

Carbon Expo 2006

Overview and Lessons Learned



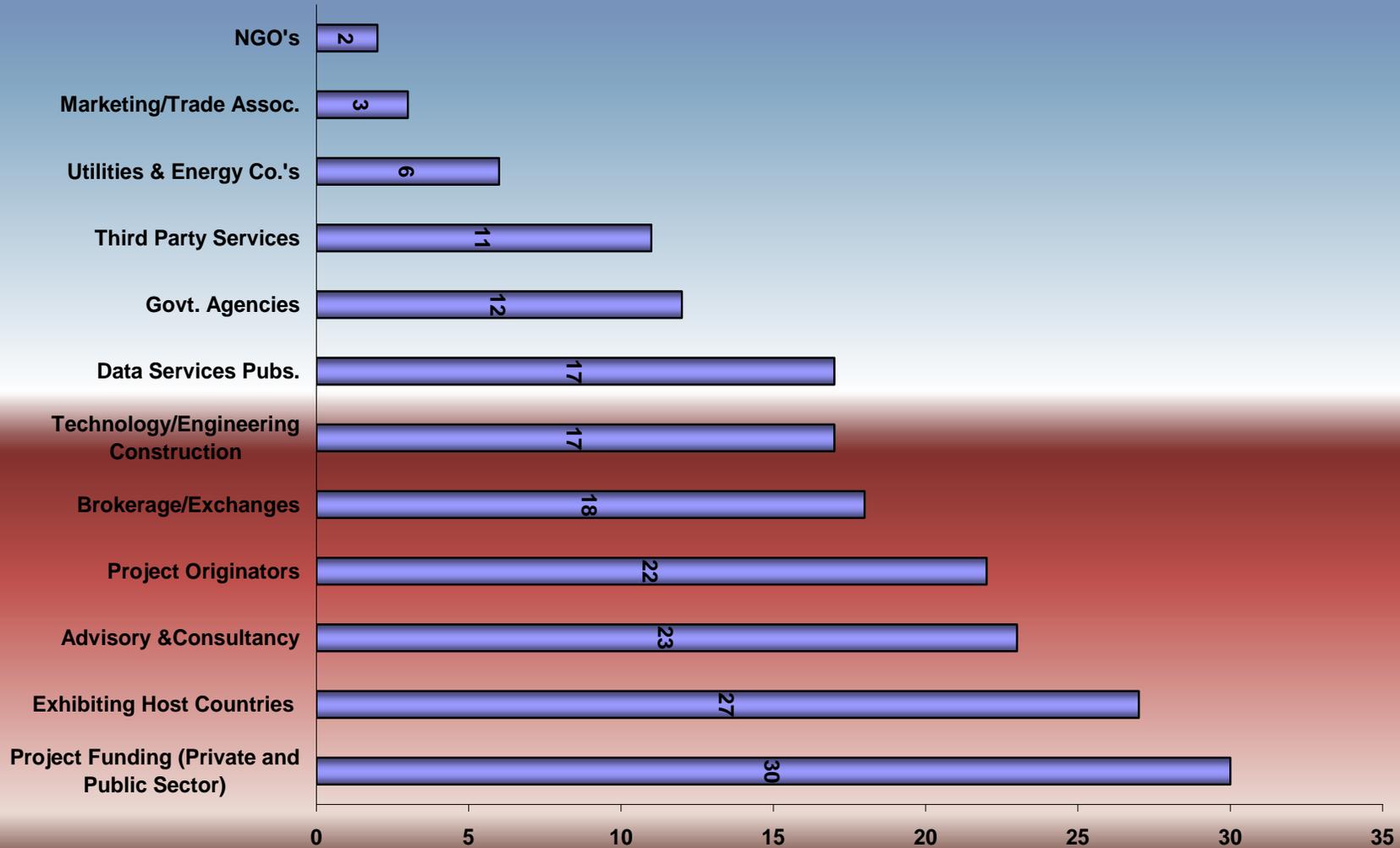
Carbon Expo Background

- 2006 the third time that the fair and expo was held at the Cologne Germany fairgrounds
- The Carbon Expo's goal is to provide a global trade fair dedicated to the business of "the new carbon constrained economy"
- The Expo is a partnership between the International Emissions Trading Association, the World Bank Carbon Finance facility and Koelnmesse GmbH (German trade show organizer)

