

**CARBON FORUM ASIA**  
27 & 28 October 2010  
Raffles City Convention Centre, Singapore

## POST SHOW REPORT

Over 1,000 participants from 60 countries attended the Asia Pacific's leading Carbon Market Trade Fair and Conference, jointly organised by the International Emissions Trading Association, IETA and Koelnmesse. Following the success of four editions of CARBON FORUM ASIA and seven editions of CARBON EXPO in Cologne, CARBON FORUM ASIA 2010 hosted 120 exhibiting companies with project developers making up 40 percent.

As Asia and the world prepared for COP 16, the fifth annual CARBON FORUM ASIA served as an important networking platform for carbon market traders, sellers and buyers of carbon credits, project developers, government agencies, key international organizations as well as industry observers.

With just two years to the end of the Kyoto Protocol, climate change observers around the world eagerly anticipated the future framework that will guide international action against global warming. Featuring 120 speakers from 100 global and regional organizations, the Carbon Forum Asia Conference offered participants insights into some of the influencing factors and circumstances that will shape this on-going dialogue.

**"Carbon Forum Asia is, more than ever, the essential event for everyone in the region with an interest in the reduction of carbon emissions,"** said Henry Derwent, President of the International Emissions Trading Association. **"Major investments, new business opportunities, the seeds of economic transformation and maybe even the future of the planet - all depend on the prices and forecasts made for a sector where Asia continues to have a strong advantage. This year, the intimate link between carbon and energy policy is recognized by Carbon Forum Asia's place at the start of the Singapore's International Energy Week. Whatever the angle, Carbon Forum Asia is the place to be."**



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## Testimonials

CFA 2010, this time had a surprise package, Australia with an impressive conglomeration of active carbon market participants providing deep insights coupled with positive deliberations. With Cancun ahead, it was a fitting opportune that CFA served as a platform for the public and private to meet and exchange views on the emerging post 2012 carbon market. I wish CFA continued success and ensure my support as always!" - **Dinesh Babu**, CEO, IDEAcarbon, Singapore

It is truly Asian and a must attend event for all to meet with and learn from carbon market movers and shakers in the region." - **Jiwan Acharya**, Climate Change Specialist (Energy), Asian Development Bank, Philippines

CFA 2010 was not just a great opportunity to share with a wide audience, the imminent issues facing a carbon infested world, but also a great platform for networking with policy makers, international experts, business owners and young enthusiastic energy professionals. The outcome of this forum would go a long way in triggering the thought process towards low-carbon , efficient , cleaner and greener initiatives across the world. I must appreciate that this event was one of the best organized events I've seen in the recent past. In a way, CFA 2010 set new standards for the international community, both in terms of quality as well as content of presentations and discussions. The efficient group behind the successful execution of an event of such a large magnitude truly deserves credit and praise." – **SC Mathur**, Managing Director, Samarjit International, India

Great conference, one of the best for Carbon type companies - **Steven Harding**, Managing Director, Viridis Solutions, Australia

I think Carbon Forum Asia is the best carbon markets and climate finance event in Asia – great coverage, good speakers, well designed agenda and right on the relevance. A perfect blend of international as well as Asian participation. Great job!" – **Mahua Acharya**, Chief Strategy Officer, Emergent Ventures, India

I participated in Carbon Forum Asia 2010, and this took me one rung up the ladder - **Ali Shareef**, Assistant Director, Ministry of Housing and Environment, Maldives

In emerging and growing economies like India, it is clear to both the public and private sectors that clean and renewable energy will be a significant component of the future needs of the country. It is also becoming clearer that all constituents including buyers, energy producers and investors need to more thoroughly understand the carbon economy and its impact, both long and short term. Having a dedicated platform like Carbon Asia as a resource for making the above happen is clearly needed. And given the caliber of attendees, speakers, presenting companies, and policy makers at the recent Carbon Asia conference, it is clear to me that this event will be a mainstay for all, especially in the APAC region that is going through, and will continue to go through rapid change, especially in the energy arena – **Mohanjit Jolly**, Executive Director, Draper Fisher Jurvetson, India

...from the First Climate teams in Singapore, Switzerland and Germany. The feedback I have received for this event has been very good, and we owe a great part of that success to everyone who assisted us along the way. So thank you once again, and we look forward to next time! -**Sabine Heymer**, Manager Corporate Communications, First Climate Group, Germany

CFA 2010 was a highly important event to gain a strong understanding of leading regional and global trends in the carbon markets" - **Joseph Jacobelli**, Group Director Carbon Ventures, CLP, China

Carbon Forum Asia is a valuable platform for me to speak directly with many different people over two days in one centralized location and an important region like Asia - **Robert Hansor**, Head of Climate Change and CSR-Asia, LRQA China

Opportune networking, international visibility for your environmental commitment - **K.T. Ramakrishnan**, Managing Director, RINA India

I found the conference very vibrant, more Asia-centered and well attended, including by project developers. I received excellent feedback from the session on Green Bonds, which showed the strong interest for this new topic, not often enough featured on carbon discussions, and seen as a feasible large scale solution to address the capital gap towards a low carbon economy. The conference was very organised and it was a pleasure to moderate a panel. I'd be happy to do that again. We also got interesting contacts through our presence with a booth at the fair - **Jean-Cristophe Bougle**, Director, Carbon Team, Carbon Origination for Asia Pacific, BNP Paribas

At Carbon Forum Asia 2010, we were able to discuss strategies that led to critical progress in making financing forest carbon climate change mitigation activities real, measurable, verifiable, additional, insurable, and secured resulting in institutional investor preference." ~ **Gabriel Thoumi**, Project Developer, Forest Carbon Offsets, US

Once again, fantastic event exceeding expectations given the current market environment! - **Marcelo Labre**, Visiting Fellow, London Business School

The 2010 event built on the success of last year and continues to maintain its pre-eminent position as the most important conference to attend for anyone serious about the carbon market in Asia - **Philippe Chauvancy**, Commercial Director, Bluenext, France

It feels good to be a part of CFA. CFA 2010 was a big success in my view as it brought fragmented carbon community together under a same roof and provided an opportunity to discuss ideas that were never discussed before, identify opportunities and challenges that were never foreseen before and this event really helped to pave a cleaner pathways towards a low carbon economy - **Anil Bhatta**, Associate Director, Carbon Research and Advisory, RepuTex, Australia

