

Puteaux, January 2010

POLLUTEC HORIZONS 2009

Making a successful transition

Pollutec Horizons 2009, the future solutions show for economic and environmental challenges, posted a positive set of results, **attracting a total of 41,758 environment professionals**. Excluding exhibitors, the show welcomed **32,978 visitors** (8.3% down on 2007), including 16.7% from abroad. These visitors came with specific investment projects in mind and they ensured a very high degree of satisfaction amongst the companies present, who, in turn, reported a very good business climate.

Occupying 43,860 m² of exhibition space **1,412** exhibitors, including **30%** drawn from **36** countries outside France, Pollutec Horizons continued its transition towards offering more environmentally friendly pollution treatment solutions as well as an increasing number of technologies and services to optimize resources, combat climate changes and implement sustainable development.

In general terms, the survey carried out at the show found that the new directions being pursued by the show focusing on current environment challenges and sustainable development, were viewed very favourably by visitors (91% stated that they were satisfied). In particular, 86% very much appreciated the development of specific technical Focuses on supercritical fluids, photocatalysis and biotechnology.

A SHOW FOR DECISION MAKERS FROM ALL QUARTERS

Although there was a fall in the number of visitors from industry due to the crisis, Pollutec Horizons clearly confirmed its position as the show for decision makers, with a 24% increase in managing

directors, a 54% increase in elected representatives and a 56% rise in local authority officials in charge of the environment, water, drainage and public facilities...

The new sectors that were featured prominently in Paris also attracted new visitors in search of solutions for energy efficiency, saving water, exploiting waste or, more generally, for implementing sustainable development in their fields of activity. There was an increased presence of professionals involved in **mass distribution** mobilized by Perifem (the technical association for commerce and distribution), from **agriculture** led by the composting association and Coop de France (the trade association for farming co-operatives) and the **service sector** (banking, insurance, law, IT, communications, hotels...).

Areas of interest in step with the developments proposed this year

Whilst water, waste, recycling and the exploitation of waste remain the absolute priorities of the visitors, energy and climate change are attracting more and more professionals: +111% for urban mobility, 17% for renewables, 9% for the fight against greenhouse gases and 7% more for energy efficiency.

This was reflected in the success enjoyed by the Forums and Villages in 2009, which attracted 7,159 attendees to their conference spaces in search of expertise on subjects such as recycling and exploitation, the decontamination of sites and soils, air quality, energy efficiency, biotechnology...

The same was true for areas of interest associated with sustainable development (ethical procurement 11%, eco-design 10%, environmental management 12%), which are becoming more and more strongly represented.

Visitor objectives fully achieved

According to the results of the survey carried out at the show, visitors primarily came to Pollutec Horizons to obtain technical information (80%), information about new products, technologies or services (89%) or innovations (88%). As regards to how satisfied they were with the achievement of these objectives and their priorities for visiting Pollutec Horizons, the visitor survey reported satisfaction levels of 94%, 95% and 94% respectively.

Despite a difficult economic situation, 37% came to prepare for an investment and 77% of these hope to carry it out within a year. Finally, 93% stated that they were satisfied with the staging of Buy&Care, the ethical procurement show, at the same time and the synergy that this generated.

STRONG INTERNATIONAL MOMENTUM

The 18 national stands and numerous independent foreign exhibitors from 36 countries accounted for 30% of the exhibition space (compared with 25% in 2007), making Pollutec Horizons 2009 an outstanding international show and reflecting the growing importance of the show on the world scene. There was an increased presence from Canada (country of the year), Germany (in particular North Rhine Westphalia, which is celebrating its tenth year at the show), Japan, Israel...

More and more international visitors

The presence of companies and organizations involved in the environment from around the world was paralleled this year by a further growth in foreign visitor numbers. There was a steep rise in visitors from Central and South America (+114%) and the presence was noted of delegations of professionals from Colombia, Argentina, Mexico and Guatemala. Visitor numbers from North America rose by 65% and there was a particularly strong Canadian presence. African numbers also rose by 8%, with visitors from countries such as Benin, Mali and Rwanda. Saudi Arabian visitors were up 75%, driving an overall 5% rise in numbers from the Middle East. The West Indies, Caribbean and Oceania were also represented.

Major success for the business meetings

Organized in order to encourage exchanges between manufacturers, heads of companies or institutions and to promote industrial, technological and commercial partnerships, the business meetings were also a great success:

The meetings organized under the auspices of the EEN (Enterprise Europe Network) attracted 285 participants from 17 countries and, with UNIDO's ECOETAPE programme, over 1,000 B-to-B meetings were organized this year at Pollutec Horizons.

