



November 11-12, 2015
Belle Salle SHIBUYA FIRST
Tokyo, Japan



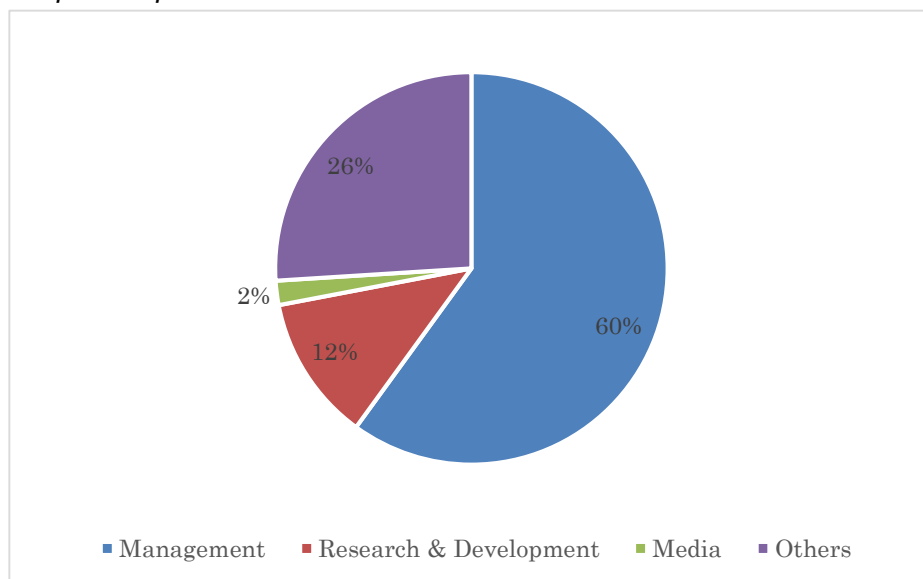
Energy Storage 2015 / VDE Financial Dialogue Post Show Report

Energy Storage Summit Japan 2015: Unparalleled Dialogue Across Energy Storage Business, Politics and Research

Energy storage remains a crucial element in the spread of renewable energy, especially for the island nation Japan. In 2016, Japan's energy industry will undergo dramatic changes due to the planned liberalization of the energy market, and in response, Messe Düsseldorf Japan held the second "Energy Storage Summit Japan" on November 11th-12th, 2015. Partnering with Konrad Adenauer Foundation's Energy & Climate Project for the first day and with VDE for the VDE Financial Dialogue Japan on the second day, Messe Düsseldorf Japan helped foster an important discussion within the country, and helped spread information on energy storage developments from across the globe.

The event was a resounding success, with more than 270 participants from 14 countries, including Japan, the United States, Germany, Korea, Taiwan and China. The audience consisted mainly from company representatives in management positions.

Graph: composition of the 2015 ESSJ / VDEFDJ audience



Source: participants data

Over two days, the attendees exchanged their views on the energy storage industry and discussed a wide array of important subjects, such as best practices, new business models, storage applications in smart cities, and the latest storage technology trends.

A special highlight was the opening session with an international comparison of the policy framework for energy storage, provided by globally respected policymakers and storage association representatives such as Ms. Carla Peterman, Commissioner of the California Public Utilities Commission, and Urban Windelen, Managing Director of the German Energy Storage Association. The session on business models gained wide attention thanks to practical contributions by top representatives from Yunicous and Vattenfall. The final panel discussion on the first day included again a remarkably international group of globally respected participants, among them policymakers Masao Shibayama from the Japanese parliament and Commissioner Carla Peterman, but also industry representatives such as Dr. Hiroshi Hanafusa, NEC's Smart Energy Business Unit Executive, and Hiroshi Okamoto, Managing Executive Officer of Tokyo Electric Power Company.

Commissioner Peterman commented on the event as follows:

“The ESSJ summit provided a needed, international perspective of the energy storage market and how it can support renewables and energy development in the years to come. As a California regulator I appreciated the opportunity for international dialogue the ESSJ provided. The ESSJ fosters the international collaboration necessary to maximize the benefits of energy storage.