It was a productive event bringing in all my regional contacts to one place. I was able to continue on my conversation with them and achieved more results than if I flew in to all the different countries. Also, it was a great platform to know more about Japan and Australia's plans - **Ellen May Zanoria**, South East Asia Regional Manager, The Gold Standard Foundation

Thank you all for your superb organisation of Carbon Forum Asia! We found it to be a very successful event and look forward to participating next year - **The Baker & McKenzie team**

Singapore is a hub for Carbon in Asia, Carbon Forum Asia is THE event for the region. We will be back in 2011 -**Robert Dornau**, Executive Director, Carbonflow, Switzerland

The CFA constitutes a great opportunity to meet with relevant market participants in the region - **Susanne Häfeli-Hestvik**, Vice President, Tricorona, Sweden

It was an excellent opportunity to catch up with the latest developments in the area of carbon trading in Asia as well as the crucial issues of the international carbon market. The wide audience gave opportunity to renew exiting as well as establish new business relationships. First hand information and well informed opinion leaders lead to a lively exchange of information and provided plenty food for further thoughts. I am very glad that I could join you at this event and would be more than happy to do again in the future -**Stefan Niesler**, Senior Policy Analyst, Emission Trader, Alpiq



## Key Statistics and Figures

**Participant Overview** In total, 1142 attendees from 60 countries attended Carbon Forum Asia 2010

Delegates	914
Exhibitors	149
Media Representatives	79

### A Complete Record of Visiting Countries

Country	Total Number of Visitors	Country	Total Number of Visitors
Angola	1	Malaysia	50
Australia	47	Maldives	2
Austria	2	Mexico	1
Bangladesh	4	Mongolia	4
Belgium	1	Myanmar	3
Bhutan	3	Nepal	3
Brazil	2	Netherlands	9
Brunei	1	New Zealand	4
Bulgaria	2	Nigeria	4
Cambodia	4	Norway	3
Canada	2	Pakistan	6
China	59	Papua New Guinea	2
Costa Rica	1	Philippines	41
Cote Divoire	2	Saudi Arabia	1
Fiji	2	Singapore	485
Finland	1	Solomon Islands	1
France	25	South Korea	13
Germany	29	Spain	5
Ghana	1	Sri Lanka	3
Greece	2	Sweden	6
Hong Kong	17	Switzerland	17
India	54	Taiwan	5
Indonesia	32	Thailand	21
Ireland	9	Uganda	1
Israel	1	Ukraine	3
Italy	4	United Arab Emirates	4
Jakarta	1	United Kingdom	53
Japan	49	United States	25
Kuwait	1	Uzbekistan	1
Laos	1	Viet Nam	6
		<b>Total</b>	<b>1142</b>

**Exhibitor Overview** In total, 120 exhibiting companies from 34 countries including co-exhibitors participated in Carbon Forum Asia 2010

Number of Exhibiting Companies: 120  
 Number of Countries: 34  
 Number of Domestic Exhibitors: 20 [16.6%]  
 Number of International Exhibitors: 100 [83.3%]  
 Nett SQMs 776

**Exhibitors Breakdown** Top exhibitor countries:

1. Singapore	21	6. United Kingdom	6
2. Australia	13	7. France	5
3. China	10	8. Philippines	4
4. Germany	8	9. Japan	4
5. India	6	10. Vietnam	4

Country	Number of Exhibitors	Country	Number of Exhibitors
Australia	13	Mongolia	3
Bangladesh	1	Nepal	3
Bhutan	2	Netherlands	2
Cambodia	1	Pakistan	2
China	10	Papua New Guinea	1
Fiji	1	Philippines	4
Finland	1	Republic of Korea	1
France	5	Singapore	21
Germany	8	Spain	1
Hong Kong	3	Sri Lanka	1
India	6	Switzerland	3
Indonesia	3	Thailand	2
Ireland	1	United Kingdom	6
Italy	1	United States	1
Japan	4	Uzbekistan	1
Lao PDR	1	Vietnam	4
Malaysia	2	<b>Total</b>	<b>120</b>
Maldives	1		

Carbon Forum Asia is the opening event of the Singapore International Energy Week, held from the 27 October – 4 November 2010. The energy week attracted over 14,000 participants from over 60 countries.

### About the Singapore International Energy Week

The annual Singapore International Energy Week (SIEW) is a leading energy event that provides a platform for policymakers, business leaders and academics to exchange ideas, strategies and best practices that will help shape global and industry energy agendas. Jointly organized by the Energy Market Authority (EMA) and the Energy Studies Institute (ESI) from 27 October to 4 November 2010, SIEW features a comprehensive schedule of energy focused conferences, exhibitions and networking sessions from a diverse cross-section of energy industry leaders.

More information about SIEW is available at [www.singapore.iew.com.sg](http://www.singapore.iew.com.sg).



## Conference Overview

### The Future of the Asian Carbon Market

The pioneering move to consult the expertise of an advisory panel has paid off for CARBON FORUM ASIA 2010. Attendees to the CARBON FORUM ASIA Conference were able to gain insights from a wide range of viewpoints on the future international climate change framework, while keeping up-to-date on the latest developments within the regional and global carbon trading markets.

"Asia has been the dominant source of supply so far for the Clean Development Mechanism (CDM). However, the world's urgent need for emissions reduction projects is not yet matched by expansion of the CDM or development of alternative systems. The debates at CARBON FORUM ASIA showed Asian suppliers are ready to adjust to the uncertainty to encourage new investors, and to deal with a fragmented market of multiple national regimes, if necessary," said Henry Derwent, President and Chief Executive Officer, International Emissions Trading Association (IETA).

Among the sessions that tabled the future of global climate change abatement were "*What will the market look like in 2012?*", moderated by Henry Derwent, as well as "*The new investors: Post-2012 climate and carbon funds*", moderated by Stuart Cerne, Managing Director, Enecore Carbon.

"Whilst policy uncertainty is slowing the activity of traditional carbon funds, innovative finance solutions that provide carbon pricing certainty with project development support are emerging. The panelists at the session agree that this is an exciting development and anticipate huge growth in the market," said Stuart, who moderated the session.

CARBON FORUM ASIA also tackled the emerging carbon forest trading sector. The session on "Growing Money on Trees: The Forest Carbon Market" generated a lively discussion among the many interested parties made up of financiers, traditional carbon market players, and the growing number of REDD organizations. While there were differences of opinion as to how the REDD market should be managed and measured, there was general agreement that there is potential in forest carbon offsets. Given that many more developed countries have exhausted their natural forest assets, the focus is on Asia and the growing number of REDD projects in countries such as Canada, Indonesia and Malaysia.

