11:00 ~ 11:30	Sludge Reduction Technology	Ecotech Engineering/Han, Sang-Geun
11:30 ~ 12:00	2G Cogeneration Plant Technology	2G Energietechnik GmbH/Hans G. Hofer
13:30 ~ 14:00	Physical Washing Ball+Water Treatment Technology	Jungwoo E&T/Park, Byung-Sun
14:00 ~ 14:30	Water Reuse using 2-Stage Filtration	Yucheon Byr/Yu, Jae-Sung
14:30 ~ 15:00	Organic Waste Resource Solid Fuel Technology	Ecotech Engineering/Kim Young-Jun
15:00 ~ 15:30	Multi-Stage Scrubber - Smell and Air Purification Technology	Advance Bio Technology/Lee, Kyung-Ju
15:30 ~ 16:00	Waste Sea Disposal Prohibition and Present & Future of Waste Industry using Microwave Fusion Technology	Microwave Technology/Bae, Jae-Kwang
16:00 ~ 17:00	BIPV Test/Certification System Standard Establishment Plan and Research	Korea Environment & Merchandise Testing Institute

### B. Korea/China Environmental Industry Exchange Seminar & Yixing Environment Protection Institute Seminar

- Host/Organizer : Korea Environmental Preservation Association, China Yixing Environmental Preservation Science & Technology Institute, Yixing Environmental Preservation & Industrial Development Center
- Date & Venue: 2013.6.11(Tue) 13:00 ~ 17:00 , COEX Conference Room 307A

Time	Content	Organization/Speaker
13:00 ~ 13:10	Opening Ceremony	Secretary General of Korea Environmental Preservation Association, Jang, Kyu-Shin
13:10 ~ 13:30	Introduction of Chinese Environmental Preservation Market & China Yixing Environmental Preservation Institute	Yixing Environmental Preservation Science & Technology Management Committee, Ju Wook Bong
13:30 ~ 14:30	Introduction of Chinese Environmental Companies	6 Companies

14:30 ~ 14:40	coffee break	
14:40 ~ 15:10	Introduction of Chinese Environmental Companies	3 Companies
15:10 ~ 17:00	Korea/China Environmental Companies Seminar	

### C. China/Vietnam/Indonesia Environment Market Entering Strategy Seminar & KEITI Environmental Development Technology Transfer Seminar

- Host/Organizer : Korea Environmental Industry and Technology Institute
- Date & Venue: 2013.6.11(Tue) 10:00~17:00 , COEX Hall E1,2

Time	Content	Organization/Speaker
10:00 ~ 12:00	China/Vietnam/Indonesia Environment Market Entering Strategy	Representative of Each Country
13:30 ~ 13:35	Original Technology Consultative Group Establishment Ceremony	Person Concerned
13:40 ~ 14:10	Seminar Participant Registration & Reference Distribution	ED Research
14:10 ~ 14:15	Opening Ceremony	Director of Environmental Technology Industry
14:15 ~ 14:25	Introduction of Environmental Industry Support Project	Development Dept.
14:25 ~ 14:35	Introduction of Environmental Fund Financing Project	Financial Support Dept.
14:35 ~ 14:45	[Presentation 1] Micro Heterogeneous Plants (Dune Plants) Cell Fusion Device & Manufacturing Technology	Korea Univ.
14:45 ~ 14:55	[Presentation 2] Indoor Air Filter using Photosynthesis Plants Attached on Windows	Konkook Univ.
14:55 ~ 15:05	[Presentation 3] Development of Carbon Absorbent and Absorption System for High-Efficiency Mercury Removal	Inha Univ.
15:05 ~ 15:15	[Presentation 4] Wireless Harmful Gas Monitoring System	Maxpo
15:15 ~ 15:25	[Presentation 5] Development of Graphene-Based Integrated Nanobio Environmental Sensor	KAIST
15:25 ~ 15:35	[Presentation 6] Nano Absorption Materials for Customized Purification of Harmful Substances	Gwangju Institute of Science and Technology
15:35 ~ 15:45	[Presentation 7] System & Technology for Conversion of Construction Waste into Energy	Sudokwon Landfill Management Corp.
15:45 ~ 15:55	[Presentation 8] Intelligent & Integrated Sewage Management System	Busan Univ.
14:45 ~ 17:00	Technology Transfer Consultation (after presentation of the corresponding technology)	ED Research

