



**Canada:**  
**Energy Partnering Exhibition/Seminar at the APPrO**  
**Annual Conference**  
**Nov 18-19, 2008**

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September 08

***Join us!!!!!! At Canada's Leading Power Generating Event – Building tomorrow's Power System Today!***

The U.S. Commercial Service in Toronto together with the organizers of APPrO 2008 offers you, a select group of American manufacturers, the opportunity to promote your innovative energy equipment, systems and technologies in Ontario's booming energy market at APPrO 2008 on November 18-19, 2008, at the Metro Toronto Convention Centre. Toronto, Ontario.

This Energy Partnering Seminar/Exhibition, organized in conjunction with the Association of Power Producers of Ontario (APPrO) Annual Conference/Exhibition, <http://conference.appro.org>, is the key power generating industry event attended by all members of the power producing, transmission, and distribution industry. It provides a vital forum for representatives of federal and provincial government, regulatory bodies, power companies and organizations. The Conference will provide a 20/20 vision of Canada's power needs, trends and opportunities while the exhibition will showcase innovative products and services in all areas of the power sector including Wind, Solar, Renewable, Coal, Nuclear, Hydro, etc.

This event is the perfect venue for you. It provides an up-to-date synopsis of the Canadian power market, a multitude of export opportunities available to U.S. companies, and a forum to exhibit your company's product and capabilities. Moreover you may make a presentation to a targeted audience, and find potential partners, agents or distributors.

**Market Demand.**

**Market demand will increase in the following areas:**

- Power generation, transmission, and distribution, Co-generation
- Wind Energy equipment and components
- Solar Energy components, systems and technologies
- Geothermal and Bioenergy equipment, products and technologies
- Energy conservation technologies and solutions

Ontario's energy needs are growing at a rapid pace and with it the need for replacement of old and outdated products and technologies. This has resulted in a range of programs designed by Government and Industry to foster investment in power infrastructure, renewable energy, and energy efficiency.

According to the Ontario Power Authority (OPA), 80 percent of the Ontario power generation facilities will be replaced within the next 10 to 15 years. OPA estimates that over US\$60 billion investment is necessary over that period and is working on programs to secure the required power capacities. The situation is similar across Canada, meaning that over US\$100 billion will be invested during the respective period.

The Ontario Government launched the process to select a nuclear reactor vendor and introduced various programs to support the development of renewable energy projects. Ontario Power Authority is on a buying spree and policy and regulatory decisions call for major increases in several areas including renewable power generation, especially under 10 MW.

Canada's Renewable / Conservation Energy sector is expanding at double-digit annual rates driven by Federal and Provincial government supporting programs. Industry Canada supports the development and demonstration of renewable energy technologies. Information on developments by specific renewable sectors is available at <http://www.ic.gc.ca/epic/site/rei-ier.nsf/en/Home>. The investment outlook from the combined programs and market needs is estimated at over US\$10 billion by 2012.

Energy saving and conservation are heavily promoted in the consumer and industrial sectors of Canada. The Ontario Power Authority already has an ambitious program with a very challenging target to offset up to 75 percent of the increase in peak demand for electricity. The conservation technologies are in great demand.

### **Lucrative Opportunities for U.S. Companies**

The Canadian market increasing power demand will continue to offer lucrative opportunities and the Canada Energy Partnering Seminar/Exhibition is the perfect venue for networking, identifying your opportunity, and exploring business partnerships.

### **The U.S Commercial Service, Toronto invites you to take advantage of this Energy Partnering Seminar/Exhibition for a fee of US\$2,300 which includes:**

- Access to the APPrO Conference, the leading Energy Conference/Exhibition of its kind in Ontario, where you will hear directly from the source, the insights, trends and opportunities in the Canadian Energy industry. *One pass to the Conference for each Exhibitor.*
- Participation in the American delegation/U.S. presence at APPrO's Exhibition for the full two days of the event. You will be furnished with a turnkey 10 x10 booth on the Exhibition floor and receive the benefit of networking with conference delegates and representatives of Canadian companies visiting the exhibit area. You will benefit from APPrO outreach promotion, as well as, a targeted promotion by the U.S. Commercial Service.
- The opportunity to attend/give a 10-minute presentation on new products/technologies, if applicable.
- Networking with a targeted audience of key potential partners. APPrO and U.S. Commercial Service are inviting and recruiting companies to meet with you at your booths.
- Promotion on U.S. Commercial website: [www.buyusa.gov/canada](http://www.buyusa.gov/canada)

- Access to market research on Canada's power sector at: <http://www.buyusainfo.net/>
- Invitation to APPrO's Networking Reception and Banquet Dinner.
- Full logistical support.

**Enrollment is limited to 10 registrants only!**  
**Deadline: October 17, 2008**

### **Contact the U.S Commercial Service Toronto now to secure your participation!**

The U.S. Commercial Service provides U.S. firms with a wide range of cost effective business development services in Canada, including market research, corporate matchmaking and assistance with finding agents and distributors. With professionally staffed offices throughout Canada, we help U.S. firms promote their products and services and realize their full export potential.

*To obtain similar reports on a variety of industry sectors/topics – Send us an e-mail or give us a call! The U.S. Commercial Service in Canada, with six offices and numerous Sector Specialists, regularly publishes similar reports on business opportunities, product analysis, regulatory requirements, industry market analysis and research on a variety of industry sectors and topics that highlight/identify export opportunities for U.S. companies. Call us for an updated list of our pre-packaged analysis on your industry sector or let us know your needs. We will be happy to customize reports for your products and services based on your goals and objectives.*

*To access CS Canada's list of industry specialists with responsibility for other major sectors, visit <http://www.buyusa.gov/canada/en/3.html>.*

*When you think of exporting, **Think Canada First!**  
Visit our website at [www.BuyUSA.gov/Canada](http://www.BuyUSA.gov/Canada)*

### **For More Information**

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### **The U.S. Commercial Service — Your Global Business Partner**

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**Comments and Suggestions:** We welcome your comments and suggestions regarding this market research. You can e-mail us your comments/suggestions to: [Customer.Care@mail.doc.gov](mailto:Customer.Care@mail.doc.gov). Please include the name of the applicable market research report in your e-mail. We greatly appreciate your feedback.

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