Another well-attended session was the "*Roadmap to a low-carbon power sector by 2050*", which discussed the energy sectors' investments in emissions reduction. Subhash Chandra Mathur, Managing Director, Samarjit International Group said, "Global warming is a real issue which calls for action from both the developed and developing world. However, it is not an issue that either the developed or developing countries can do on their own. It requires some sort of cooperation that promotes the free flow of technology, manpower, skill sets and investment funds between the advanced Annex 1 countries and the developing countries with huge clean energy growth potential. Carbon Forum Asia has provided the perfect platform to share and promote this global social responsibility model. Having participants, such as policy makers and project implementers, as well as developed nations and developing countries, at the event has helped to get this discussion going and more people thinking about a globally cohesive solution."

### Asia Up In Arms to Combat Climate Change

With climate change efforts gaining much prominence and traction in the region, the Conference sessions at CARBON FORUM ASIA 2010 focused on climate change abatement efforts in key markets across the region. Among the topics discussed were "*China's drive to create a new market*" and "*Japan and South Korea: New and existing forms of offset demand*".

"The carbon market is currently in a transition period. There has been growing interest in the topics of climate finance and the key question moving forward is how to bridge to the future of the Carbon Market. The coming year will be an important one for the market as the world anticipates new developments in the fight against climate change. Japan is ready for the future emissions abatement landscape but we are also highly anticipating a new international framework," said Takashi Hongo, Special Advisor and Head, Environment Finance Engineering Department for the Japan Bank for International Cooperation.

**Advisory Panel to Chart Conference Direction**



**Michael Dreyer**  
VP Asia Pacific  
Koelnmesse



**Joseph Jacobelli**  
Carbon Ventures  
Group Director  
CLP



**Toru Kubo**  
Head of Carbon  
Market Program  
ADB



**Guy Turner**  
Director Carbon  
Market Research  
Bloomberg New  
Energy Finance



**Henry Derwent**  
President  
IETA



**Takashi Hongo**  
Special Advisor and Head  
Of Environment Finance  
Engineering Department  
JBIC



**Edwin Khew**  
Chairman  
SEAS

**Key Conference Topics**

**Markets: Asian & Global**

- China's Drive to Create A New Market
- Japan and South Korea: New & Existing Forms of Offset Demand
- Singapore's Carbon Future
- Australia: Where to Next?

**Offsets: Present & Future**

- Program of Activity (PoA)
- Carbon Capture & Storage
- Roadmap to a Low-Carbon Power Sector
- The Forest Carbon Market

**Finance & Transactions: Carbon & Climate**

- Carbon Price Development
- Venture Capital and Beyond
- Green Bonds
- Risks, Disclosure & Tripple Bottom Line Accounting
- Post 2012 Climate & Carbon Funds

**Speaker Highlights**



**Adrian Uberti**  
Eco-Markets Trader  
AGL Energy Limited



**Chen Huan**  
Deputy Director General  
China CDM Fund  
Mgmt Centre



**Jesus Abadia**  
Head of Origination  
& Project Development  
Enel



**Mahua Acharya**  
Chief Strategy Officer  
Emergent Ventures India



**David Abbass**  
Team Lead, Communication  
and Outreach, Sustainable  
Development Mechanisms  
Programme  
UNFCCC



**Stephen Dickey**  
Managing Director  
REDD Forests Pty Ltd



**Fumio Hoshi**  
Executive Director  
Japan Bank For  
International Corporation



## Exhibitor Overview

### Developing Nations Still Dominate the CDM Landscape

The Sellers' Pavilion, sponsored by the Asian Development Bank (ADB), drew attention to up-and-coming sustainable development projects from 16 developing nations, spanning biomass, coal gasification, CO2 capture, hydro, wind, rural development and transportation sectors. With project developers making up 40 percent of the exhibiting companies, CARBON FORUM ASIA saw many carbon credit buyers and sellers forging connections to explore opportunities for future cooperation.

Among the projects showcased was the Lanzhou Sustainable Urban Transport project which includes activities, such as road reconstruction and an intelligence system. The project seeks to reduce emissions from conventional small buses, taxis, motorcycles for motorized vehicles by introducing the Bus Rapid Transport infrastructure.

First-time participant Vietnam showcased a total of five project entities. Vietnam Electricity showcased the Song Bung 4 Hydroelectric Project, estimated to result in 235, 028 tonnes CO2 reductions per annum as well as a reduction of other pollutants associated with fossil fuels-based power generation. Nepal, also making its debut at CARBON FORUM ASIA, showcased several projects including a hydro-powered mini-grid project under its Alternative Energy Promotion Centre. Seen as a pre-grid electrification for rural areas, the project is expected to develop between 600 to 700 micro-hydropower systems, generating a total of 40,000 CERs annually.

In all, this year's Trade Fair features some 120 exhibiting companies from 34 countries. Participating key players include Enel, Endesa, Sustainable Conservation, DNV, LRQA, Global Conservation Standard, Orbeo, Rhodia Energy Services, TÜV Rheinland, Vattenfall, Deutsche Bank and BNP Paribas, among many others.

Australia's State Government of Victoria and Germany have put up their own pavilions for the first time. The State Government of Victoria is at the forefront of Australia's efforts to develop a strong and effective response to climate change, with Melbourne emerging as a hub for carbon trading and associated services throughout the region.

The Germany Pavilion is headed by the German Federal Environment Ministry (BMU), which is responsible for fundamental environmental policy issues in Germany as well as The German Emissions Trading Authority (DEHSt), an agency under the Federal Environment Agency (UBA) in charge of emissions trading in Germany.

Singapore and Japan are also hosting pavilions on the trade floor, providing visitors with a comprehensive view of the carbon market infrastructure and the latest developments in their respective locales by hosting project developers, technology providers, policy makers as well as carbon credit sellers and buyers in their pavilions.