### D. The 7th Water Resources Environmental Technology Forum

- “Water Footprint Certification System & Water-Saving Device Improvement Plan” -

- Host/Organizer : Korea Environmental Information Research Center, Eco News
- Date & Venue: 2013.6.11(Tue) 13:30~16:00 , COEX Conference Room 307B, C

Time	Content	Organization/Speaker
13:30 ~ 14:00	Admission	
[Subject 1] Plan for Domestic Introduction of Water Footprint Certification System (Chairman Lee, Jae-Sung)		
14:00 ~ 14:30	<Presentation>	Kim, Man-Young, General Manager of Korea Environmental Industry and Technology Institute/Research Committee Member
14:30 ~ 15:00	<Panel Discussion>	Yu, Ho, Head of Aquatic Ecology Prservation Dept. Park, Soon-Gon, President of SGS Certification Institute
[Subject 2] Water-Saving Device Improvement Plan (Chairman Lee, Jae-Sung)		
15:00 ~ 15:30	<Presentation>	Lee, Bo-Sam, President of Korea Environmental Information Research Center
15:30 ~ 16:00	<Panel Discussion>	Song Gong-Seok, CEO of Watos Korea Ko Tae-Won, Dept. Head of Korea Environmental Industry and Technology Institute

### E. Future Environmental Industry & Technology Seminar

- Host/Organizer : Korea Environmental Preservation Association,
- Sponsor : Ministry of Environment
- Date & Venue: 2013.6.12(Wed) / 13:30 ~ 16:00 , COEX Conference Room 402

Time	Content	Organization/Speaker
13:00 ~ 13:30	Admission	
13:30 ~ 10:40	Congratulatory Message	Environmental Policy Dept. of Ministry of Environment/Baek, Kyu-Suk
13:40 ~ 14:05	Directions of Environmental Industry Development & Overseas Project Promotion	Environmental Industry Dept.of Ministry of Environment/ Kim, Won-Tae
14:05 ~ 14:30	Present & Future of Emission Trading System	Emission Trading System Preparation & Planning Dept. of Ministry of Environment/Yu Bum-Sik
14:30 ~ 14:55	Harmful Substances Management & Environmental Damage Remedy Policy	Chemical Substances Dept. of Ministry of Environment/ Jung, Hwan-Jin
14:55 ~ 15:10	Break Time	
15:10 ~ 15:35	Current Waste-Energy Conversion	Environmental Energy Team of Korea

	Technology & Future Market Prediction	Environment Corporation/Jin, Hyo-Eon
15:35 ~ 16:00	Present & Future of Next Generation Core Technology Development(EI) Project	EI Project Dept. of Korea Environmental Industry and Technology Institute/Jim, Jae-Suk

### F. Denmark Water Technology Presentation

- Host/Organizer : Denmark Embassy in Korea, Denmark Science & Technology Laboratory
- Date & Venue: 2013.6.12(Wed) 14:00~16:00, COEX Conference Room 307

Time	Content	Organization/Speaker
14:00 ~ 14:20	Registration & Coffee Time	
14:20 ~ 14:25	Greeting	Councilor of Denmark Embassy in Korea
14:25 ~ 14:30	Welcoming Speech	Denmark Ambassador
14:30 ~ 14:45	Aquaporin	Denmark Company
14:45 ~ 15:00	Danfoss High Pressure Pumps	Denmark Company
15:00 ~ 15:15	Sorbisense	Denmark Company
15:15 ~ 15:30	Danish Agency for Science, Technology and Innovation	Denmark Government Agency
15:30 ~ 15:45	Technical University of Denmark	Denmark Univ.
15:45 ~ 16:00	DHI	Denmark Company
	Closing	

### G. KEITI Environmental Technology Development Project Achievement Award & Seminar

- Host/Organizer : Korea Environmental Industry and Technology Institute
- Date & Venue: 2013.6.12(Wed) 13:30~17:00, COEX Hall E6

