



See you at CARBON EXPO 2011! Barcelona, June 1-3, 2011

## Barcelona - An Open Window to the World

For a few days Barcelona, one of the most dynamic cities in Europe, will become the World Capital of Carbon Markets, establishing a decisive meeting point to facilitate an integrated industry perspective. Creating new growth, business and development synergies. Its central Mediterranean location on the Iberian Peninsula makes it an excellent gateway for access to and from the rest of the world. The Barcelona El Prat Airport is well served by all major and low cost airlines, and benefits from a direct connection to the CARBON EXPO Montjuïc Venue every 10 minutes. Come and indulge in a city where innovation and design go hand in hand!

## Participant Fees

Ticket type	Price
3 days ticket Trade Fair, Conference & Side Events	€1,349
1 day ticket Trade Fair, Conference & Side Events	€729
Discounted 3 days ticket Trade Fair, Conference & Side Events (for NGO's, Supporting Organizations and IETA members)	€899
Discounted 3 days ticket Trade Fair, Conference & Side Events for Developing Countries	€239
Discounted 3 days ticket Trade Fair, Conference & Side Events for Students and Academia	€129
3 days Trade Fair & Side Events (only)	€419
1 day Trade Fair & Side Events (only)	€169

VAT not included

## Exhibitor Package Prices

Package type	Price
Bronze	€3,990
Silver	€5,490
Silver IETA Member / World Bank	€3,690
Gold (Limited)	€17,990
Platinum (Limited)	€28,990
TECH Pavilion Display Counter (Limited)	€1,500
Co-exhibitor fee	€350
Individual space	€3,690 + €350/sq. meters

VAT not included

CARBON EXPO 2011  
Official International Newspaper Partner:



FINANCIAL  
TIMES

CARBON EXPO 2011  
Carbon Neutral Partners:



GARRIGUES  
AENOR

## Your Contacts:

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www.carbonexpo.com

Welcome back  
to Barcelona!

# CARBON EXPO

## Global Carbon Market Fair & Conference

Barcelona, June 1-3, 2011  
Downtown Montjuïc Venue

## Your Conference Program... ...see What's in Store for You

CARBON EXPO 2011 - The World's Leading International Trade Fair  
& Conference for Climate and Carbon Finance, Emissions Trading,  
and Carbon Abatement Technologies

Platinum Sponsors:

BAKER & MCKENZIE



Jointly organized by:





## The Carbon Sector Talks ™

"This year's CARBON EXPO I thought was easily the best conference I have been to for a while. I was surprised by the number and quality of attendees compared to all other conferences earlier in the year. The conference programme was spot on and I really got a lot out of the sessions and the networking around them. CARBON EXPO 2011 is already in my calendar."

**Sanjeev Kumar, Senior Associate - E3G, Third Generation Environmentalism**

"As a veteran of the carbon world I have attended every CARBON EXPO which goes from strength to strength both in numbers and quality. It is the event of the carbon world which should not be missed. I have already put CARBON EXPO 2011, Barcelona in my calendar."

**W S Kyte, OBE, Senior Advisor, Climate Change, E.ON AG - Hon President, UK ETG-Chief Advisor, International Climate Policy, EURELECTRIC**

"The overall level of quality and rush of enthusiasm CARBON EXPO triggered yet again testifies to the global aspiration for saving the planet and keeping economies thriving as the world traverses an increasingly volatile period. CARBON EXPO 2010 demonstrated that governments around the world continue to recognize carbon markets as the most efficient and lowest cost formula for addressing climate change."

**Mutsuyoshi Nishimura, Special Advisor to the Cabinet - Government of Japan**

"I was pleasantly surprised to see the level of engagement of the market participants and the quality of discussions maintained at CE 2010. Given the lack of political will and global uncertainty on the issue, the carbon markets have an uncertain future, but climate finance is certainly on the forefront and to me it seems that on that front, Carbon Expo is also now The Climate Expo."

**Vikram Widge, Global Head, Carbon Finance-International Finance Corporation (IFC)**

## Key Facts & Figures

- Over 111 Countries represented
- Around 3,000 Participants
- Over 250 Exhibitors
- 47 CDM/JI Host Countries
- Over 240 Speakers
- 9 Plenary Sessions & 26 Workshop Sessions
- 52 Exhibitor Side Event Sessions
- Over 180 Media & Press

## Where the Entire Carbon Market Value Chain Meets

- Business Leaders & Senior Executives
- Bilateral AIDs agencies
- CDM Project developers
- CDM/JL Host Countries Representatives
- Investment promotion agencies
- Multilateral development organizations
- Think tanks
- NGO & academia
- Political leaders and senior government officials
- Technology providers
- UNFCCC representatives
- CDM EB & JISC members
- Lead negotiators
- Financial & legal corporations
- Energy & consulting firms
- News agencies & press

# CARBON EXPO 2011 Welcome back to Barcelona!



## Your True Annual Global Platform for Carbon Markets

We are delighted to welcome you back to Barcelona for the 8th edition of CARBON EXPO, the World's leading Trade Fair & Conference for Climate and Carbon Finance, Emissions Trading and Carbon Abatement Technologies, jointly organized by the International Emissions Trading Association (IETA), the World Bank and Fira Barcelona.