### Pavilions Present at the Trade Fair


**STATE GOVERNMENT OF VICTORIA**




HOSTED BY



**SINGAPORE**



HOSTED BY



**JAPAN**



HOSTED BY



**SELLERS**



HOSTED BY



**GERMANY**



HOSTED BY



## Exhibitor Highlights

Platinum Sponsor



Gold Sponsor

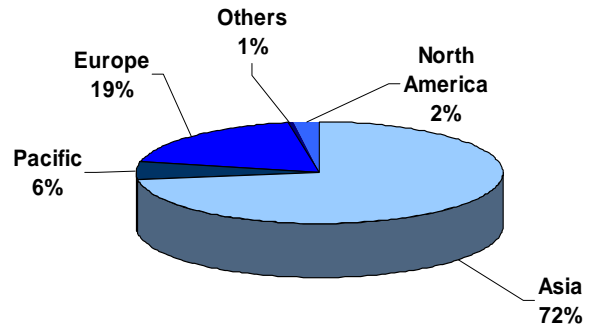


## Participants Overview

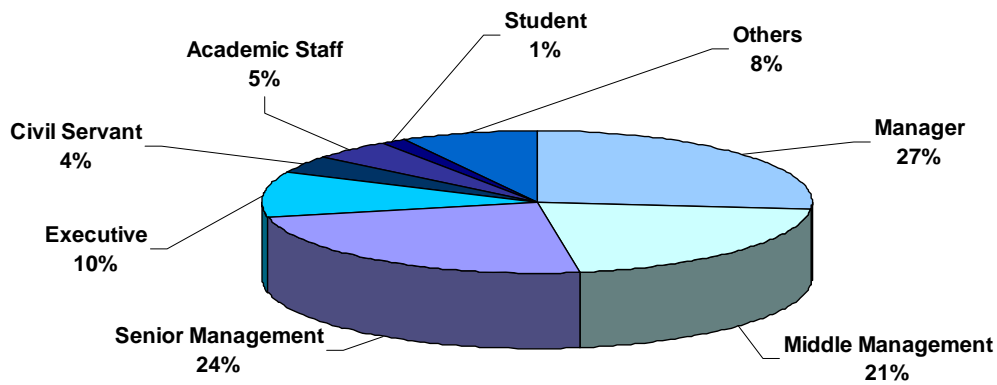
Where do our participants come from?

### Top 10 Participating Countries

- Singapore
- China
- Malaysia
- India
- Philippines
- Australia
- Japan
- United Kingdom
- Germany
- France



### Participants' Professional Status



### Participant Highlights

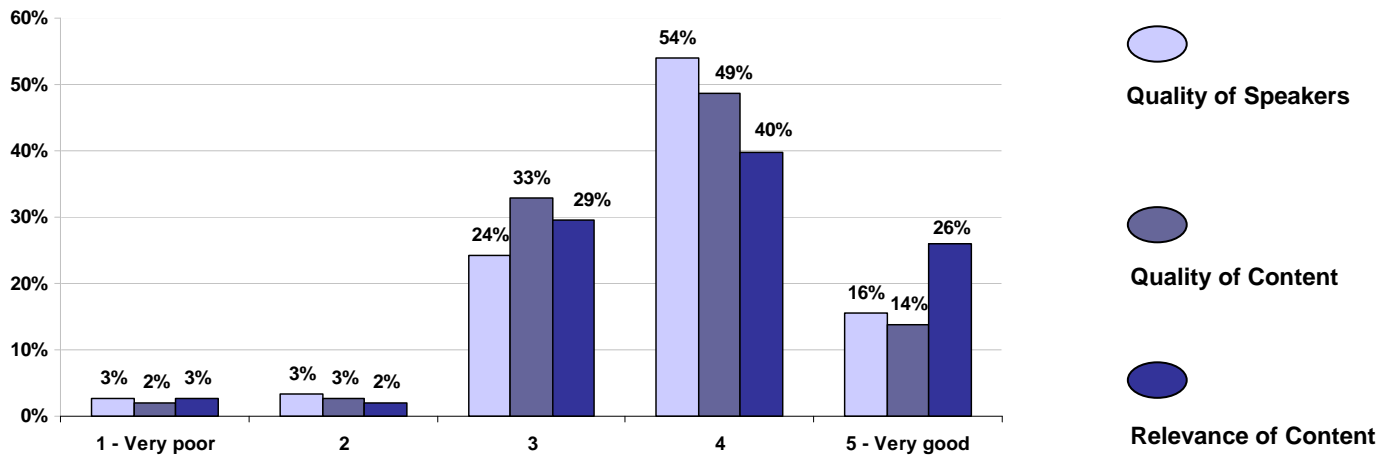
BP Energy Asia  
 Brunei Economic Development Board  
 Cathay Pacific Airways  
 CLP Holdings Limited  
 Department of Energy, Philippines  
 Druk Green Power Corporation  
 Eaga Energy India  
 Embassy of Ireland  
 Fonterra  
 Ginga Petroleum  
 Kawasaki Heavy Industries  
 KEMCO  
 KfW Bankengruppe  
 Khazanah Nasional Berhad  
 Kyoto Energy  
 Lufthansa German Airlines  
 Marubeni Corporation

MASDAR  
 Ministry of Environment, Nepal  
 Ministry of Environment, Sri Lanka  
 National Australia Bank  
 Pakistan Electric Power Company  
 PT PLN (Persero)  
 Repsol YPF  
 RWE Power  
 Shaanxi Green Energy Geothermal Development Co. Ltd  
 Statkraft  
 Swedish Energy Agency  
 The Associated Chambers of Commerce & Industry Of India  
 Torrent Power Limited  
 UNFCCC  
 Veolia Water Asia Pacific  
 Water Authority of Fiji

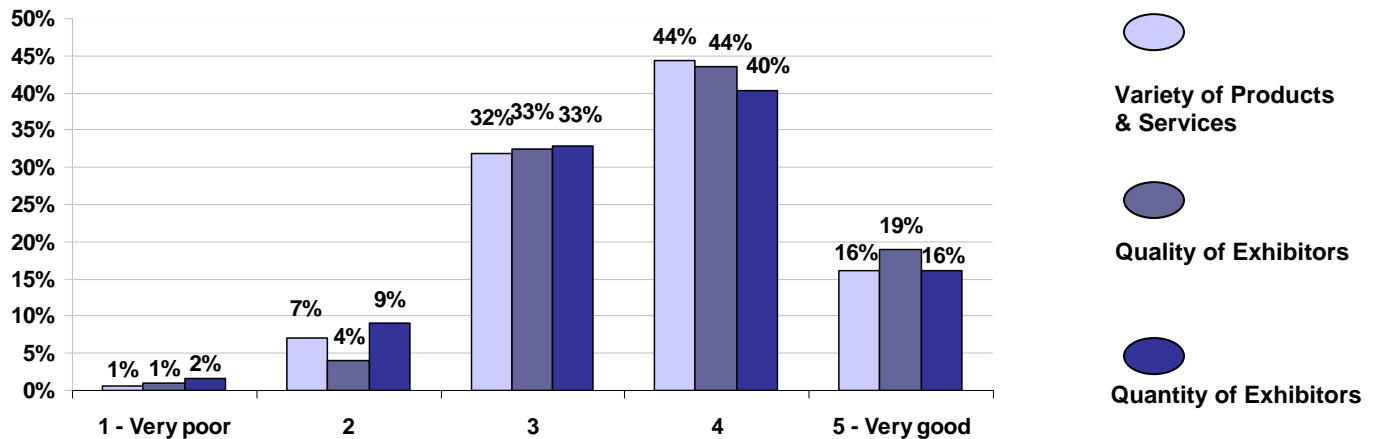
## Reasons to Attend and Level of Satisfaction

