

Singapore: Where global energy leaders connect

by Joel Laykin – Secretary General, Independent Power Producers Forum (IPPF)

The 3rd edition of Singapore's "International Energy Week" ("SIEW") is not just the biggest concentration of conference, exhibition and energy / power decision-makers in Asia. The 9 day time frame, modestly described as a "week", has become what can best be described as the "Greatest Show on earth" for the energy and power industries and extending to every possible allied sector. This is not empty hyperbole.

There are no less than fifteen (at this writing) structured conference and / or exhibition events ranging from an intimate "Clean Energy Technology Symposium" by IEA (Paris) to the massive "POWER-GEN Asia" by PennWell (Tulsa & London) complete with four conference streams and a separate full-blown renewable energy exhibition section.

The annual Koelnmesse's "Carbon Forum Asia" bookends the beginning of SIEW on Oct 27th and 28th and climaxes with Koelnmesse's "Clean Energy Expo Asia" concurrent with "POWER-GEN Asia" both of which run from November 2nd through November 4th.

There is a ton of stuff packed in between with more actions and side-bar gatherings being added as "Asian Power" goes to press. The IPPF Secretariat along with leading IPPF members will be present throughout the entire run of "SIEW". The IPPF recognizes the extreme importance of SIEW occurring almost a year after the Copenhagen carousel and concurrent with the global recovery from the sub-prime debacle. Nine days is a big chunk of time for the army of industry leaders descending on Singapore for SIEW. However, we highly recommend that the effort should be made to attend door-to-door, don't miss a single day. Like Beethoven's Ninth, SIEW kicks off on a strong note and keeps building up to a climactic finish.

The following is a snapshot of the schedule:

Oct 27th, Wednesday

8:00a.m. – 6:00p.m. (two days)

"Carbon Forum Asia" by the "Internal Emissions Trading Association" and Koelnmesse" (an IPPF member firm) kicks off for two days (Oct 27th and 27th) in the Raffles City Convention Centre. The Forum includes conference streams and an exhibition.

9a.m. – 6:00p.m. (three days)

Downstream Asia" at the Suntec Centre is organized by the "World Refining Association" with "Clarion" as the hired gun PMO.

9:00a.m. – 5:30p.m. (four days due to actually starting on Tuesday Oct 26th)

"International Power and Energy Conference" also at Suntec Centre and organized by a posse composed of: Nanyang Technological University; IEEE Power; IET Singapore Network; Institution of Engineers, Singapore. A welcome reception is also in their program, but at this writing, we don't know where and when.

6:00p.m. – 8:00p.m.

Downstream Asia Networking, Reception

Location is "TBA" (watch this space!)

6:00p.m. – 8:00p.m.

The first of "SIEW's Networking Receptions" three major social gatherings hosted by the Singapore "Energy Market Authority". At the Raffles City Convention Centre.

A comment on the above and what is following. By now the reader must fully appreciate that this edition of "SIEW" is bigger and better than anything on the planet rivaling WEC. Besides the two listed receptions above there will probably be a number of additional hosted

receptions and dinners from Wednesday (Oct 27th) onwards everyday through Nov 4th and even including the Halloween weekend (Oct 30th – 31st).

Continuing on now with the program:

Oct 28th, Thursday

8:00a.m. – 6:00p.m. "Carbon Forum Asia"

9:00a.m. – 6:00p.m. "Downstream Asia"

9:00a.m. – 5:30p.m.

9th International Power and Energy

9:00a.m. – 5:30p.m.

6th Singapore Electricity Roundtable begins.

This is a one-off annual event organized by the "Energy Market Company" (EMC), a new IPPF member.

6:30p.m. – 9:00p.m.

"EMC" invitational VIP reception and dinner at "one on the Bund", Clifford Pier.

6:30p.m. – 8:30p.m.

IPPF "Feel the Power" cocktails. At this writing it is no-host. Venue – "Ink Bar", Fairmont Hotel

Oct 29th, Friday

9:00a.m. – 6:00p.m. "Downstream Asia"

9:00a.m. – 5:30p.m.

9th International Power and Energy

October 30th – 31st

"Halloween weekend". Chill out time for SIEW's thousands of attendees to kick back, answer e-mail, attend last minute corporate invitationals which are already being announced or go "Trick or Treating".

The 2nd week at SIEW is a "doozy".