Time	Content	Organization/Speaker
13:30 ~ 13:50	Registration	
13:50 ~ 14:00	Opening & Guide	Achievement Expansion Dept.
Section I : Excellent Achievement Award		
14:00 ~ 14:10	Opening Speech	President of KEITI
14:10 ~ 14:20	Congratulatory Message	Head of Environmental Technology & Economy Dept. of Ministry of Environment
14:20 ~ 14:40	Excellent Achievement Video	All Participants
14:40 ~ 15:00	Grand Prize (10 people)	Awarded by President
	Excellent Prize (40 people)	
15:00 ~ 15:30	Closing Section 1 & Photo Time (for 10 Grand Prize winners) / Coffee Break	
Section II : Excellent Technology Presentation		
15:45 ~ 16:00	Development of Online Harmful Chemical Substances Monitoring System	K&R
16:00 ~ 16:15	Development of Local Waste Preprocessing System and Gas-Energy Conversion Technology	Kolon Global
16:15 ~ 16:30	Development of DNAPL Pollution Inhibition & Reduction Technology using Pump and Treatment System	GO Green 21
16:30 ~ 16:45	Development of Absorbent for Water Treatment and Deodorization System using Sludge	Shipyung Industry
16:45 ~ 17:00	Development of High-Temperature Steam Spray/Radial Horizontal Tube-based Low-Volatility Complex Pollutant Purification Process Technology	H+ Eco

## H. 2013 Climate Change Specialized Graduate School Seminar & International Conference

- Host/Organizer : Ministry of Environment/Korea Environment Corporation
- Date & Venue: 2013.6.12 (wed) 10:00~18:00, COEX Hall E2

Time	Content	Organization/Speaker
09:30 ~ 10:00	Admission	
10:00 ~ 10:20	Opening Ceremony Congratulatory Message	Korea Environment Corporation/Ahn, Yeon-Soon Ministry of Environment/Nam, Kwang-Hee
10:00 ~ 10:20	Guest Lecture 1 - Trend of International Negotiation on Climate Change	Univ. of Delaware, John Byrne
11:00 ~ 11:30	Korean Action Plan for Climate Change	Ministry of Environment/Seo, Heung-Won
11:30 ~ 13:00	Lunch Time	
13:00 ~ 13:40	Guest Lecture 2 - Introduction of CCS Technology & Evaluation of Economic Feasibility	CICERO, A.Torvanger
13:40 ~ 14:10	Climate Change Specialized Graduate School's Presentation 1	Hallym Univ./Kim, Seung-Do
14:10 ~ 14:40	Climate Change Specialized Graduate School's Presentation 2	Anyang Univ./Koo, Yun-Seo
14:40 ~ 15:00	Break Time	
15:00 ~ 15:40	Guest Lecture 3 - Current State of Social Green-House Gas Reduction	SK Telecom/Lee, Kyung-Soo
15:40 ~ 16:10	Climate Change Specialized Graduate School's Presentation 3	Korea Univ./Cho, Yong-Sung
16:10 ~ 16:40	Climate Change Specialized Graduate School's Presentation 4	Kyongsung Univ./Jung, Jang-Pyo
16:40 ~ 17:10	Climate Change Specialized Graduate School's Presentation 5	Aju Univ./Kim, Soo-Deok
17:10 ~ 17:40	Climate Change Specialized Graduate School's Presentation 6	Chungang Univ/Kim, Jung-In
18:00	Closing	

## I. Korea/China Shandong Province Environmental and Industrial Cooperation Forum

- Host/Organizer : Ministry of Environment, Korea Environmental & Industrial Association, Shandong Province Environmental Preservation Office

- Date & Venue: 2013. 6. 13(Thu) / 13:30 ~ 17:00 , COEX Hall B Seminar Room

Time	Content	Organization/Speaker
13:00 ~ 13:30	Admission	
13:30 ~ 13:40	Greeting	Korean Ministry of Environment Shandong Province Environmental Preservation Office
13:40 ~ 13:50	Korean Environmental Indutry Development & Support Policy	Korean Ministry of Environment
13:50 ~ 14:00	Introduction of Technical Cooperation Project for Industrial Waste Gas, Waste Water and City Sewage Treatment	Shandong Heumwon Environmental Process Technology Limited
14:00 ~ 14:10	Introduction of Technical Cooperation Project for Waste Water+Sludge Treatment Facility	Shandong Iwon Environmental Process Technology Limited
14:10 ~ 14:20	Introduction of Technical Cooperation Project for Advanced Waste Water Treatment	Shandong Bonju Environmental Process Technology Limited
14:20 ~ 14:30	Introduction of Technical Cooperation Project for Chemical Solid Waste Treatment	Binhwa Group Limited
14:30 ~ 14:40	Introduction of Technical Cooperation Project for Desulfurization and Denitrification	Shandong Jangyang Environmental Process Technology Limited
14:40 ~ 14:50	Introduction of Technical Cooperation Project for Resource Recycling and Reusing	Shandong Junglok Resource Recycling Limited
14:50 ~ 15:00	Break Time	
15:00 ~ 15:10	Introduction of Technical Cooperation Project for Air Pollution Prevention	Jenyung City Desulfurizing Agent Delivery Limited
15:10 ~ 15:20	Introduction of 50000m <sup>3</sup> /d Waste Water Treatment Project	Shandong Solar Energy Limited
15:20 ~ 15:30	Introduction of Technical Cooperation Project for Intelligent Bathroom Sanitation Device	Shandong Shinbak Sanitation Limited
15:30 ~ 15:40	Introduction of Advanced Pulp Waste Water Treatment Technology	Shandong Environmental Preservation Research Institute
15:40 ~ 15:50	Imgi City Cooperation Project & Demand Prediction	Imgi City Environmental Preservation Office
15:50 ~ 16:00	Gokbu City Cooperation Project & Demand Prediction	Gokbu City Environmental Preservation Office