- To learn about the latest industry trends - 92% satisfied
- To establish new business contacts – 89 % satisfied
- Potential business available and deals made – 97% satisfied
- Quantity and quality of visitors – 86% satisfied

## Conference Satisfaction Level



## Trade Fair Satisfaction Level



## Publicity Overview

### Media Outreach in Asia Pacific

*A total of 55 media hits were generated for the pre-event press conference on 25 August 2010, and a total of 64 media hits were generated for the actual event (as at 16 November 2010). The total equivalent advertising value (EAV) of the coverage to date (as at 16 November 2010) is in excess of \$1.1 million and in PR value, over \$3.5 million*

### Press Release Distribution

Press releases were distributed to 63 local and international media sources for both the pre-event press conference on 25 August 2010 and the actual event on 27 and 28 October 2010.

#### Daily/Weekly (Local)

Lianhe Zaobao  
My Paper  
TODAY  
The Business Times  
The Straits Times  
The Edge Singapore

#### Daily/Weekly (Overseas)

Bangkok Post (Thailand)  
Gatra (Indonesia)  
The Age (Australia)  
The Australian Financial Review (Australia)  
The Hindu Business Line (India)  
The Philippine Star (Philippines)

#### Broadcast

BBC TV  
Bloomberg TV  
CNBC Asia  
Channel NewsAsia  
MediaCorp 938Live  
MediaCorp Capital Radio 95.8  
RazorTV

#### Regional Publications

Asahi Shimbun  
Asian Wall Street Journal (Hong Kong)  
China Radio International (China)  
Economic Daily (China)  
Financial Times  
International Herald Tribune  
Nippon Hos Kyokia (Japan)  
Sankei Shimbun (Japan)  
The Star (Malaysia)  
The Hindu (India)  
Yomiuri Shimbun (Japan)

#### Wires

Agence France-Press  
Associated Press  
Bernama  
Bloomberg  
Dow Jones NewsWires  
Jiji Press Ltd  
Kyodo News  
Nikkei, Inc  
Nihon Keizai Shimbun  
Press Trust of India  
Thomson Reuters  
Xinhua News Agency

#### Trade/Magazines

Argus Media Limited  
Asia Risk  
Charlton Media Group (Asian Power)  
ClimateChangeCorp.com  
EnergyAsia  
Energy Intelligence  
Ethical Corporation Magazine  
EuroMoney  
Gaia Discovery  
Green Business Times  
Industrial Automation Asia  
mergermarket  
Point Carbon  
Project Finance International  
Recharge News  
TIOS Publishing International  
Traders Journal

#### Overseas (distribution of press releases only)

Carbon Finance  
Carbon News  
Cleantech News  
Environmental Finance

## Media Attendance

### *Pre-event press conference*

A total of 18 media representatives from 17 agencies attended the pre-event press conference.

### *Actual event*

A total of 29 media representatives from 26 agencies attended the actual trade fair and conference.

#### **Pre-Event Press Conference**

1. Agence France Presse
2. Bangkok Post (Thailand)
3. Bloomberg Newswires
4. Channel NewsAsia
5. Energy Intelligence
6. Global Carbon Emissions Monitor
7. Industrial Automation Asia
8. International Herald Tribune
9. Jiji Press
10. Nikkei
11. Recharge News
12. Tempo Koran (Indonesia)
13. The Australian (Australia)
14. The Hindu Business Line (India)
15. The Philippine Star (Philippines)
16. The Straits Times
17. Thomson Reuters Project Finance International

#### **Actual Event**

1. Argus Media Limited
2. Cleantech Magazine
3. Bangkok Post (Thailand)
4. Bloomberg Newswires
5. Dow Jones Newswires
6. Eco-Business
7. Economic Daily
8. Environmental Finance
9. Gaia Discovery
10. Gatra (Indonesia)
11. Green Business Times
12. Industrial Automation Asia
13. International Herald Tribune
14. Jiji Press
15. Lianhe Zaobao
16. MediaCorp News Hub
17. mergermarket
18. My Paper
19. Nippon Hos Kyokia
20. NNA
21. Point Carbon
22. The Age (Australia)
23. The Hindu Business Line (India)
24. The Philippine Star (Philippines)
25. The Straits Times
26. TIOS Publishing

## Media Interviews

### *Pre-event press conference*

The following chart outlines the media interviews and requests for the pre-event press conference on 25 August 2010.

No	Interviewee	Media
1	Mr Henry Derwent	IETA Agence France Presse
2	Mr Henry Derwent	IETA Bloomberg Newswires
3	Mr Henry Derwent	IETA Channel NewsAsia
4	Mr Henry Derwent	IETA CNBC Asia Squawkbox
5	Mr Henry Derwent	IETA Global Carbon Emissions Monitor
6	Mr Henry Derwent	IETA The Australian
7	Mr Henry Derwent	IETA The Hindu Business Line
8	Ms Julie Ann McLaughlin	E.ON Bloomberg Newswires
9	Ms Julie Ann McLaughlin	E.ON Tempo Koran
10	Ms Julie Ann McLaughlin	E.ON The Hindu Business Line
11	Ms Julie Ann McLaughlin	E.ON The Philippine Star
12	Ms Julie Ann McLaughlin	E.ON The Straits Times
13	Ms Julie Ann McLaughlin	E.ON Recharge News
14	Mr Edwin Khew	SEAS Agence France Presse
15	Mr Edwin Khew	SEAS Tempo
16	Mr Edwin Khew	SEAS The Philippine Star
17	Mr Tim Dillon	Victoria Bloomberg Newswires
18	Mr Tim Dillon	Victoria The Australian

The press conference and onsite interviews generated a total of 55 outcomes in regional and local print, online and broadcast media. Articles published had a strong Asian and Singapore focus.

