

## **Press Release**

Arno A. Evers FAIR-PR, July 26, 2004

### **Tailor-made fair platform in China for SMEs from the fields of "Renewable Energies incl. Hydrogen + Fuel Cells" offered by Arno A. Evers FAIR-PR**

By the year 2010, China plans to increase its power supply with production from alternative energy sources to 10 percent. Li Junfeng, Deputy Director of China's Energy Research Institute, is expecting up to 50 Meuro to be spent on this investment. European SMEs can help fulfil this market need, however, before entering into the Chinese economy, time and patience are needed. Business practices in China follows their own rules which are incomparable to how business is done in Europe. That's why, whoever has a genuine interest in co-operating with Chinese enterprises should "raise their flag" soon to make it known.

Arno A. Evers FAIR-PR, Starnberg, Germany, offers for the first time this year the chance for European and North American SMEs from the field of Renewable Energies incl. Hydrogen and Fuel Cells to exhibit on the Shanghai International Industry Fair '04 (SIF), 4-9 November, 2004. The SMEs can participate together with other companies which have similar interests on "Meeting Points – Renewable Energies China incl. Hydrogen + Fuel Cells" and thereby, get in contact with potential Chinese clients and partners. The Meeting Points will be part of the booth of the Chinese Ministry of Science and Technology (MOST), Beijing.

Thanks to his perseverance and 12 trips to China over the last 18 months – which were all made without the financial support from any association or government administration – Arno A. Evers succeeded in getting part of the booth of this Ministry, without whom a technology cooperation with Chinese companies wouldn't be possible. Mr. Evers leverages these contacts for his international exhibitors. "The participants of the "Renewable Energies China incl. Hydrogen + Fuel Cells" can optimally exchange information and meet customers and/or partners without the need of a large booth staff or great financial expense", he said. Last year 260,000 trade fair visitors attended the SIF in Shanghai to get informed and get in contact with 1.400 exhibitors.

Organiser Arno A. Evers not only offers his exhibitors the ground floor space on the booth, he also offers an additional "Full Service Package" including complete Internet documentation in real time, exhibition support and liaison, interviews from the Forum Program, translation-, hotel-, VIP- and Press service, together with insight into Chinese culture, way of living and economy. Exhibitors will also have the option to participate on a Guided Tour and visit companies in and around eastern China either before or after the Fair. In short, Arno A. Evers FAIR-PR offers the best possible program for European and North American SMEs which are looking to get started in the Chinese market or to get in contact with Chinese companies.

The "Group-Exhibit - Hydrogen + Fuel Cells" at the annual Hanover Fair which is owned and operated by Arno A. Evers FAIR-PR and in 2004, celebrated its 10th year anniversary, proves that this concept works. 114 exhibitors from 24 countries demonstrated the entire value chain of hydrogen and fuel cells in 2004. Today, the Group Exhibit is the world's biggest commercial event at a trade fair for the emerging hydrogen and fuel cell industry.

The participants at the Chinese SIF will also gain from the experience which Arno A. Evers and his team have made through this international project since 1995.

For more information about Arno A. Evers and his Group Exhibits, please visit: [www.fair-pr.com](http://www.fair-pr.com).

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