BUY&CARE: A SHOW THAT EXCEEDED ALL ITS OBJECTIVES

Being staged for the third time, the trade show for professional procurement attracted over 8,000 first choice visitors and confirmed the very definite interest of buyers in search of solutions for sustainable development. The 100 plus exhibitors at the show mainly focused on office activities, printing, communications and promotional items. This year the theme of mobility saw some major developments involving electric cars, small vehicles and scooters that attracted a public that was very interested in the solutions being offered in this area. Services designed to assist with mobility and urban logistics (car sharing solutions, urban GPS...) were shown to the public.

Overall, the dynamism of the innovations presented at Buy&Care 2009 demonstrated the strength of the developments in this emerging market.

The objective of Buy&Care, which is to work closely with the various decision makers as they fulfil their purchasing obligations and to guide them along the way, attracted a very positive response from a public largely drawn from the private sectors (80%), with 20% coming from the public sector.

Finally, ethical procurement was also the subject of numerous discussions and attracted 1,039 attendees to some thirty Forum conferences dedicated to subjects such as consumer expectations and communication solutions in relation to sustainable development, responsible consumption and environmental health risks, ethics and ethical procurement...

AWARDS AND TROPHIES: THE WINNERS

As in previous years, Pollutec hosted numerous awards ceremonies for innovations. No fewer than six sets of awards and trophies have been created by the show and its partners to provide recognition for innovative products or approaches.

This year's award winners were:

■ European environmental innovation awards: EEP AWARDS 2009

EEP Award 2009 GOLD:

Nheolis, France: Nheowind, high performance, compact wind turbine.

The design is based on a volumic wind turbine in which a duct concentrates the flow of air in order to increase its speed. As a result, this wind turbine delivers a higher performance than its rivals for the same diameter. It can operate at wind speeds of between 2.5 m/s and 45 m/s (turbines installed in Toulouse withstood storm Klaus in January 2009). The incurved blades of these turbines do not cut the wind and they are therefore quieter than traditional wind turbines.

EEP Award 2009 SILVER:

A4F –Algafuel, Portugal, how to 'transform' cement into biofuel

The Algafuel project is the first prototype of an integrated reactor intended to provide proof of concept for the capture CO₂ from a cement works, which is then used to promote the growth of algae in reactors. The unique feature of this project is that the technology can be adapted to any industry where CO₂ needs to be captured. The algae are then used to produce fuel.

EEP Award BRONZE:

Grundfos, Denmark, NoNox system for countering acid rain

Diesel vehicles need to reduce their emissions of nitrogen oxides (NOx). One possible way of doing so is through selective catalytic reduction (SCR), which uses urea as the reducing agent and transforms the Nox into nitrogen. The Grundfos NoNox system consists of a series of sensors and is capable of calculating the precise quantity of urea that needs to be injected. This system can also be installed on existing vehicles. In the atmosphere, NOx are precursors of acid rain and ozone formation.

■ Business Awards for the Environment 2009 (PEE)

'Eco-product for sustainable development' category:

🏆 **1st prize:** Bio Création for the 'logistical pallet', which is made of a thermo-composite. Flexible and light, it can be reused and tracked by RFID.

🏆 **Special mention by the jury:** Aubrilam S.A.S for the Moshi eco-designed public lighting post made of pine.

'Management and initiatives for sustainable development' category:

🏆 **1st prize:** Euro-Nat for its overall sustainable development policy.

🏆 **Special mention by the jury:** Botanic for the general development of its range. This company has removed all synthetic chemical fertilizers and pesticides from its shelves and has set itself 25 environmental and social commitments to achieve between now and 2010.

'Clean and economical technologies' category

☞ **1st prize:** The Ateliers de l'Argoat for the **transformation** of animal fats into biofuel.

☞ **Special mention 'Treatment of atmospheric waste':** Lanxess Elastomères for its reduction of volatile organic compounds (VOC).

☞ **Special mention 'Technology and sustainable development':** Club Méditerranée for the introduction of an ecological system for treating its waste water.

'International co-operation for sustainable development' category:

☞ **1st prize:** Signage for the development of a range of fair trade sourced business gifts.

■ Innovative techniques for the environment awards 2009

'Energy saving/Renewables' category:

☞ **InfoChimie Magazine, Green News Techno and Environnement et Technique winner:**

The CNRS-PROMES Processes, Materials and Solar Energy Laboratory at Font-Romeu for the poster: **"Solar thermo-chemical exploitation of CO₂ for the production of synthetic fuel"**.

☞ **Environnement et Technique winner:**

The GEPEA UMR of the CNRS at Nantes for the poster: **"Development of a low energy bread oven"**.

"Water/Water decontamination" category:

☞ **Hydroplus winner:**

The Organic Chemistry and Supramolecular Team of the Ecole Nationale Supérieure de Chimie of Rennes for the poster: **"Bound metal nanoparticles for the degradation of endocrine perturbators in the water"**.