**Actual event**

The following chart outlines the media interviews and requests for the event days on 27 and 28 October 2010.

<b>Day One – 27 Oct 2010</b>				
<b>No</b>	<b>Media</b>	<b>Journalist</b>	<b>Spokesperson</b>	<b>Organization</b>
1	Bloomberg Newswires	Dinakar Sethuraman	Mahua Acharya	Emergent Ventures India
2	Bloomberg Newswires	Dinakar Sethuraman	Fumio Hoshi	JBIC
3	Bloomberg Newswires	Dinakar Sethuraman	Mike Wilkins	S&P
4	Channel NewsAsia	Rachel Kelly	Lu Xuedu	ADB
5	Channel NewsAsia	Rachel Kelly	Sean Kidney	Climate Bonds Initiative
6	Channel NewsAsia	Rachel Kelly	Mahua Acharya	Emergent Ventures India
7	Channel NewsAsia	Rachel Kelly	Henry Derwent	IETA
8	Channel NewsAsia	Rachel Kelly	Imtiaz Ahmad	Morgan Stanley
9	Channel NewsAsia	Rachel Kelly	Mike Wilkins	S&P
10	CNBC Asia	Squawk Box	Mike Wilkins	S&P
11	Dow Jones Newswires	Max Lin	Philippe Chauvancy	BlueNext
12	Dow Jones Newswires	Max Lin	Chen Huan	CCDM
13	Dow Jones Newswires	Max Lin	Henry Derwent	IETA
14	Eco Business	Miak Aw	Lu Xuedu	ADB
15	Gatra	Mukhlison Widodo	Agus Sari	CCF
16	Gatra	Mukhlison Widodo	Henry Derwent	IETA
17	Lianhe Zaobao	Li Yuanyi	Edwin Khew	SEAS
18	Mergermarket	Patricia DeLeon	Mahua Acharya	Emergent Ventures India
19	My Paper	Ang Yiting	Edwin Khew	SEAS
20	Philippine Star	Helen Flores	Jiwan Acharya	ADB
21	Philippine Star	Helen Flores	Henry Derwent	IETA
22	Philippine Star	Helen Flores	Michael Dreyer	Koelnmesse
23	Mediacorp News (Primetime Morning)	Hasnita Majid	Toru Kubo	ADB
24	Mediacorp News (Primetime Morning)	Hasnita Majid	David Lunsford	IETA
25	The Age	Thomas Arup	Gil-Hong Kim	ADB
26	The Age	Thomas Arup	Toru Kubo	ADB
27	The Hindu	Vishwanath Kulkarni	Mohanjit Jolly	Draper Fisher Jurvetson
28	The Hindu	Vishwanath Kulkarni	Mahua Acharya	Emergent Ventures India
29	The Hindu	Vishwanath Kulkarni	Henry Derwent	IETA
30	The Straits Times	Jessica Cheam	Henry Derwent	IETA
31	The Straits Times	Jessica Cheam	Heru Prasetyo	REDD

Day Two– 28 Oct 2010				
No	Media	Journalist	Spokesperson	Organization
32	Argus Media	Wong Kit Ling	Chen Huan	CCDM
33	Argus Media	Wong Kit Ling	C J Park	IETA
34	Bloomberg Newswires	Dinakar Sethuraman	Hui Jiang	AGL
35	Bloomberg Newswires	Dinakar Sethuraman	Trevor Sikorski	Barclays
36	Bloomberg Newswires	Dinakar Sethuraman	Chen Huan	CCDM
37	Bloomberg Newswires	Dinakar Sethuraman	Markus Huwener	First Climate
38	Bloomberg Newswires	Dinakar Sethuraman	Ingo Puhl	South Pole Carbon
39	CNBC Asia	Squawk Box	Chen Huan	CCDM
40	CNBC Asia	Squawk Box	David Lunsford	IETA
41	Cleantech Magazine	Felicia Jackson	Moe Moe Oo	Tricorona
42	Dow Jones	Max Lin	Trevor Sikorski	Barclays
43	Gaia Discovery	Mallika Naguran	Stephen Dickey	REDD
44	Gaia Discovery	Mallika Naguran	Dorjee Sun	REDD
45	Gatra	Mukhlison Widodo	Ellen May Zanoria	Gold Standard
46	Industrial Automation Asia	Augustine Quek	Koji Tokuda	Marubeni
47	Industrial Automation Asia	Augustine Quek	Steve Harding	Viridis Solutions
48	Lianhe Zaobao	Li Yuanyi	Goh Chee Kiong	EDB
49	Mergermarket	Patricia DeLeon	Philippe Chauvancy	BlueNext
50	Mergermarket	Silvia Garcia	Stephen Dickey	REDD
51	Mergermarket	Silvia Garcia	Steve Harding	Viridis Solutions
52	Mergermarket	Silvia Garcia	Ingo Puhl	South Pole Carbon
53	My Paper	Ang Yiting	Goh Chee Kiong	EDB
54	Philippine Star	Helen Flores	Takashi Hongo	JBIC
55	NNA	Hideki Kubo	Koji Tokuda	Marubeni
56	The Age	Thomas Arup	Trevor Sikorski	Barclays
57	The Age	Thomas Arup	Carlos Manuel Rodriguez	Conservation International
58	The Age	Thomas Arup	Henry Derwent	IETA
59	The Hindu	Vishwanath Kulkarni	Luis Canete	ADB
60	The Hindu	Vishwanath Kulkarni	Jean-Christophe Bougle	BNP Paribas
61	The Hindu	Vishwanath Kulkarni	Hui Jiang	Eneco
62	The Hindu	Vishwanath Kulkarni	FranzJosef Schafhausen	Federal Ministry for the Environment
63	The Hindu	Vishwanath Kulkarni	Dr Wolfgang Siedel	German Emissions Trading Authority

The wide range of conference topics at the event provided the media with a broad spectrum of information and news angles. There was a marked increase in the level of awareness and understanding of emissions trading and climate change issues among the journalists. Several key journalists were also interested in covering emerging trends in the industry, such as green bonds and carbon forest trading.

