

ADEME



Agence de l'Environnement
et de la Maîtrise de l'Énergie

Pollutec
HORIZONS

September 28th 2009

Pollutec Horizons The future solutions show

Since 2007, **Pollutec Horizons**, the show for environmental solutions promoting sustainable development, has worked with numerous professional partners from the major sectors of the environment to identify trends capable of delivering highly innovative technologies and solutions in response to the major **environmental, economic and social challenges** posed by **pollution treatment, the optimization of resources, energy and climate change, risk management and ethical buying**.

■ A show where the emphasis is on technologies at the forefront of innovation

The forthcoming show will focus in particular on the most promising environmental technologies in the field of **biotechnologies** and those relating to **supercritical fluids and membranes**. The 2009 show will also continue to promote the techniques focused on at previous shows such as **photocatalysis** and those relating to **surface treatment**.

The Energy and Climate Change sector will be another priority this year with, alongside renewables and new mobility solutions, the creation of a **large Village dedicated to energy efficiency** that will host some twenty design offices specializing in energy balances and energy saving and targeting industry, the service sector, commerce, agriculture....

The spotlight will also be shone on a number of regulars at Pollutec Horizons, such as recycling and the exploitation of materials, the quality of interior air, the prevention and management of risks, rainwater recovery, the decontamination of sites and soils in order to render urban wasteland fit for use.

■ Pollutec Horizons at the centre of international exchanges

In an age when the preservation of the environment has become a global challenge, Pollutec Horizons attracts a high quality array of international exhibitors from every continent.

These are clustered together on the various national stands (25% more space than in 2007), on the institutional stands (13 countries represented) as well as many that are on their own individual stands.

North America will be strongly represented this year through the presence of Canada as country of the year. It will present the innovative technologies of over 20 companies in fields such as water treatment, clean energy and environmental management.

Alongside this, an institutional stand co-ordinated by the Ministry of Foreign Affairs and International Trade will feature the know-how on offer from a number of the country's leading provinces – Quebec, Ontario, Alberta, Saskatchewan - which will host technical centres and clusters that are leading the way in the development of environment technologies.

The USA will have a national stand that will include companies specializing in the decontamination of soils, amongst other specialities.

There will also be a significant presence from **South America**, with Brazil taking part for the fourth time through its national confederation of industry, the CNI. As a forerunner to its position as country of the year in 2010, Chile will have an institutional stand featuring a delegation of Chilean companies clustered around the show's two main partners, Prochile (Prochile: the commercial department of the Chilean Embassy) and the AEPA association (AEPA: Asociación de Empresas y Profesionales para el medio Ambiente /Association of environment companies and professionals).

So far as **Europe** is concerned, Austria, Belgium, Denmark, Finland, Germany, Hungary, Ireland, Italy, Luxembourg, the Netherlands, Poland, Spain, Switzerland and the United Kingdom have confirmed their presence. Portugal will have a national stand for the first time.

Germany, in particular, will have an increased presence in the form of North Rhine Westphalia, which is celebrating 10 years at the show, Bavaria and two new regions, Rhineland Palatinate and Lower Saxony.


Asia will be represented by South Korea, Taiwan and Japan, which will boost its presence at the Paris show through the involvement of NEDO and JETRO.

Israel will be taking part in Paris for the first time and is making a major commitment with a stand being jointly organized with the Israeli institute for exports and international co-operation and the Israël Newtech programme (the national programme for the promotion of Israeli technology in the water sector).

The business meetings

The objective of the business meetings is to foster exchanges between companies and to encourage industrial, technological and commercial co-operation, to foster partnerships and even to help companies in the financing of their projects.

Three major sets of meetings are being staged with such aims:

 **Environment and Green Business** is a series of business meetings being organized by the Enterprise Europe Network (EEN) This is a network established by the European Commission whose aim is to encourage innovation by companies in Europe.

At Pollutec Horizons these business meetings will focus on four major topics:

- Recycling and the exploitation of materials
- The building of the future
- Water treatment
- Environmental monitoring

Thursday 3rd December, from 8.30 to 4.30 p.m., Room 520AB

UNIDO (the United Nations Industrial Development Organization) is staging the **ECOETAPE meetings** for the fourth time in Paris. These constitute a programme of exchanges between manufacturers from different continents in the field of environmental technologies. 60 African and Latin American companies with industrial projects who are looking for technical and financial partners will be taking part. Numerous officials, including ministerial delegations from Kenya, Cameroon and Guinea, are also expected.

From Tuesday 1st to Thursday 3rd December, from 9.00 a.m. to 6.30 p.m., with a programme of conferences, business meetings and workshops.

 The **International Sustainable Development Meetings** are being organized by **Ubifrance**. They will bring together foreign customers from over 20 countries planning projects in the field of sustainable development as well as Environment managers from the UBIFRANCE network and the trade missions.

3 specific sectors:

- Environment (air, water, waste)
- Renewables
- Sustainable urban development (transport, construction)

Monday 30th November 2009

■ Technological innovation: initial trends

The initial round up of the innovations notified to the press office so far strongly reflects the major market trends observed across the eco-industries of Europe and France in particular: the combination of several technologies in a single innovation, the search for excellence and performance both in terms of energy and health. Moreover, the eco-industries are increasingly part of an overall approach that is seeking both to optimize resources (essentially water and energy) and to deal with products at the end of their lives (waste).

Finally, increased attention is clearly once again being paid to the health consequences of the proposed solutions, there has been a further improvement in the systems for exploiting materials and a more systematic anticipation of future needs and developments in regulations.

An array of innovative solutions is on show in the traditional sectors of waste (considered more and more as a raw material or a source of energy), water (more effective management of its sanitary quality), energy (methane, biogas...), air (major efforts in relation to interior air quality), as well as the treatment of polluted sites and soils, improvements in the energy performance of buildings, analysis, risk management and biotechnologies.

Pollutec Horizons will be held at Paris Nord Villepinte from 1st to 4th December 2009. It will house some 1,400 exhibitors occupying 50,000 m² and will attract 40,000 trade visitors.

Show information: www.pollutec.com

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