

Pollutec HORIZONS

Today's exhibition for tomorrow's solutions
to environmental and energy challenges

Future lies in **our nature.**



Paris-Nord
Villepinte
29 nov. > 2 dec.

2011

THE MOST POWERFUL BUSINESS OPPORTUNITY IN YOUR MARKET IN 2011

23

The show for the new environmental and energy challenges in your sector

TO CONQUER NEW MARKETS

➔ Pollution treatment

- Air
- Analysis-Measurement-Monitoring
- Noise
- Sites and Soils
- Waste
- Water

➔ Resource Optimization

- Recycling and exploiting materials
- Water re-use and saving
- Management of fluids and networks

➔ Energy and Climate Change

- Carbon management
- Energy efficiency
- Energy exploitation of waste
- Renewables

➔ Sustainable Development

- Biodiversity and cultural heritage
- Corporate social responsibility
- Risks and regulations
- Buy&Care: the sustainable procurement show

IN 2009
1,412
EXHIBITORS
FROM 36
COUNTRIES

43,860 sq.m.
OF EXHIBITION



A future solutions show

TO HIGHLIGHT YOUR INNOVATIONS

THE GLOBAL CLEANTECH FORUM

In partnership with trade associations and professional organizations, **Focus Horizons** shines the spotlight on: the **Performance of Industrial Processes, Biotechnologies, Photocatalysis, Supercritical fluids and membranes, Satellite applications.**

AN INNOVATION PLATFORM

In 2009, over
170
innovations were
premiered

A SPRINGBOARD FOR THE BEST INNOVATIONS

5 sets of awards and trophies will be presented for innovative products or approaches: the Business Awards for the Environment, the European Environmental Innovation Awards (EEP Awards), the Innovative Techniques for the Environment Awards, the Eco Stand Awards, the Buy&Care Innovation Award.

THE MUST ATTEND EVENT FOR RESEARCH AND FINANCE

The show hosts competitiveness centres, clusters and research laboratories, as well as financial institutions and venture capital companies.

Where professionals go in search of solutions

TO BRING YOU NEW CONTACTS... AND BUSINESS

EXPERT VISITORS...

Managing directors, elected representatives, regional managers from industry, local authorities and the environment.

...looking for new solutions

➤ economical ➤ environmentally friendly
➤ productive ➤ performing

NEW VISITORS...

From the **Construction, Commerce, Mass distribution, Agriculture and Service sectors.**

...looking for expertise,
training and guidance

IN 2009
33,000
VISITORS INCLUDING
46% DECISION
MAKERS FROM
116 COUNTRIES*

91%
OF VISITORS
SATISFIED WITH
THEIR VISIT**

In 2009,
even more professionals
were concerned by the
Environment and Sustainable
Development

50%
OF NEW VISITORS**



The global environment event

FOR THE INTERNATIONAL EXPANSION OF YOUR BUSINESS

FOREIGN EXHIBITORS

POLLUTEC HORIZONS is number one worldwide.

In 2009 international exhibitors **accounted for 30% of the total**, there were **18 national pavilions** and numerous **private sector companies** from **36 countries**.

DELEGATIONS...

from 103 nationalities confirm the commitment of companies and organizations involved in the environment from around the world.

30%
INTERNATIONAL
EXHIBITORS*



*Source: 2009 visitor and exhibitor figures
**Source: 2009 visitor survey, Occurrence

A SHOW FOR DECISION MAKERS

OF EVERY KIND

45

The global event for ecotechnologies, renewables and pollution treatment equipment and services, **POLLUTEC HORIZONS** brings together in Paris 1,500 exhibitors and over 35,000 professionals looking for solutions to reduce the impact of their activities on the Environment and to promote Sustainable Development.

Meet visitors who generate business

POLLUTEC HORIZONS is the show for decision makers regarding Environment and Sustainable Development.

In 2009 there was a **24% increase of the number of managing directors** visiting the show and Pollutec Horizons attracted large numbers of **elected representatives and regional officials** in charge of the environment, water, sewerage and public facilities...



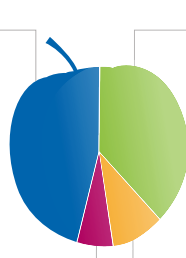
VISITORS BY POSITION*

43% Decision makers

General manager
Manager, retailer
Director, department head
Mayor, elected representatives, territorial position

6% Technicians

Technician, supervisor
Farmer
Tradesman



42% Specifiers

Executive manager
Engineer, local engineer
Consultant, project leader
Architect
Administrator
Town planner, landscape architect

9% Others

Teacher, researcher
Student
Others

Take a stand on markets full of investment projects

In addition to the manufacturers, specifiers and local authority officials who are the show's traditional targets, meet the new players in the field of **Construction**,

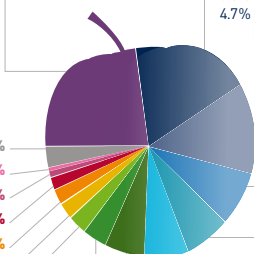
Commerce and Mass distribution, Agriculture and the **Service sector**, who brought fresh blood to the pool of visitors in 2009.