## Media Coverage

### Pre-event press conference

The following chart outlines the media coverage for the pre-event press conference on 25 August 2010.

No	Date	Country	Media/Pubs	Headlines
<b>Broadcast</b>				
1	25/08/2010	Singapore	CNBC Asia Squawk Box	Interview with Henry Derwent
2	25/08/2010	Singapore	Channel NewsAsia Asia Business Tonight	Carbon Forum Asia Pre-Event Press Conference
3	25/08/2010	Singapore	938 Live Biz News : 6.45pm	Carbon Forum Asia Pre-Event Press Conference
<b>Print Articles</b>				
1	25/08/2010	UK	Recharge	E.ON plans €50m a year for CDM projects in Asian states
2	28/08/2010	Singapore	The Straits Times	More firms in carbon trade setting up shop
3	31/08/2010	Philippines	Philippine Star	RP on right rack in promoting renewable energy
4	01/09/2010	Indonesia	Tempo	A thousand and one ways to reduce emission
5	01/09/2010	UK	International Herald Tribune	Carbon trading lurches off course
6	02/09/2010	India	The Hindu Business Line	Carbon Forum Asia 2010 on Oct 27, 28
7	02/09/2010	India	The Hindu Business Line	Uncertainty in global carbon trade to continue
8	02/09/2010	US	Global Carbon Emissions Monitor	Change is coming
9	07/09/2010	Singapore	The Business Times	Bigger S'pore Int'l Energy Week this year
10	18/09/2010	Bangladesh	The Financial Express	Carbon trading offers a new business opportunity
11	20/09/2010	Thailand	The Bangkok Post	When there's cash, there's fire
12	21/09/2010	Indonesia	Tempo	Decentralized energy, solutions to overcome energy shortage
13	Oct-10	Singapore	Asian Power	Cover
14	Oct-10	Singapore	Asian Power	Singapore's CDM role
15	Oct-10	Singapore	Asian Power	Tapping the region's potential
16	Oct-10	Singapore	Asian Power	Where are we post-Copenhagen?
17	Oct-10	Singapore	Industrial Automation Asia	Preview: Singapore International Energy Week
18	07/10/2010	Australia	The Australian	Little prospect of breakthrough
19	11/10/2010	Thailand	Bangkok Post	Better ways to build
<b>Online Articles</b>				
1	24/05/2010	Russia	RusCable	POWER-GEN Asia has moved to Singapore
2	25/08/2010	Singapore	Green Business Times	CARBON FORUM ASIA 2010: At the heart of the world's most exciting new market
3	25/08/2010	Singapore	Bloomberg Newswires	Carbon credit prices may increase in 2010, Emissions Trading Group says
4	25/08/2010	India	Businessweek	Carbon credit prices may increase in 2010, IETA says
5	25/08/2010	Singapore	Channel NewAsia	Carbon trading could start to gain traction in region: experts
6	25/08/2010	UK	Bloomberg Newswires	EU carbon permits rise to seven-week high after Germany sells allowances
7	25/08/2010	HK	AsiaMoney	Key figures set to debate carbon trading in Asia
8	25/08/2010	Japan	Jiji Press	Emission Trading "Carbon Forum Asia" to be held in Singapore, end October
9	25/08/2010	UK	Recharge	E.ON plans €50m a year for CDM projects in Asian states

10	26/08/2010	Singapore	Bloomberg Newswires	Africa may become next big market for carbon projects, Emission Group Says
11	26/08/2010	India	Businessweek	Africa may become next big market for Carbon Projects, Emission Group Says
12	26/08/2010	Japan	Nikkei	International convention on emission trading to be held in Singapore
13	27/08/2010	New Zealand	Carbon News	Event: Carbon Forum Asia 2010: October 27-28 Singapore
14	27/08/2010	Singapore	Carbon Offsets Daily	Carbon credit prices may increase in 2010, Emissions Trading Group says
15	28/08/2010	Singapore	The Straits Times Online	More firms in carbon trade setting up shop
16	28/08/2010	Singapore	Eco-Business	More firms in carbon trade setting up shop
17	31/08/2010	Philippines	Philstar.com	RP on right track in promoting renewable energy
18	01/09/2010	US	iStockAnalyst.com	Carbon Forum Asia 2010 on Oct 27, 28
19	01/09/2010	Indonesia	Koran Tempo	A thousand and one ways to reduce emission
20	01/09/2010	UK	International Herald Tribune.com	Carbon trading lurches off course
21	02/09/2010	India	The Hindu Business Line Online	Carbon Forum Asia 2010 on Oct 27, 28
22	02/09/2010	India	The Hindu Business Line Online	Uncertainty in global carbon trade to continue
23	02/09/2010	US	Global Carbon Emissions Monitor	Change is coming
24	07/09/2010	Singapore	The Business Times Online	Bigger S'pore Int'l Energy Week this year
25	18/09/2010	Bangladesh	The Financial Express Online	Carbon trading offers a new business opportunity
26	20/09/2010	Thailand	The Bangkok Post Online	When there's cash, there's fire
27	21/09/2010	Indonesia	Koran Tempo	Decentralized energy, solutions to overcome energy shortage
28	22/09/2010	Indonesia	Bataviase.co.id	Decentralized energy
29	24/09/2010	US	Business Assurance.com	Carbon Forum Asia 2010
30	07/10/2010	Australia	The Australian	Little prospect of breakthrough
31	11/10/2010	Thailand	Bangkok Post Online	Better ways to build
32	14/10/2010	Singapore	Carbon Offsets Daily	Event: The Asia-Pacific Carbon Markets Crossroads
33	18/10/2010	Singapore	Industrial Automation Asia	Preview: Singapore International Energy Week

### Actual event

The following chart outlines the media coverage for the event days on 27 and 28 October 2010.

