

For Immediate Release

## Environmental Conference in London a Success

Exhibitors praise high quality of attendees – next event planned for 2011

London, GB / Alpen, D, 03 February 2010 – The first international trade fair and conference "Energy from Biomass and Waste UK" (EBW UK), held on January 26 and 27 in London, proved to be a success. Some 600 delegates came to the Royal Horticultural Halls to see exhibits from 60 companies showcasing the latest in waste treatment and bioenergy production. Exhibitors praised the high quality of contacts they made. The concurrently held conference was also well attended. More than 40 expert speakers from the United Kingdom and international presented on market trends and offered their insight from best-practice. The next EBW UK is on the agenda for January 25 – 26, 2011 at the same venue.

"The feedback for EBW UK was overwhelmingly positive", said Dr. Ines Freesen, Managing Director at show organiser Freesen & Partner GmbH, at the closing of the exhibition. "This success confirms that our timing for bringing this conference to London was right. The UK is key market for many international vendors. At the same time there is a growing interest in information about new technologies and experiences from other markets on the British side."

### **Exhibitor comments:**

British and international exhibitors alike were full of praise for the event.

"EBW UK proved to be an excellent exhibition for our company", resumed Allan Kayne, Marketing Manager at Blue Goup, a supplier of large-scale waste, recycling and composting machines. "We had very interesting discussions at our stand, and we also found the conference programme highly relevant and interesting because of its international content."

"Great Britain is one of our key markets", said Michael Feldmann, Sales Manager for Wulff Deutschland Energy and Environmental Systems. "At EBW UK we met existing customers and made important new contacts of exceptionally high quality in a very professional environment. We already confirmed our participation for the next exhibition in 2011."

### **Visitor comments:**

Visitors commented favourably on their experience at EBW UK, too.

"The conference was very informative and well organised", concluded Alan Mann of Evonik Fibres after his visit.

"EBW UK comes at exactly the right time", said Craig Benton of Composting & Recycling Consultants. "The sessions were excellent, a good mix of domestic and international know-how."

The "Energy from Biomass and Waste UK" (EBW UK) is organised by Freesen & Partner GmbH, an expert in the environmental industry with a 15-year track record of connecting people in growth markets. The Germany-based company also puts together the "waste to energy" conference in Bremen and the "Energy & Environment Week" in Pittsburgh. Further, the consulting side of Freesen & Partner assists its clients in developing new markets.

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