VISITORS BY SECTOR OF ACTIVITY*

17.8% Industry (manufacturer- distributor)

17.4% Metals
14.3% Chemicals and related industries
8.0% Rubber, plastics
7.1% Food industry
6.5% Electronics - Electricals
4.7% Instrumentation (measurement...)
4.5% Metal working - Mechanics
4.3% Automobiles
2.7% Pharmaceuticals - Cosmetics
2.6% Textiles - Garments
2.5% Packaging
2.3% Energy (production/distribution)
1.8% Paper - Board
1.6% Aerospace ...

23% Environment / Eco-activity



Other 3.4%
Health and social action (hospital...) 0.5%
Agriculture - Rearing 0.9%
Education - Training 1.8%
Research (Organization - Laboratory) 2.2%
Association - trade organization 2.3%
Transport - Logistics 2.8%
14.6% Consultancy - Studies - Audit and Engineering
7.5% Public administration and local, regional authorities
7.4% Services
6.3% Energy
5.9% Building, renovation, civil engineering
3.6% Commerce - Mass distribution

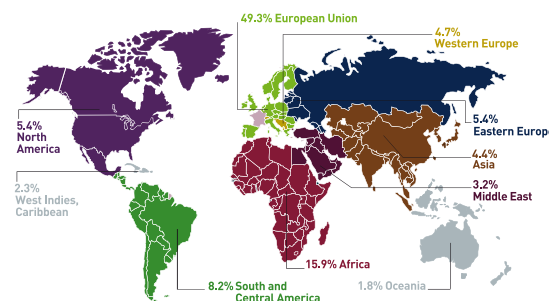


Develop your international ambitions

The international dimension of the show becomes stronger and stronger every year and the proportion of international visitors keeps on increasing.

In 2009, **POLLUTEC HORIZONS** welcomed **5,500 foreign visitors** looking for technical solutions and strategic partners to answer their local challenges.

BREAKDOWN OF FOREIGN VISITORS*



17% OF VISITORS CAME FROM ABROAD*



*Source: 2009 visitor figures
**Source: 2009 visitor survey, Occurrence

The exhibitors speak for themselves

« It is an unrivalled show case! »

Gérard Chataignier - IFETS

« A central event that brings all the players in the market together. »

Jens Baganz - NRW

« This was the first time that we exhibited at the show in Paris [...] We wanted to be part of it. »

GreenOffice, Buy&Care 2009 exhibitor, specialist in selective sorting for commercial customers

« Taking part in Pollutec Horizons is a very important marketing activity and a substantial commercial springboard. »

Marie-Christine de Ponthaud
Managing Director - APR2

« Our competitors have noticed the same thing, Pollutec Horizons is a must! »

Frank Domroese - OCD Recyclage

← READ ALL TESTIMONIALS



« Today I met collection and sorting professionals whom I didn't know of. I did well to take part in Pollutec Horizons. »

Mohammed Fennane - Ecosir Group

« We always exhibit at Pollutec Horizons because this event enables us to forge numerous new contacts and to make ourselves known. It is an unrivalled show case. »

Gérard Chataignier - IFETS

« We take part in Pollutec Horizons because it is a central event that brings all the players in the market together. Our exhibitors and partners want to make contact with North African and Mediterranean markets. The international dimension of the show continues to be of interest and of great value to us. »

Jens Baganz - NRW

« We have previously taken part in the Lyon show but this was the first time that we exhibited at the show in Paris. This show is the only one that is representative of our sector of activity, and that's why we wanted to be part of it. »

GreenOffice, Buy&Care 2009 exhibitor,
specialist in selective sorting for commercial customers

« We have already exhibited five times at Pollutec, and since our major customers are in the Paris region it is easier for them to travel to Pollutec Horizons. Moreover, the number of companies looking for sustainable development solutions is growing substantially. Taking part in Pollutec Horizons is a very important marketing activity and a substantial commercial springboard. Our customers are delighted to find us at this show, which allows us to meet the key players in the waste treatment market: the local authorities and major groups... »

Marie-Christine de Ponthaud, Managing Director - APR2

« We have noticed a clear increase in visitors to the show, customers are increasingly aware of environmental problems. They are more concerned and they are searching for innovative solutions, they want to invest in equipment for the future. Our competitors have noticed the same thing. Pollutec Horizons is a must! »

Frank Domroese - OCD Recyclage

AND THE
... ..

