

JCCP Participation in the Exhibition at World Future Energy Summit 2014 in Abu Dhabi

The Fourth World Future Energy Summit 2014 (WFES) was held over three days from January 20 to 22, 2014 at Abu Dhabi National Exhibition Centre, and JCCP participated in the exhibition part of the event.

WFES is an international event dedicated to the creation of a sustainable society through the utilization of renewable energies. It has been held since 2011, hosted by Masdar, a renewable energy and sustainability technology company in Abu Dhabi.

As the world's largest trade fair for renewable energies and environmental technologies, WFES is comprised of panel discussions and seminars by world leaders and energy-sector stakeholders from Abu Dhabi and around the world, in addition to an international exhibition. The exhibition this year featured 650 exhibitors and attracted some 30,000 visitors.

Many Japanese organizations and companies participated in the exhibition as part of the Japan Pavilion organized by the Ministry of Economy, Trade and Industry (METI). JCCP also set up a booth for the first time at WFES, as an effective means for widely increasing recognition of JCCP activities in Middle East countries.

1. About WFES

An opening ceremony was held on January 20, graced by the presence of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of UAE Armed Forces. Following an opening speech by the CEO of Masdar, a panel discussion was held by top-level energy experts from neighboring countries.

The exhibition, as a whole, featured a large variety of displays by various countries of photovoltaic generation, wind power generation, energy conservation, fuel cell vehicles and solar panel vehicles, with the largest portion of the exhibition floor occupied by Masdar, the sponsor company, the ADNOC Group, the local state-run oil company based in Abu Dhabi, and other major oil companies.

2. Visitors to the JCCP Booth

On the first day, the Japan Pavilion received visitors mainly from energy-related companies and other energy-sector stakeholders, as well as a visit by H.E. Mr. Toshimitsu Motegi, Japanese Minister of Economy, Trade and Industry. The JCCP booth welcomed many JCCP alumni and people involved in JCCP technical cooperation projects in UAE and other neighboring countries.

Other visitors included people from the environment and IT sectors and the media, who inquired mostly about JCCP activities related to the environment. A number of people inquired about the catchphrase "Connected by Technology, Person-to-Person" printed on JCCP's banner, creating an ideal opportunity for JCCP members to explain the organization's operations.

The second and third days of the exhibition saw many students from primary schools, junior high schools, technical colleges and universities in UAE, who visited the exhibition as part of their extracurricular activities. The hands-on science experiments provided in the seminar section of the Japan Pavilion seemed to catch their interest, as they also frequently do in Japan.

The JCCP booth also welcomed many visitors and provided detailed information on JCCP activities in an easy-to-understand manner. The estimated 250 visitors



With Mr. Abdul Qader Al Kamali, GASCO (left)

to the JCCP booth were from UAE and other Middle East countries such as Saudi Arabia, Bahrain, Qatar and Oman, and from Germany, China, Canada, Turkey and Malaysia.

3. Observations

JCCP participated in WFES for the first time and gained an ideal opportunity to widely promote an awareness of JCCP activities not only to people in the oil sector, but also those in other sectors and students as well, and judging by the number of visitors, the amount of materials distributed, and visitors' reactions to JCCP's explanations, a sufficient level of results was achieved.

*<by Jun Nishimura, General Manager,
JCCP Middle East Office>*



Explaining JCCP activities to female students visiting the exhibition