16:00 ~ 16:10	Chupyung Province Cooperation Project & Demand Prediction	Chupyung Province Environmental Preservation Office
16:10 ~ 16:20	Sasu Province Cooperation Project & Demand Prediction	Sasu Province Environmental Preservation Office
16:20 ~ 16:30	Introduction of International Expo of Green Environmental Industry	Shandong UN Environmental Preservation Cooperation Center
15:00 ~ 17:00	Individual Consultation	Both Countries' Company Representatives

### J. UN Excellent Environment/Energy Technology Company Seminar

- Host/Organizer : EU Gateway Program Korean Branch, Korea Environmental Preservation Association
- Date & Venue: 2013. 6. 14 (Fri) / 10:00 ~ 16:00 , COEX Hall B Seminar Room

Time	Content	Organization/Speaker	Country
10:00 ~ 10:10	Introduction of EU Gateway Program	EU Gate Program Korean Branch	Korea
10:10 ~ 10:30	Introduction of Wind Power Generation Products including Linear & Rotary Displacement Measurement Sensor, Magnetic Measurement System and Locating Device	Lika Electronic	Italy
10:30 ~ 10:50	A Company Developing Plastic Waste Recycling Technology. Introduction of Polluted or Mixed Plastic Material Separation Technology	Hermion	Netherlands
10:50 ~ 11:10	Introduction of Development and Manufacture Technology of Semiconductors used for Solar Cell Production and Batch Horizontal Furnaces used for Photovoltaic Industry	SVCS Process	Czech
11:10 ~ 11:30	Introduction of Self-Developed Photovoltaics Monitoring System Solarmon) Solarmon Central	Solar Monitoring	Czech
11:30 ~ 11:50	Introduction of Effective Solar Heat Energy for Single Building, Large-Scale Housing or Industrial Complex using Self-Developed Absorber Plate	Soltech Energy Swenden	Sweden
11:50 ~ 12:10	Introduction of World-First Electrolysis Device using Innovative Compact Hydrogen Production Method	H-TEC Systems	Germany
13:00 ~ 13:20	Introduction of Tidal Power Generation Turbine Production Technology including Open-Center Turbine, Two-Way Turbine and Permanent Magnet Turbine	Open Hydro	Ireland
13:20 ~ 13:40	Introduction of Effective Pressure Swing Adsorption Technology-Based Hydrogen Generation Device and Small Gas Treatment System	High Gear	Netherlands
13:40 ~ 14:00	Introduction of Auto Methane Generation Test System for Effective Operation of Bio Gas Plants	Bio Process Control Sweden	Sweden

14:00 ~ 14:20	Introduction of Eco-Friendly Ultrasound Green Algae Control System for Inhibition and Reduction of Green Algae, Blue-Green Algae and Moss	LG Sound	Netherlands
14:20 ~ 14:40	Introduction of Portable Online Water Quality Measurement Device and Technology used to Monitor Treatment of Drinking Water, Industrial Waste Water and Surface Water	Partech Electronics	UK
14:40 ~ 15:00	Introduction of Solutions for Energy, Facility, Electronic & Mechanical Component, Transportation, Communication, IT and Business	Iskra Sistemi	Slovenia
15:00 ~ 15:20	Introduction of Electric Energy Quality Measuring Instruments such as Power Factor Controller and Power Quality Analyzer	KMB Systems	Czech
15:20 ~ 15:40	Introduction of Customized Special Filter Manufacturing Technology using Wire Mesh, Perforated Plate and Expanded Metal	Croft Filters	UK