☞ **Hydroplus winner:**

The Process Engineering Team of the Cœnologie UMR of the University of Bordeaux at Villenave d'Ornon for the poster: **"Reconditioning the water from wine growing water treatment plants by means of membrane-based processes"**.

☞ **Environnement et Technique winner:**

The Molecular Chemistry Laboratory of the University of Burgundy at Dijon for the poster: **"Bound macro-cyclical lead sequestrators: from the molecule to the purification of drinking water by solid/liquid extraction"**.

"Polluted soils" category:

☞ **Green News Techno and InfoChimie Magazine winner:**

The Functional and Evolutionary Ecology Centre of the CNRS at Montpellier for the poster: **"When natural decontamination becomes productive..."**

"Waste" category:

☞ **Hydroplus, Environnement Magazine Hebdo and Environnement et Technique winner:**

The RAPSODEE laboratory of the CNRS at the Albi School of Mines for the poster: **"Device for treating damp biomass by frying."**

☞ **Green News Techno winner:**

The Paper Processes Engineering Laboratory of the CNRS-Grenoble INP-Pagora at Saint Martin d'Hères for the poster: **"Innovative ozone reaction deinking process for recovered cellulose fibres"**.

“Analysis Measurement” category:

☞ Environnement Magazine Hebdo and Mesures winner

The INRA UMR/AgroParisTech Environnement et grandes Cultures at Thiverval-Grignon for the poster: “**Development of a multi-channel online analyser for the atmospheric concentration of ammonia**”

☞ Environnement Magazine Hebdo and Mesures winner

The “Eco-technologies for Bioprocesses INRA-Cemagref-EMA-CIRAD-Montpellier Supagro Regional Technology Platform for the poster: “**Rapid measurement of the methane potential from household waste and the interpretation of its biodegradability by near infrared spectroscopy for the optimization of anaerobic digestion processes**”.

☞ Mesures winner:

The Image Processing and Radiation Laboratory of Algiers Science and Technology University for the poster: “**Estimation of potential wind power**”.

■ Eco-stand Awards

“Stand fitting” category:

1st prize: The **Aggelos** communication agency for a stand built from show waste.

The cores of the carpet rolls used by the exhibitors were recovered in order to build the load bearing structure of its stand the reception counter.

“Overall approach” category:

Joint 1st prize:

☞ The **Nord-Pas-de-Calais** regional stand created by the stand builder ETIC (Groupe FG Design), which provides information about its eco-design. A panel presented samples of the materials used in creating the eco-designed stand (totems made from certified wood, reusable aluminium sections, recyclable coconut fibre carpets and mats).

☞ **Norematt** had a stand largely composed of the following materials: board, wood and coconut fibres. The disposable crockery was 100% plant based and the literature was printed on Imprim’vert labelled recycled paper.

Special mention by the jury:

The **Ile-de-France pavilion** was based on a stand where 80% of the elements can be dismantled and reused: flooring, furniture, lighting, metal structures, signs and signage, floral decoration. Eco-designed paper, beakers, bottles and glasses sourced from Greenoffice were distributed on the stand.

■ Ecolabel Communication Awards

Ecolabel Prize:

The Best Western Nimôtel, holder of a European Ecolabel in the ‘tourist accommodation’ category since 2007, for its communication activities regarding its European Services Ecolabel for tourist accommodation. The hotel has introduced corridor lighting triggered by movement detectors, flow reducing anti-splash nozzles in all rooms and communal facilities, central control for the air-conditioning, showers fitted with thermostatic mixers and the sorting of waste, including customer waste from the rooms (two waste bins in each room for sorted disposal and recovery at the reception for waste such as batteries, medication and other dangerous waste).

■ Environmental and Sustainable Development Advertising Awards¹

Visitors to the show were able to vote for 4th Environmental and Sustainable Development Awards – organized by the Aressy agency in partnership with Pollutec Horizons, ADEME, Environnement Magazine and La Tribune – in recognition of the most innovative and environmentally responsible advertising.

For the first time this year, there will be three awards for ‘Press Advertising’, ‘Web Publicity’ and ‘Eco-conceived Campaign’ in each of two categories: Corporate and BtoB.

Also for the first time, ADEME has shortlisted the entries to eliminate greenwashing.

¹ The ‘Environmental and Sustainable Development Awards’ will be presented in early March 2010 in Paris.

KEY FIGURES

Total show attendance: 41,758 professionals

Visitors excluding exhibitors: 32,978, which is **8.3%** down on 2007, including **5,503 from abroad** (compared with 5,446 foreign visitors from 103 countries in 2007, which is an increase of 1%).

