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## **The Power of 3 – EBEC, Microgen and Nextgen – hailed a success**

### **UK trade shows highlight commercial potential of renewable energy sector**

**London, UK, October 11, 2011:** [The Power of 3](#), which brought a wider renewable energy programme to an already successful bioenergy event, was an outstanding success generating a 142% increase in attendance, and a 101% increase in sales YOY.

Held on October 5-6 at Stoneleigh Park in Warwickshire, 'The Power of 3' incorporated [ebec](#) (European Bioenergy Exhibition and Conference), already established as the UK's largest dedicated bioenergy show, [microgen](#), serving the fast-growing sub 50kWh microgeneration community and [nextgen](#), showcasing the future of renewable energy.

The Power of 3 is the latest event from Closer2 Media, the award-winning events team behind Internet World and countless other industry-leading events in cutting edge markets. Having acquired ebec from Biofuels Media Ltd. in April this year, and launching microgen and nextgen alongside to create a broader green-energy event, Closer2 Media now represents the fastest growing event organisers in the UK with an enviably well-resourced and experienced event management and marketing team.

"With three great standalone but related shows, the Power of 3 reflected how the public consciousness of renewable and green energy has now developed into a commercial imperative," said Richard Price, Managing Director of Biofuels Media.

Investment in renewable energy has been experiencing a boom time as the Government offers incentives such as the Feed in Tariff and Renewable Heat Incentive to encourage private investment and help the country meet its obligation of 15% of energy supplies being renewable by 2020. "With more than 3,000 farmers, installers, builders, land owners, architects, representatives from local authorities, housing associations and energy companies seeing the latest technology

innovations from hundreds of exhibitors and listening to 190 topical and case study-led sessions, the power of 3 is driving the renewables agenda,” added Price.

The event was strongly backed by all the leading industry bodies including a strategic partnership with the Renewable Energy Association (REA) and sponsorship from UK Trade and Investment (UKTI), National Grid, Daikin, Romag, Pöyry, BDO, Newform Energy, Reddie & Grose and Smartest Energy. Microgen also teamed up with the Microgeneration Certification Scheme (MCS) as well as the Renewable Energy Assurance Limited (REAL) scheme, the Solar Trade Association (STA), the Micropower Council and the Energy Institute.

Exhibitors praised the show’s broader initiative and felt it had been successful for them. “We really got a lot of good leads,” said Bruce Aspen, of leading consultancy, Inenco. “We want to meet people generating 500kW+ and we are meeting them here in numbers,” he added. While Glenn Barr, of biomass boiler company Wood Energy, said: “We have had serious leads and inquiries from the right type of people.”

The Power of 3 was also a hit with the visitors, many of whom were drawn by the top level conference content as well as the technology on offer. “There’s a very good range of exhibitors and speakers so I’ve been picking up some very useful information and getting some new ideas,” said Kendal Hodder, of social housing group, Derby Homes. Howell Jukes, a farmer in Wales, was typical of many of the land owners at the event when he said he has to generate a better return from his land. “I’m looking at a range of issues to help me: anaerobic digesters, wind, solar and even algae - it is great to see it all here.”

Among the highlights of the event were wide-ranging presentations in the seminar programmes, with key contributions looking at the biomass supply chain, the development of biogas, the pros and cons of shale gas, the latest developments in fuel cell technology and the possibility of algae as a fuel source in the future. Many emerging technologies were unveiled to the public for the first time at nextgen such as a car storing heat usually lost through the exhaust to instead warm up homes.

Show director Gordon Kirk commented: “The show has been a great success in bringing buyers of renewable energy technology together with the wide range of potential suppliers. We were really pleased to see so many architects, engineers, installers and energy representatives attending this year for the first time, as a result of our expanded education programme. There is clearly a visitor demand for more information in the renewable and green energy sector as the interest in its commercial potential is more widely understood. Bringing it all together under one roof with this content programme and such key players means we can deliver it”.

ebec, microgen and nextgen return to Stoneleigh Park on 10<sup>th</sup> and 11<sup>th</sup> October 2012.

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**Notes for editors**

- The Power of 3 incorporates three shows: EBEC (European Bioenergy Expo and Conference), Microgen and Nextgen. Organised by Closer2 Media, all the shows were held under one roof at Stoneleigh Park, Warwickshire, on 5-6 October 2011 at Stoneleigh Park, Warwickshire. Now in its sixth year, EBEC is the largest dedicated bioenergy expo in the UK. It provides a unique opportunity for those involved in the production of bioenergy to make direct contact with each other and visitors who are interested in harnessing energy derived from biological sources within their organisation. Microgen focused on technologies such as solar, wind and ground source heat pumps. Nextgen highlighted emerging technologies such as fuel cells, advanced gasification and biomass liquefaction via pyrolysis. For more information, please visit <http://www.thepowerof3.co.uk>
- The market for renewable energy is emerging as a major growth opportunity being driven by legislation, state incentives public environmental concerns and new potential revenue streams. The EU Renewables Directive has set the UK a legally binding target that 15% of its energy generation must come from renewable sources by 2020. The UK Government is set to introduce Renewable Heat Incentive (RHI) scheme this summer which is expected to offer £860m in public subsidies over its first four years to encourage investment in private schemes. The current Feed in Tariff (FIT) is also designed to encourage investment in renewables by offering participants a revenue stream by selling energy back to their utility and a reduced fuel bill.
- A recent study in the US (Clean Edge Inc) estimated the global market for “clean energy” such as biofuels and wind and solar power would be worth almost \$350 billion by the year 2020.