## VII ENVEX2014 Outline

**1. Name of the Exhibition :** “With Small and Medium Environmental Businesses Leading Creative Economy”

The 36th International Exhibition on Environment Technology & Green Energy (ENVEX2014)

**2. Exhibition Period :** 2014. 6. 10.(Tue) ~ 2014. 6. 13(Fri) (4 days)

**3. Venue :** COEX Hall A & B1

**4. Host :** Korea Environment Corporation, Sudokwon Landfill Site Management Corporation, Korea Environmental Industry and Technology Institute and Korea Environmental Preservation Association

**5. Organizer :** Korea Environmental Preservation Association

**6. Sponsors (Expected) :** Ministry of Environment, Ministry of Trade, Industry and Energy, Ministry of Education, Ministry of Land, Infrastructure and Transport, Seoul Metropolitan City, the Korea Chamber of Commerce & Industry, Korea Federation of Small and Medium Business, KOTRA and Incheon and Gyeonggi Machine Industry Cooperative

### 7. Exhibited Items

- **Environmental Industry Technology Field**

Water treatment equipments, membranes, pumps, valves, dehydrators, microorganism, vacreators, air pollution measurement, filters, waste · recycling, measurement analyzers, waste-disposal units, eco-friendly materials, eco-friendly products, seawater desalination, ecological restoration and public relations of government policies

- **Renewable Energy Field**

Green car industry, waste recycling system technology, bio-energy, solar energy, unutilized energy, wind power and related organizations and companies

### 8. Benefits

- 1 overseas buyer invitation by 1 domestic company is supported (Supported amount including airfare and room charge may differ according to buyer’s residential area)

- The opportunity to participate in overseas environmental exhibitions is provided with financial support by the national budget (exhibitions in China, USA, Malaysia, etc.)
- The opportunity of public relations for participants through media companies in partnership with the association and SNS such as facebook and blog is provided.
- The opportunity to be awarded by the Minister of Environment or the president of the association is provided to excellent small and medium environmental companies
- Legal services related to environmental issues are provided. (The association's advisory lawyer will be available in the exhibition site throughout the exhibition period - Law Firm Tae Yun)
- Companies that completes the application process by the end of December, 2013 will be given discount of the booth fee by 5%.

**9. Website :** [www.envex.or.kr](http://www.envex.or.kr) (Planning to open at the end of September)

## VIII ENVEX in China Outline

**1. Name of the Exhibition :** International Exhibition on Environmental Technology & Green Energy in CHINA 2014

**2. Purpose :** To pave the path to Chinese environment market for domestic companies and to revitalize the domestic environmental industry by exhibiting and introducing outstanding environment-related domestic products and techniques that comply with Chinese low-carbon green development policy and by finding new buyers in China

**3. Exhibition Period :** 2014. 12. 1.(Mon) ~ 2014. 12. 3.(Wed) (3 days)

**4. Venue :** China National Convention Center (CNCC), Beijing, China

**5. Host :** Korea Environmental Preservation Association and Chinese Recycling & Reusing Association

**6. Organizer :** Korea Environmental Preservation Association

**7. Sponsors (Expected):** Ministry of Environment, Ministry of Trade, Industry and Energy, Ministry of Education, Ministry of Land, Infrastructure and Transport, Seoul Metropolitan City, Korea Environment Corporation, Sudokwon Landfill Site Management Corporation, Korea Environmental Industry and Technology Institute, the Korea Chamber of Commerce & Industry, Korea Federation of Small and Medium Business, KOTRA, Incheon and Gyeonggi Machine Industry Cooperative and Chinese Related Public Organizations and Institutions

### 8. Exhibited Items

- **Environmental Industry Technology Field**

Water treatment equipments, membranes, pumps, valves, dehydrators, microorganism, vacreators, air pollution measurement, filters, waste · recycling, measurement analyzers, waste-disposal units, eco-friendly materials, eco-friendly products, seawater desalination, ecological restoration and public relations of government policies

- **Renewable Energy Field**

Green car industry, waste recycling system technology, bio-energy, solar energy, unutilized energy, wind power and related organizations and companies

**9. Participation Fee :** Planning to support 50% with the national budget

**10. Website :** Planning to link with [www.envex.or.kr](http://www.envex.or.kr)