

FinNuclear joint stand at Power-Gen Europe, Conference & Exhibition 2012 (PGE 2012)

Date: June 12-14, 2012

Place: Köln, Germany

Participating organizations:

- Adiatatix Oy
- TVO Nuclear Services Oy
- FinNuclear / Prizztech Oy
- FinNuclear Association
- Finnish Nuclear Suppliers' Group / Teknologiateollisuus ry



Organizations participating with brochures:

- BMH Technology Oy
- Telatek Group
- Wärtsilä Finland Oy

Stand number: 6D51

FinNuclear's aim for participating in this exhibition

- to raise the familiarity of FinNuclear and Finnish nuclear competences in nuclear field internationally
- to advertise FinNuclear Association's and Finnish Nuclear Suppliers' Group member organizations widely
- to advertise FinNuclear Industrial Support Unit's services, such as training, directory (FinNuclear as contact window), events etc.

Raising the brand awareness requires long-term effort and cannot be achieved in a single event. FinNuclear has been arranging similar joint exhibition stands at 2-3 selected events every year since 2009.

The exhibition, concurrent events

This was the second time when FinNuclear joint exhibition stand was arranged in Power-Gen Europe. It is one of the biggest exhibitions on the energy field in Europe, arranged by international event organiser Pennwell. Power-Gen conference and exhibitions are arranged worldwide, in US, Asia, Middle East as well as in Africa. FinNuclear stand was arranged very short notice because of request of FinNuclear members.

Many of FinNuclear and Suppliers' Group member companies have had own exhibition stands in Power-Gen Europe for several years. It was noted that the number of representatives from Finland was rather high. The official number of attendees to the three day event was 13,600, including conference speakers and delegates, exhibitors and visitors.

The exhibition floors were located in three halls. FinNuclear joint stand was in Hall 6. In the second exhibition day seemed to be most visitors in FinNuclear stand. Nuclear Energy Europe section of

the exhibition floor was located quite middle of the hall 6. The section was lightly quiet during the exhibition.

Making and strengthening contacts

A number of nuclear vendors had their stands in the exhibition. However, the focus was more on the conventional power plants and related equipment and services. Westinghouse had their stand in the nuclear section.

As for participating Finnish companies, the exhibition provided an opportunity for networking with new and existing contacts. One of the effective ways to networking was to visit other interesting exhibitors' stands actively.

About 75 copies of FinNuclear Directory were distributed at the event in three days. However, for those who had specifically visited our joint stand, FinNuclear Directory offered just what they looked for.

Exhibition stand construction, design and structure

Arvelin International was the constructor of our joint exhibition stand. The stand was rather good despite of small space (9m³).

Other general comments for future

The dates of next year's Power-Gen Europe 2013 are 4-6 June 2013 in Vienna, Switzerland. Power-Gen Europe is such a big event in Europe, which has become a tradition for a number of companies. FinNuclear has not yet discussed about participation in the next years PowerGen Europe 2013.

June 20, 2012 / JS