« In 8 years I have accompanied some 150 Senegalese companies. Every year we come to find your technological solutions and strategic partners. »

Ibrahim Ndoye
Promosalons Senegal



4 ELEMENTS FOR AN ALL-ENCOMPASSING SHOW

6 → 7

1 Your expertise highlighted in dedicated spaces

Information, training, solutions: Pollutec Horizons offers a global approach to the challenges facing visitors through almost 300 lectures and discussions. Make your innovations known there!



THE FORUMS

Organize **your own conference** in a forum in order to highlight your innovations and expertise.



THE VILLAGES

Organized in partnership with trade associations and professional organizations, the **Villages are clusters of solutions, information and expertise.**

POLLUTEC TV

Draw your targets' attention to your technological solutions through the themed "Lead Stories"



2 Your products listed all year long on www.pollutec.com

→ Your company page on www.pollutec.com allows you to list your products and know-how right away in a key environment market directory.

→ Effective and targeted tools to manage traffic to your stand: advertisements, links, banners...



500,000 VISITORS EACH YEAR

3,000,000 PAGE IMPRESSIONS IN 2009



3 Your business optimized through personalized services

→ Use MyPollutec meetings, to access investment projects announced by visitors and qualified contacts on www.pollutec.com

→ 500 e-mail addresses of pre-registered visitors made available to promote your presence at Pollutec Horizons to a selected target group.

→ Business meetings organized by our partners.

4 Your participation supported by sustained promotion

→ A **media schedule** involving over **200 trade, business and general titles** every year in France and abroad.

→ A **massive mailing of invitations** to 250,000 contacts.

→ **2,000,000 e-newsletters** sent out in 2 languages to relevant professionals (french and english).

→ **Visitor Guide** sent to pre-registered visitors and "Environnement Magazine" subscribers - 60,000 copies.

→ The **Catalogue** which presents all the exhibitors and what's on show.

→ The **newspaper** distributed in 2 languages presenting market and show news and sent out to 110,000 former visitors.



MEDIA COVERAGE IN 2009

742 ARTICLES PUBLISHED IN THE PRINTED MEDIA

6 RADIO/TV PROGRAMMES DEVOTED TO THE SHOW

320 JOURNALISTS ACCREDITED TO THE PRESS OFFICE - INCLUDING 64 FOREIGN JOURNALISTS

156 WEB REVIEWS

Seize the opportunity to exhibit on an international stage

SIEE Pollutec
April 25-28, 2011
ALGIERS

Pollutec MAROC
October 26-29, 2011
CASABLANCA

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BUY&CARE 2011

THE 5th SUSTAINABLE PROCUREMENT SHOW FOR PROFESSIONALS

With nearly 8,000 dedicated visitors to Paris in 2009, Buy&Care is clear proof of how keen buyers are to find sustainable procurement solutions.

In 2009, Buy&Care gathered over 100 exhibitors occupying nearly 3,000 sq.m. of exhibition space

The show's coverage primarily revolves around office activities, printing, communications and promotional items plus strong growth in fields such as mobility (mobility aids

80%* of visitors to Paris came from the private sector and 20% from the public sector.

79%** of the visitors interviewed stated that they played a direct role in purchasing procedures.

95%** of visitors to



MANUFACTURERS, DISTRIBUTORS OR SERVICE PROVIDERS, COME AND PRESENT YOUR ETHICAL FINISHED PRODUCTS AND SERVICES:

Foods, Catering • Environmentally friendly development • Audit, Consultancy, Grading, Certification • Banking, Insurance, Social finance • Building, Construction, Renovation • Database products • Communication, Events • Consumables and supplies • Eco-management of resources • Eco-organization, Integration, Training • Social economy • Packaging • Upkeep, Cleaning • Office supplies • Disability • Hygiene, Safety, Maintenance • Printing, Documentation • Materials • Furniture • Mobility, Logistics • Promotional items

CONTACT

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SECTORS IN DETAIL

*Source: 2009 visitor figures
**Source: 2009 Buy&Care survey, Occurrence

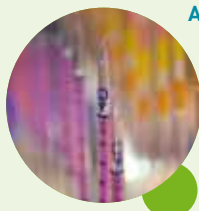
SECTORS

POLLUTEC HORIZONS 2011

POLLUTION TREATMENT

AIR

Treatment of gaseous pollutants • Treatment of VOCs • Treatment of particles and dust extraction • Odour treatment and elimination • Treatment of interior air • Transport and extraction of gases and fumes • Air purification consumables • IT and software...



ANALYSIS-MEASUREMENT-MONITORING

Equipment, Instrumentation • Laboratory products for: Water, Waste, Air, Sites and Soils, Noise, Energy, Risks...