No	Date	Country	Media/Pubs	Headlines
<b>Broadcast</b>				
1	27/10/2010	Singapore	Channel NewsAsia - Primetime Morning	Interview with Toru Kubo, ADB and David Lunsford, IETA, 8.45am
2	27/10/2010	Singapore	CNBC Asia Squawk Box	Interview with Mike Wilkins, S&P, 8.30am
3	27/10/2010	Singapore	Channel NewsAsia - Asia Business Tonight	Interview with Sean Kidney, Climate Bonds Initiative and Imtiaz Ahmad, Morgan Stanley, 10.30pm
4	28/10/2010	Singapore	CNBC Asia Squawk Box	Interview with David Lunsford, IETA, 7.30am
5	28/10/2010	Singapore	CNBC Asia Squawk Box	Interview with Chen Huan, CCDM, 8.40am
6	29/10/2010	Japan	NHK Newline	Interview with Takashi Hongo, 8.27am
7	29/10/2010	Japan	NHK Newline	Interview with Takashi Hongo, 6.08am
8	04/11/2010	Singapore	Channel NewsAsia - Asia Business Tonight	Eco-Ventures, 10.30pm
<b>Print Articles</b>				
1	10/27/2010	Philippines	The Philippine Star	Key players in emission trading market gather today
2	10/28/2010	Singapore	The Straits Times	Singapore market for carbon trade growing
3	10/28/2010	India	The Hindu Business Line	Indian firms to gain as carbon trade goes regional
4	31/10/2010	India	The Hindu Business Line	DFJ plans India-specific fund
5	November	UK	Connect Magazine	The Business of Carbon Trading
6	01/11/2010	Thailand	Bangkok Post	Asia to determine direction of world carbon trading
7	01/11/2010	Japan	NNA	Marubeni wants to maintain industry leadership in emissions trading
8	04/11/2010	US	Global Carbon Emissions Monitor	Concerns mount on CDM issue uncertainty
9	07/11/2010	Singapore	Lianhe Zaobao	Singapore aims to be carbon trading hub
<b>Online Articles</b>				
1	27/10/2010	Singapore	Bloomberg Newswires	JBIC Allocates \$4 Billion for Carbon Projects After Kyoto Protocol Expires
2	27/10/2010	Singapore	Bloomberg Newswires	Shell, AES Criticize UN CDM Program for Long Delays, Lack of Transparency
3	27/10/2010	Singapore	Bloomberg Newswires	Sovereign Wealth Funds May Buy Carbon Asset Companies, S&P Says
4	27/10/2010	Australia	Business Assurance	LRQA's Madlen King Presents on CDM and Climate Change Mechanisms at Carbon Forum Asia
5	27/10/2010	India	Bloomberg Businessweek	JBIC Allocates \$4 Billion for Carbon Projects After Kyoto Protocol Expires
6	27/10/2010	India	Bloomberg Businessweek	Shell, AES Criticize UN CDM Program for Long Delays, Lack of Transparency
7	27/10/2010	Singapore	Eco Business	JBIC Allocates \$4 Billion for Carbon Projects After Kyoto Protocol Expires
8	27/10/2010	Singapore	Eco Business	Carbon markets to stay fragmented for awhile
9	27/10/2010	Singapore	Eco Business	Where are carbon markets heading?
10	27/10/2010	Philippines	Philstar.com	Key players in emission trading market gather today
11	27/10/2010	India	The Hindu Business Line	Indian firms to gain as carbon trade goes regional
12	27/10/2010	Singapore	Channel NewsAsia	Market for "Green Bonds" expected to double next year
13	27/10/2010	Singapore	Green Business Times	Carbon Forum Asia 2010 Opens in Singapore Amid Challenges in the Carbon Market
14	27/10/2010	UK	Carbon Finance	Enel looking to voluntary markets to help manage risk

15	28/10/2010	Singapore	Bloomberg Newswires	China Considers Rules for Domestic Carbon Trading Proposal, Official Says
16	28/10/2010	Singapore	Bloomberg Newswires	India, China to Lobby UN Against Changing Carbon-Emission Rules
17	28/10/2010	Singapore	Bloomberg Newswires	United Nations Carbon Credit Prices May Increase, Barclays Says
18	28/10/2010	Singapore	Eco Business	CDM Scheme needs urgent reform
19	28/10/2010	Singapore	Eco Business	Singapore trade for carbon market growing
20	28/10/2010	Singapore	Straits Times Online	Singapore trade for carbon market growing
21	28/10/2010	Thailand	The Nation	Nuclear Power still in the picture
22	28/10/2010	Australia	Business Assurance	Madlen King reports live from day 2 of the Carbon Forum Asia Conference in Singapore
23	28/10/2010	India	Bloomberg Businessweek	China considers rules on proposed domestic carbon trading plan
24	28/10/2010	India	Bloomberg Businessweek	China, India to lobby UN against changing carbon-emissions rules
25	28/10/2010	Scotland	Scottrade	China, India to lobby UN against changing carbon-emissions rules
26	28/10/2010	Thailand	The Nation	Energy Ministry adamant on nuclear option
27	29/10/2010	Japan	NHK	Japan's environmental aid draws attention
28	29/10/2010	Japan	NHK	Japan's interest to support emissions trading
29	29/10/2010	UK	Carbon News	Event: Carbon Forum Asia 2010 – on now in Singapore
30	29/10/2010	Singapore	Eco Business	China's commitments lends confidence to its carbon market
31	29/10/2010	Singapore	Eco Business	Next wave of carbon projects in energy efficiency
32	29/10/2010	South Africa	Environment South Africa	Shell, AES criticize UN CDM program for long delays, lack of transparency
33	29/10/2010	Russia	Industrial Fuels and Power	Energy commodity report: October 29, 2010
34	31/10/2010	India	The Hindu Business Line	DFJ plans India-specific fund
35	31/10/2010	India	istockAnalyst	DFJ plans India-specific fund
36	01/11/2010	Thailand	Bangkok Post Online	Asia to determine direction of world carbon trading
37	01/11/2010	India	India PE	DFJ plans India-specific fund
38	02/11/2010	China	Dayoo	Building the international energy dialogue platform
39	03/11/2010	China	bbwdm	Building the international energy dialogue platform
40	03/11/2010	UK	Carbon Finance	After slow start, ADB post-2012 carbon fund set to accelerate
41	03/11/2010	UK	Carbon Finance	Commission 'doing everything it can' to generate higher price of carbon - analyst
42	03/11/2010	Singapore	Carbon Offsets Daily	Singapore market for carbon trade growing
43	03/11/2010	China	In-En	Building the international energy dialogue platform
44	04/11/2010	India	istockAnalyst	ADB may step up funding for clean development projects
45	04/11/2010	Singapore	Channel NewsAsia Rachel Kelly's Blog	To tax or to trade
46	07/11/2010	Singapore	zaobao.com	Singapore aims to be carbon trading hub
47	10/11/2010	Singapore	Carbon Offsets Daily	Commission 'doing everything it can' to generate higher price of carbon – analyst