Exhibiting companies: 1,412 from 36 countries, occupying **43,860m²** of exhibition space (compared with 1,451 in 2007, from 35 countries, occupying 51,600m²)

Breakdown of visitors to the show

By activity

Environment - Eco-activity	23.0%	Association – trade organization	2.3%
Industry (manufacturer- distributor)	17.8%	Research (Organization - Laboratory)	2.2%
Consultancy - Studies - Audit	8.8%	Company administration	1.8%
Energy	6.3%	Education - Training	1.8%
Building, renovation, civil engineering	5.9%	IT	1.2%
Engineering	5.8%	Agriculture - Rearing	0.9%
Public administration	4.5%	Bank – Financial organization	0.9%
Commerce - Mass distribution	3.6%	Hotels - Restaurant - Tourism	0.6%
Local. regional authorities	3.0%	Property	0.5%
Transport - Logistics	2.8%	Health and social action (hospital...)	0.5%
Communication - Publishing	2.5%	Other	3.4%

By type of industry

Metals	17.4%	Paper - Board	1.8%
Chemicals and related industries	14.3%	Aerospace	1.6%
Rubber, plastics	8.0%	Safety and security	1.6%
Food industry	7.1%	Mines - Quarries	1.5%
Electronics - Electricals	6.5%	Printing	1.4%
Instrumentation (measurement...)	4.7%	Wood	1.0%
Metal working - Mechanics	4.5%	Oil	0.9%
Automobiles	4.3%	Glass - Optics	0.7%
Pharmaceuticals - Cosmetics	2.7%	Paint	0.6%
Textiles - Garments	2.6%	IT	0.4%
Packaging	2.5%	Shipbuilding	0.2%
Energy (production/distribution)	2.3%	Other	11.4%

By type of eco-activity

Waste (equipment and services)	27.7%	Sites and soils	4.2%
Recovery- Recycling - Exploitation	23.8%	Cleaning	3.1%
Water (equipment and services)	20.0%	Risks	1.6%
Drainage	8.9%	Noise	0.3%
Air (equipment and services)	4.9%	Other	1.0%
Energy (equipment and services)	4.5%		

By position

Manager, executive	19.7%	Student	2.4%
General management (CEO - MD)	18.3%	Shopkeeper	2.1%
Director – Department head	14.9%	Elected representative	1.5%
Engineer	12.4%	Teacher - Researcher	0.9%
Consultant – Project manager	9.8%	Craftsman	0.7%
Technician - Supervisor	5.7%	Other	6.0%
Local official	5.4%		

By department *for managers, directors, heads of department and engineers*

Sales	20.2%	Quality, methods	2.1%
Environment	17.2%	Logistics- transport	1.6%
Sustainable development	6.1%	Export - Import	1.4%
Water	4.9%	Factory - Site	1.4%
Drainage	2.7%	Cleaning – Household waste	1.4%
Town planning	0.3%	General services	1.3%
Technical - Production	8.5%	Finance	1.1%
Research & Development	6.5%	IT	0.7%
Marketing & Communication	6.4%	Human resources	0.6%
Purchasing	4.9%	Law	0.6%
Health - Safety	3.3%	Events	0.3%
Maintenance	2.8%	Other	3.8%

By size of workforce

1 to 50 employees	52.2%	501 to 1000 employees	5.2%
51 to 249 employees	16.8%	More than 1000 employees	18.1%
250 to 500 employees	7.7%		

By area of interest *(Each visitor could list up to 3 areas of interest and so this total exceeds 100%)*

Waste	31.3%	Sites and soils	5.7%
Water	25.0%	Cleaning	4.7%
Sustainable development	24.3%	Combating greenhouse gases	4.4%
Recycling and exploitation	22.8%	Mobility and urban transport	3.3%
Renewables	21.3%	Town planning	2.8%
Energy efficiency	12.3%	Noise	2.6%
Environmental management	11.7%	Natural risks	1.8%
Health & Environment	10.7%		
Ethical procurement	10.6%		
Eco-design - Eco-materials	10.2%		
Regulations	10.2%		
Analysis-Measurement-Monitoring	9.8%		
Air quality	7.5%		
Water reuse and saving	7.5%		
Industrial risks	7.4%		
Sustainable construction	7.0%		
Biotechnology	6.5%		
Fluid management	6.0%		

By global economic region (breakdown for foreign visitors only)

European Union	49.3%
Africa	15.9%
South and Central America	8.2%
North America	5.4%
Eastern Europe	5.4%
Asia	4.4%
Western Europe	4.1%
Middle East	3.2%
West Indies, Caribbean	2.3%
Oceania	1.8%

Next show

<p>Pollutec 2010 Capital of the Environment from 30th November to 3rd December at Lyon Eurexpo</p> <p>Show information: www.pollutec.com</p>
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Contact

<p>IMF GmbH - Ilona Wohra - Worringer Str. 30 ♦ 50668 Köln Tel 0221 / 13 05 09 002 - Fax 0221 / 13 05 09 01 i.wohra@imf-promosalons.de – www.imf-promosalons.de</p>