NOISE

Prevention and treatment of sound nuisances and vibrations • Research • Design offices • Acoustic and vibration measurement, on-site and in the environment...

WASTE

Transfer centres • Waste centres • Treatment and exploitation of waste • IT and software • Technical landfill site • Vehicles • Logistics, collection, transport • Cleaning equipment, products and services...

WATER

Pre-treatment • Mechanico-physical treatment • Physico-chemical treatment • Biochemical treatment • Communal and independent drainage • Desalination • Irrigation • Distribution and storage • Piping, connections, geotextiles • Inspection and maintenance of pipes • Pumps, fittings, valves, connections • Works, infrastructure and boring • Management • Operating company • Remote management and control • Meters • Studies and the provision of services • Sludge treatment and exploitation • Refining...

SITES AND SOILS

Fittings and coverings • Soil treatment equipment or products • Samplers • Geophysics • Drilling and boring • Excavation and stabilization • Contracting assistance • Audit and diagnostics • Risk studies • Remediation – decontamination • Underground water • Treatment in situ and using excavation • Analytical laboratory...



RESOURCE OPTIMIZATION

RECYCLING AND EXPLOITING MATERIALS

Equipment, products, production and marketing of secondary raw materials • Treatment and sorting • Recycling, recovery, exploitation and elimination studies and services • Research...

WATER RE-USE AND SAVING

Rainwater (holding tank, clarification, infiltration, management module...) and accessories • Waste water (reuse) • Recycling of process water • Evaporators, membranes (installations) • Desalination • Agglomeration – Compacting – Granulation and Exploitation of dried sludges • Fermenters – Digesters – Methane generators...

MANAGING FLUIDS AND NETWORKS

Distribution and transport (pipes, connections, pumps, fittings, valves) • Water storage • Inspection – Pipe upkeep and maintenance • Compressors – Suppressors • Metering pumps – Vacuum pumps • Water and water consumption meters • Radio reporting • Inspection holes • Remote management – Control – Process monitoring...

ENERGY AND CLIMATE CHANGE

ENERGY EFFICIENCY

Production and supply of energy • Audit - Consultancy - Studies and Engineering in energetic techniques, diagnosis and Energy saving • Eco-management • Energy efficiency • Network (Gas, electricity, etc.) monitoring and planning...



RENEWABLES

Bio-fuel • Biogas • Biomass • Wood energy • Wind power • Energy supplier from new sources and renewables • Energy supplier from traditional sources • Marine, Geothermal, Small-scale hydroelectric, Photovoltaic solar, Thermal solar energy • Fuel cells • Renewable production area • Methane generation...

CARBON MANAGEMENT

Carbon Balance • Audit - Consultancy - Studies for combating greenhouse gases • CO2 collection and storage • Carbon Offsetting scheme (CDM, MOC, JI) • Exchange market (Broker, trader) • Combating greenhouse gases equipment • Clean Development Mechanisms • Combating greenhouse gases technology...

ENERGY EXPLOITATION OF WASTE

Composting • Fermentation • Methane generation • Biogas • Biomass...

SUSTAINABLE DEVELOPMENT

BIODIVERSITY AND CULTURAL HERITAGE

Protection of the biodiversity • Coastal and marine environment (Protection and development) • Life cycle analysis / auditing and diagnostics • Protection of the cultural heritage • Nature reserves / mountains / forests (Protection and development)...

CORPORATE SOCIAL RESPONSIBILITY

Studies, consultancy • Regulations, Certification, Standardization • Environmental management...

RISKS AND REGULATION

Regulations, Certification • Audit-diagnostics Consultancy • Analytical laboratory • PPE • Preventive and protective equipment (lightning, fire, explosion, radioactivity...) • Signage • Decontamination and sterilization • Training for industrial, natural and professional risks prevention • Marine and Accidental water pollution • Security...



PAVILIONS - INSTITUTIONS - RESEARCH

FINANCE - TRAINING



Research organizations • Clusters, Excellence centers • Development agencies • Associations and foundations • Regional authorities • Teaching • Training • Public establishments and services • Consular, International, Professional, organization • Trading and economy • Venture capital / Funding • Banks, Insurance...

Strong National and Regional presence

Pollutec Horizons hosts the best of innovation by International companies. In 2009, 126 were represented in 18 pavilions occupying 1,794 sq.m.

EXPLOIT THE SYNERGY AND EXHIBIT WITH YOUR COUNTRY!
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Pollutec HORIZONS



Today's exhibition for tomorrow's solutions to environmental and energy challenges

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to contact our agent in your country.

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EVERYTHING ABOUT THE SHOW

- Exhibitors list
- Innovations
- Visitors profile
- 2011 Events

- Conference programme

www.pollutec.com

→ PARTNERS