## The Nexus between Climate Finance and Carbon Finance

The need for financial solutions to the climate problem is as urgent as ever. The Carbon Market knows climate solutions are impossible without private finance. Investors, emitters and market professionals are preparing for a more diverse future driven as much by national as international politics. A new financial model is needed for leveraging, blending and delivering finance, from private and public sectors in both developed and developing countries, for scaled-up climate action without sacrificing economic development.

## The Global Crossroad for Climate Policy Development

Carbon Markets have proven to be a successful tool to quickly spur economy-wide abatement activities and steer finance towards low carbon technologies. Nevertheless, a combination of market based approaches with additional policies and measures is needed to meet global climate aspirations. CARBON EXPO is the platform to explore the detailed development of Carbon Markets worldwide and interrelated policies that will shape the international climate regime of the future.

## What Makes CARBON EXPO so Special?

- A true value for your money when budgets are tighter
- A professional Business and Matchmaking Platform
- Properly equip yourself with the essential tools and means to get linked into Carbon Market Offsets and Finance opportunities
- A Global & Multi-sectoral Trade Fair
- A pioneering international and interactive Conference
- Forge and consolidate your network and develop successful partnerships in the Carbon World

## CARBON EXPO 2011 Thematic Focus: Finance & Technology for Green Growth

Green growth is an inspiring concept, which is catching on all over the world. But there is much less consensus over what it means in practice. Which technologies are truly green? Which can be engines of growth? And most importantly, how can they be afforded, and how can they be financed?

CARBON EXPO this year reflects the widening of interest in the carbon market and among low-carbon investors to encompass all forms of climate finance. It will look at how economic opportunities can be developed out of the green agenda, but its focus is improving the process of public money and public policy leveraging private sector money, in order to meet green growth aspirations. CARBON EXPO will chart the development of new markets, new partnerships and new opportunities, and will look at the capacities and capabilities that will need to be created in developed and developing countries alike.

## Conference Program Streams

This year's Conference Program will be articulated around the following 3 Workshop Streams:

### Stream 1: Policies & Instruments for Climate Action

The international policy framework for climate action should meet the needs of the world's varying national and regional circumstances now, and should be able to continue to meet them as they change over time. Lessons on how to create a toolbox of adaptable climate policies and measures on sub-national, national, regional and international levels can be taken from past attempts to finance climate action, including through emissions trading, the CDM, and JI. Governments as well as the private are eager to fill the climate toolbox with methods that produce real, effective, and measurable results. The workshops under this stream will analyze the climate tools that we currently have on the table to help countries meet their ambitious NAMAs pledges, identify "gaps" and propose solutions for the future.

### Stream 2: Energy & Low Carbon Technology

Pricing carbon is believed to be a key pillar in any country's shift towards a low carbon economy. Europe has proven that a carbon price alters "business as usual" operational decision making, especially in heavy emitting sectors. However, a carbon price alone will be insufficient to encourage long term investments into the technologies needed to combat climate change, with an objective to decarbonize emissions growth over the coming decades. Public and private sector investors need to work together to build a comprehensive policy framework that takes aim at bringing down the high cost of some critical abatement technologies, such as carbon capture and storage (CCS). This stream of workshops will evaluate current options for financing low carbon technologies and provide insights on how to achieve a technology roadmap that will satisfy long-term climate stabilization levels.

### Stream 3: Climate Financing & Investment

Since Carbon Expo 2010, the pressing question about "how to massively scale-up finance for climate mitigation and adaptation activities worldwide" has hit airwaves worldwide and found its way to the core of both international and national climate debates. Sessions under this stream will review the design and promise of existing low-carbon policy and financing approaches, as well as explore a host of innovative mechanisms some more radical than others that are currently under discussion/consideration in various circles. This stream will also shed light on practical experiences that have, to date, proven successful in mobilizing green investment and financing across various public and private sources. Can a single type of mechanism, regulation, fund, or agreement really be equipped to meet all or even most of our low-carbon financing and investment requirements? Or are we more likely to see a combination of inter-connected and complementary low-carbon tools emerge, which are tailored to priority actions and mitigation costs by region or sector? Leave these sessions with an arsenal of new knowledge and deeper understanding around the state and fate of NAMAs, Sectoral Creditin g, REDD, Green Bonds and Securitization en route to Durban and beyond.