Carbon Expo 2006 Profile

- The fair and conference took place over three days, 10-12 May 2006
- 188 exhibitors (almost 100% increase over 2005)
- 2,650 participants (greater than 25% growth)
- Exhibitors and visitors from 94 countries were present
- Exhibitors could be separated into at least 12 categories representing various sectors of the developing carbon economy

EXHIBITORS BY CATEGORY



Layout of the Conference

- Fair and conference was held at the Koelnmesse fairgrounds located across the Rhine river from downtown Cologne
- Plenary, sectoral, and trade sessions took place in three state-of-the art large (15m x 20m) meeting rooms on the floor above the exhibit hall
- Exhibitors' side events were held throughout each day in smaller rooms (10m x 10m)
- The exhibit hall (70m x 84m) contained both the exhibit booths and the area in which food was prepared and served for lunches. Refreshments were available all day.





RAVEN RIDGE RESOURCES
INCORPORATED

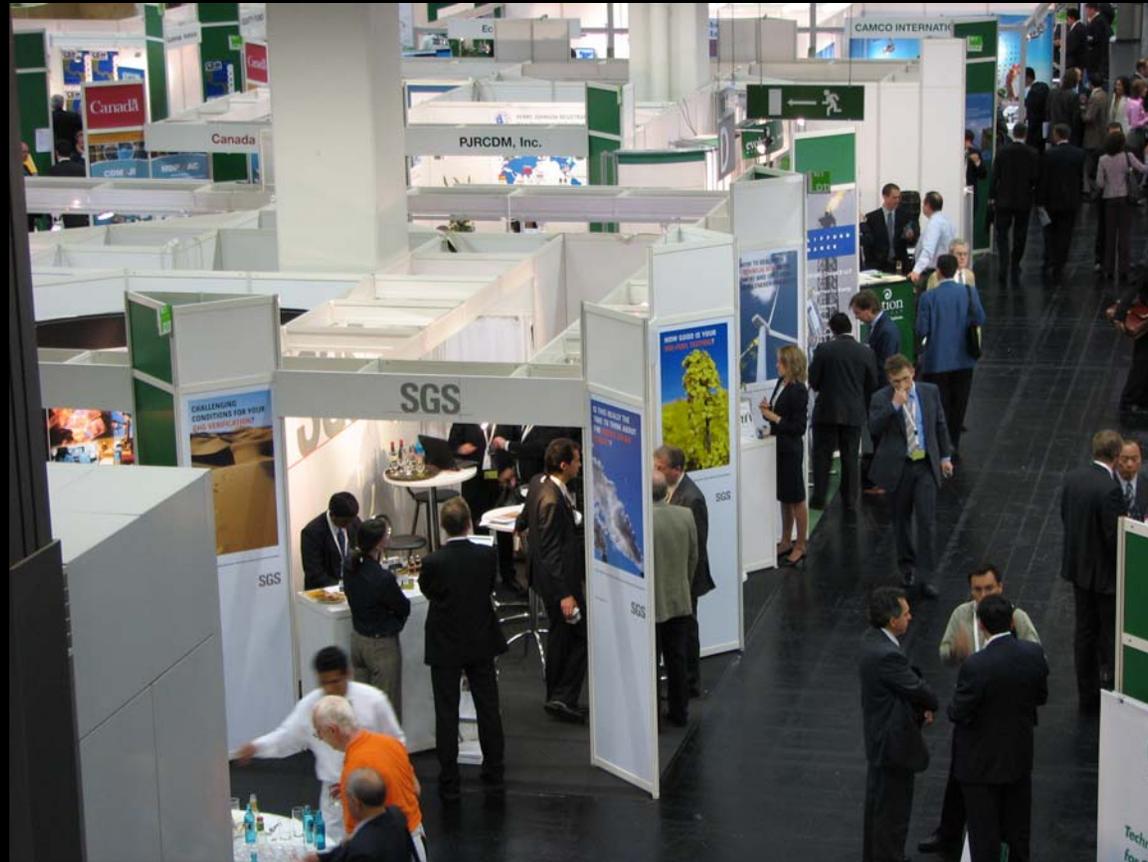


23 May 2006

Methane to Markets
Coal Subcommittee



Booths were available in various sizes, 6m x 3m in foreground



3m x 3m booths were most common



Sponsorship by leaders in the market was key element in the financial success of the expo