November 1st, Monday

9:30a.m. – 10:30p.m.

"Singapore Energy Lecture" organized and presented by the Singapore Energy Market Authority. Don't let the stuffy academic sobriquet of "lecture" put you off. Singapore Prime Minister, Lee Hsien Loong, leads a line-up of distinguished speakers and government. Venue is the Suntec Centre.

11:00a.m. – 9:30p.m.

"Singapore Energy Summit and Gala Dinner"

A non-stop VIP packed event by EMA. Also at Suntec Centre.

November 2nd, Tuesday

9:00a.m. – 6:00p.m.

"Clean Energy Expo Asia" organized by Koelnmesse (an IPPF member) at the Suntec centre for three days, combining conference with exhibition and allied events. Co-organizer is the "Sustainable Energy Association of Singapore".

9:00a.m. – 6:00p.m.

"POWER-GEN Asia" A three day marathon of multiple conference streams and an massive exhibition spread including "Renewable Energy Asia". Organized by the PennWell Corporation and packed into the Marina Bay Sands Resort.

9:00a.m. – 12:30p.m.

"Energy Industries in a Carbon Constrained Future". Organized by the Energy Studies Institute and Shell, in the Suntec Centre.

2:00p.m. – 5:00p.m.

"The China – India – US Roundtable on Climate Change and Energy Efficiency". At Suntec Centre and

organized by the Energy Studies Institute. The mouth full of a title should have been changed to "Copenhagen Revisited".

6:00p.m. – 8:00p.m. "SIEW Networking Reception" EMA's penultimate blow-out, at Suntec Centre.

6:30p.m. – 10:30p.m.

"Platts top 250 Global Energy Companies Asia Awards Dinner".

By invitation only, at the Marina Bay Sands Resort

7:00p.m. – 10:30p.m. "Bloomberg NEF Executive Dinner". A hard-ticket invitational at Suntec Centre.

November 3rd, Wednesday

9:00a.m. – 6:00p.m. "Clean Energy Expo"

9:00a.m. – 6:00p.m. "POWER-GEN Asia"

9:00a.m. – 12:00noon

"Industry Energy Efficiency Round Table"

Organized by ESI at Suntec Centre

9:00a.m. – 5:00p.m.

"Clean Energy Technology Symposium"

Organized by the IEA at a venue to be advised.

6:00p.m. – 8:00p.m.

"SIEW Networking Reception"

EMA's big goodbye party at the Marina Bay Sands Resort.

7:30p.m. (cocktails) / 8:00p.m. – 10:30p.m.

VIP Invitational Reception and Dinner. Organized and hosted by the Pennwell Corporation, Navigant Consulting and Co-organized by the IPPF.

Also, the Annual Asian Power Awards dinner is tentatively planned also for Nov 3rd or possibly another date, to be confirmed.

November 4th, Thursday

9:00a.m. – 6:00p.m. "Clean Energy Expo"

9:00a.m. – 5:00p.m. "POWER-GEN Asia"

A plethora of parties and allied gatherings will most certainly appear on the calendar as we get closer to the event. All the larger conferences and exhibitions will include special opening ceremonies, attendee lunches, and side-bar hospitality gatherings. For example, inside POWER-GEN Asia, at least half a dozen catered (and open for walk-ins) parties can be expected on the Exhibition floor. Dutch, French and other national pavilions usually roll out the hospitality in the late afternoon. A number of individual companies also entertain in their large purpose built booths complete with working bars, waiters and table settings to enhance the inter-active atmosphere.

If all of the organizer's projections ring true, SIEW's total numbers over-all could exceed 10,000 attendees. SIEW will soak up regional and global energy and power decision-makers to the extent that the slightly overlapping CEPSEI in Taiwan (Oct 25th – 28th) will find its closing sessions decimated by executives rushing from Taipei to Singapore. Likewise, the other big regional overlander, "Eco-Asia" in Hong Kong, at a most undesirable venue ("Asia Expo" on Lantau), may experience a surge of attendees on its closing days of Nov 5th and 6th due to returnees from Singapore. Nov 5th, Friday, is a holiday in Singapore but not in Hong Kong.

The EMA team has done an admirable job of getting the key message out. Throughout this year, EMA executives have walked the walk and talked the talk at almost every major energy and power event on the planet, their success is not only Singapore's success but also an affirmation of expanding Asian leadership in our industry.