## CARBON EXPO 2011 "TECH Pavilion"

We are pleased to announce that we will have a dedicated "TECH Pavilion" in the CARBON EXPO Trade Fair. Some of the confirmed exhibiting sectors include:

- Cement
- Aviation
- Solar
- Wind
- Car manufacturers
- And many more

Should you be interested in being visible and taking part in this pavilion, we would be happy to offer you various exhibiting package opportunities to choose from, such as Silver or Bronze level, or a Display Counter Package.

Please find all the relevant details (prices, booth size, marketing benefits, etc.) on the CARBON EXPO website, [www.carbonexpo.com](http://www.carbonexpo.com) or simply contact Manel Bueno for more information, [mbueno@firabcn.es](mailto:mbueno@firabcn.es).

# Conference Program Overview



## Conference Program Legend

- Plenary Sessions
- Training Sessions
- Workshop Stream 1  
Policies & Instruments for Climate Action
- Workshop Stream 2  
Energy & Low Carbon Technology
- Workshop Stream 3  
Climate Financing & Investment

Day 1 - Wednesday - 1 June			
08:00			
08:30	CARBON EXPO 2011 Press Conference	Training 1 Clash of business cultures: A reason why DOEs do not understand Project Developers and viceversa	Training 2 Maximizing the value of your 2012 portfolio
09:00			
09:45	Coffee Break & Visit the Trade Fair		
10:00	Opening ceremony		
11:00	Short Break		
11:15	P1 - CARBON EXPO 2011 Ministerial Roundtable		
12:45	Buffet Lunch		
14:00	P2 - State & Trends of the carbon market		
15:30	Coffee Break & Visit the Trade Fair		
16:00	P3 - The future of market-based instruments		
17:15	Short Break		
18:00	P4 - CARBON EXPO 2011 Debate Finance & Technology for Green Growth		
19:00			

Day 2 - Thursday - 2 June			
08:45			
09:00	P5 - Looking beyond Washington - Opportunities for north american action		
10:15	Coffee Break & Visit the Trade Fair		
10:45	W1 Markets based approaches in developing countries	W2 Trajectories to a low carbon power sector by 2050	W3 Blending carbon and climate finance: Still at the dating stage or is it getting serious?
11:45	Short Break		
12:00	W4 The REDD + market by 2015: What can we expect?	W5 Energy efficiency and the CDM	W6 Designing financeable NAMAs
13:00	Buffet Lunch		
14:00	P6 - EU ETS - Leading by example?		
15:15	Coffee Break & Visit the Trade Fair		
15:45	W7 NAMAs - Designing country-specific mitigation programs	W8 What abatement instruments for aviation & maritime transport?	W9 Financing and trading in renewables: The emerging world of this companion to carbon
16:45	Short Break		
17:00	W10 Post-Kyoto JI uncertainties: How will EU ETS adapt its domestic offset policy?	W11 Thinking beyond the canopy: Landscape approaches to reducing land use emissions	W12 Piloting innovative climate finance instruments
18:00			

Day 3 - Friday - 3 June			
08:45			
09:00	W13 Voluntary Markets - A bridge over troubled waters	W14 Climate smart cities: Technology and financing	W15 Greeting venture capital: The role and status of clean tech enablers
10:00	Coffee Break & Visit the Trade Fair		
10:30	W16 Australia - Transition from carbon fixed price scheme to cap and trade?	W17 MRV: It's not easy being convincingly green	W18 Making climate finance work for energy access in LDCs
11:30	Short Break		
11:45	P7 - CDM at age 10: Lessons learned since Marrakech and how they inform post -2012 market- mechanisms		
13:00	Buffet Lunch		
14:00	W19 PoAs - Reforms needed to improve their implementation	W20 Industrial gases and the climate link	W21 Linking forestry with finance - Matchmaking supply to demand
15:00	Short Break		
15:15	W22 Standardized baselines: Unlocking carbon market potential	W23 CCS: Where are we today in building tomorrow's technology?	W24 New UN finance initiatives: What they can deliver?
16:15	Short Break		
16:30	P8 - Climate finance and the role of the private sector		
17:30			

# Your Presentation Opportunities

## Platinum Presentation Package (Limited)

**SOLD OUT**



## Gold Presentation Package (Limited)

**SOLD OUT**



## Silver Presentation Package



## Bronze Presentation Package



## TECH Pavilion Display Counter Presentation Package (Limited)



## Category

The packages consist of fully equipped presentation booths, PR services, event marketing and certain amount of free tickets for your partners and customers. Please note that Platinum, Gold and TECH Pavilion Display Counter packages are limited. IETA, World Bank and Fira de Barcelona reserve the right to select the Platinum, Gold and TECH Pavilion Display Counter holders amongst respective applicants.