- 143 organizations provided financial support to the event at four different levels of sponsorship : 5 Platinum, 25 Gold, 84 Silver, 29 Bronze. Magnitude of financial support from sponsors impacted the cost of tickets and size of booth offered to them.
- Perhaps as much as 400-500 thousand in direct sponsorship
- Ticket prices were high for industry funded attendees, but costs were subsidized for attendees from developing countries and economies in transition
- Revenue from tickets? Perhaps as much as 1.5 million

Cost to Attendees

| Ticket Type | Cost in (Does not include VAT) |
|--|--------------------------------------|
| 3 day undiscounted ticket | 980 |
| 3 day ticket for member of supporting organization | 690 |
| 3 day discounted ticket for expert (World Bank defined) | 190 |
| Student | 90 |
| Opening evening event | 50 |

Features of the Event

- Plenary Sessions: broad overarching topics, i.e. CDM and JI market size, strength, future
- Sectoral Sessions: examined specific topics in greater detail, i.e. Supply side energy efficiency
- Trade Sessions: topics related to trading carbon credits, i.e. Monitoring and verification
- Knowledge Mart: provided opportunity to meet leading experts and have short discussions
- Project Corner: 250 projects were described and status reported i.e. PDD submitted, need for investment, etc. Project details resided with the host countries
- Side Events: one hour sessions dedicated to introducing opportunities in a country, or describing services and products

Format of Plenary and Sectoral Sessions

- Sessions were conducted with several speakers talking on one theme. Speakers then participated as a panel for discussion and answered audience questions
- Positive attributes: allowed overview, identified key people and their position on topics, chance to ask questions
- Negative attributes: not enough time for detail, mostly qualitative and based on stated opinions, sometimes there were no slides, nothing published as a take-away from sessions



Comments from Attendees about the Carbon Expo and the upcoming M2M Partnership Expo

- Project Operator/ Technology Provider: " any meeting we attend must be a good forum for discussing business, but would like to see more equipment providers, need a cross section of all sectors represented because not enough business potential from just the CMM sector"
- Project Originator: "have found that finance and investment groups are largely unaware of how projects are found and qualified. Would like to see more project owners and sectoral representation."

Comments from Attendees cont'd

- Engineering Services/Technology Provider: "enjoy the opportunity to meet with the finance sector representatives and get a feeling for their perceptions of need for our technology. They need technology and services, but don't really understand enough to seek advice "
- Gov't Carbon Investment Fund: " want to look at more projects in the regions in which we have influence and expertise. Would consider sponsoring M2M expo."

M2M Partnership Expo- What are some of the lessons we can learn from Carbon Expo 2006 ?

- Based on the Carbon Expo experience, demographics, and comments* from attendees there is still an unfilled need for an expo that has project opportunities as the focus
- Funding sources follow the projects
- Should be coupled with a conference that features presentations from business and technical experts. A published record of presentations and public discussions would be a distinguishing and welcome difference
- Expo and conference must be cross-sectoral so that a variety of vendors and service providers can justify attendance

* personal interviews and quoted in this weeks trade publications

How Can M2M Prepare?

The successful model dictates that we need to:

1. Find financial sponsors that have the same goals as M2M (industry participants, governmental agencies, project finance sources)
2. Be proactive, find projects (at all stages of maturation)... as many as possible, from a variety of venues and get documentation for circulation at the Partnership Expo!
3. Plan for a large turnout and pick a suitable convention center with the capacity to support a world class meeting. Must have transportation to a variety of nearby hotels, easy access to restaurants and entertainment.

When should we get underway?

- The Carbon Expo just finished its third event
- The organizers have experience and a corporate trade show and meeting organizer as a partner, and planning for 2007 Carbon Expo will begin shortly
- We have fifteen months...