## Take advantage as soon as possible of these Exhibiting Opportunities

If you prefer to bring your own stand construction, you can book a stand area with a minimum size of 9 sq. meters for a charge of €3,690. This includes the communication services and free tickets as described in the Silver Presentation Package.

For each additional sq. meters over 9 sq. meters we charge €350/sq. meter. In addition, is charged 56€ RC insurance. All prices are net and do not include VAT. The rental fee for the stand area doesnot include the cost for any stands, booths, etc.

## Your Unique Sponsorship Opportunities

- The CARBON EXPO 2011 "Meet the Carbon Market" Evening Event **SOLD OUT**
- The CARBON EXPO Business Lounge **SOLD OUT**
- The CARBON EXPO Lunch Area
- The CARBON EXPO Coffee Stations
- The CARBON EXPO Water Stations **SOLD OUT**
- The CARBON EXPO Chill Out Area

If you are interested in finding out more, please contact:  
**Manuel Bueno**  
CARBON EXPO Sales Manager  
T. +34 93 233 27 68 - E. mbueno@firabcn.es

Stand size

■ Stand 25 sq. meters

Your logo

- Your logo in skyscrapers in front of plenary sessions
- Branding of the central information counter ("CARBON EXPO is presented by...")
- Max. two different leaflets/flyers at the information counter
- Logo on shirts of CARBON EXPO service personnel
- Your logo on CARBON EXPO posters
- Your logo on the front page of the conference program
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

Public Relations

- A 4000 character comprehensive profile of your company/institution/projects in the CARBON EXPO official press material.
- Add a photo to the official CARBON EXPO online press photo database

Presentation booth

- 25 sq. meters stand space in central position incl. shell scheme stand, carpet, electrical switch board, graphics

Online advertising

- Logo on front page of www.carbonexpo.com
- A banner link of your website on www.carbonexpo.com in rotation 243x60 pixels
- Company/project portrait on the exhibitors' page of www.carbonexpo.com (a 4000 character comprehensive profile)

Office room

- Office room for two days during CARBON EXPO at your disposal for group discussions, fully equipped, capacity approx. 6, purchase notice by three weeks before the Trade Fair and Conference

Tickets

- 6 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 4 free exhibitors' passes for your stand personnel (only valid for exhibitions)

Email signature

- Mention of the exhibitor in outbound e-mails in connection with CARBON EXPO 2011

Package

€ 28,990 plus VAT

■ Stand 15 sq. meters

- Branding of the central information counter with logo half the size of Platinum presenter
- Distribute leaflets/flyers at the information counter
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

- A 2000 character comprehensive profile of your company/institution/projects in the CARBON EXPO official press material.

- 15 sq. meters stand space incl. shell scheme stand, carpet, electrical switch board, graphics

- Logo and link to your website from www.carbonexpo.com
- Company/project portrait on the exhibitors' page of www.carbonexpo.com (a 2000 character comprehensive profile)

- 4 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 3 free exhibitors' passes for your stand personnel (only valid for exhibitions)

- Mention of the exhibitor in outbound e-mails in connection with CARBON EXPO 2011

€ 17,990 plus VAT

■ Stand 9 sq. meters

- Distribute leaflets/flyers at the information counter
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

- 9 sq. meters stand space in central position incl. shell scheme stand, carpet, electrical switch board, graphics

- Logo and link to your website on www.carbonexpo.com

- 2 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 2 free exhibitors' passes for your stand personnel (only valid for exhibitions)

€5,490 plus VAT  
IETA Member / World Bank: €3,690 plus VAT

■ Stand 6 sq. meters

- Distribute leaflets/flyers at the information counter
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

- 6 sq. meters stand space in central position incl. shell scheme stand, carpet, electrical switch board, graphics

- Logo and link to your website on www.carbonexpo.com

- 1 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 1 free exhibitors' passes for your stand personnel (only valid for exhibitions)

€3,990 plus VAT

■ Stand 4 sq. meters (in TECH Pavilion)

- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

- 4 sq. meters space incl. white counter, stool, carpet, electrical switchboard, graphics
- White modular panels

- Logo and link to your website on www.carbonexpo.com

- 1 free exhibitor pass for your stand personnel (only valid for exhibitions)

€1,500 plus VAT