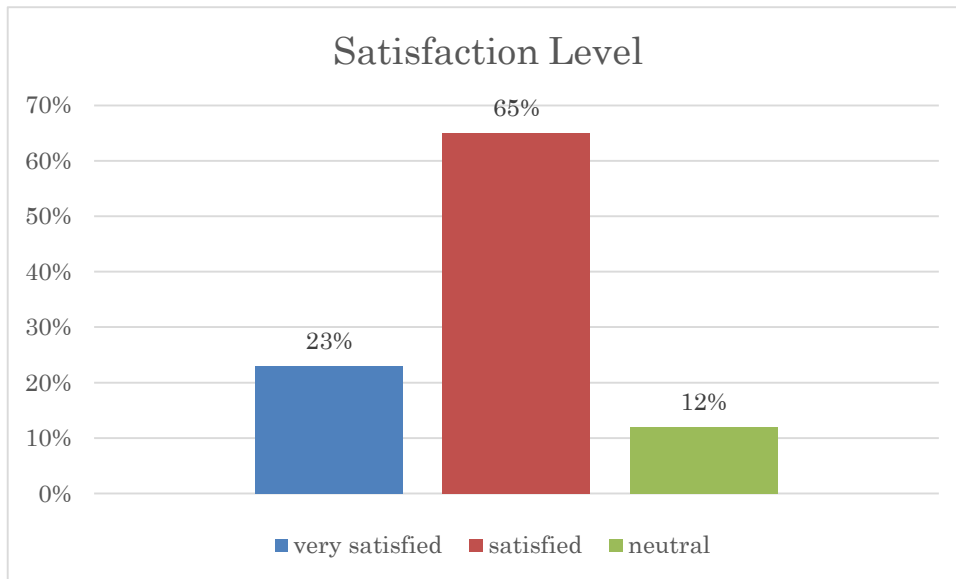
The ESSJ's format of technical and policy presentation and networking sessions illuminated how much energy storage work is underway and the opportunities for public private partnerships.”

Commissioner Carla Peterman
California Public Utilities Commission

Topics during the Financial Dialogue session on Nov. 12th were new strategies, project business models and financing channels.

The majority of the audience was very satisfied or satisfied with the quality of the event, with just 12% saying they were neither satisfied nor unsatisfied.

Graph: Level of Satisfaction



Source: Participants Questionnaire

Ten exhibitors and sponsors — among them DuPont, NEC, NGK, Sumitomo Electric from Japan, Sunfire from Germany and Yole Développement from France presented an array of products, services, and storage solutions. Dr. Hiroshi Hanafusa from NEC expressed himself enthusiastically about the event:

Japan's energy market is at a unique point in its history. When compared with Europe or the United States, this island nation is a relative latecomer to deregulation, and awareness of energy storage systems amongst Japanese experts in the domestic power industry is still relatedly low. Designing and planning for the future in this field is still in the early stages. However, as an exhibitor at the Energy Storage Summit Japan, we discovered that the number of interested parties is growing. Since COP21 and ESSJ took place at almost the same time, the importance of CO2 reduction was already on everyone's minds. Awareness is growing in Japan, and we noticed an increasing number of visitors from assorted industries who are considering new businesses that incorporate energy storage systems. By exhibiting at Energy Storage Summit Japan, we were able to establish new networks with representatives from many of these industries, and we consider our participation very effective for growing our business in the Japanese market.

Hiroshi Hanafusa PhD

Smart Energy Business Unit Executive Specialist, NEC Corporation

The 2015 ESSJ and VDE FDJ were held under the auspices of the Ministry of Economy, Trade and Industry of Japan, Ministry of Foreign Affairs of Japan, Ministry of the Environment of Japan, NEDO, AIST and Osaka Prefecture from the Japanese side, the

Delegation of the European Union to Japan, the German Embassy to Japan, the EU-Japan Centre for Industrial Cooperation and the German Chamber of Industry and Commerce in Japan from the European side. The event was supported by 17 industry associations and research organizations and 10 media ventures.

The next Energy Storage Summit is scheduled for Nov. 8-9, 2016, and will cover an even broader base of energy solution topics, including gas and hydrogen, smart house applications and regulations, and e-mobility. It will be followed by one day of onsite-visits of battery and hydrogen facilities and as well as smart city project on Nov. 10, 2016.

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Photos : <https://essj.messe-dus.co.jp/en/press-photos/>

Detailed program :

https://essj.messe-dus.co.jp/fileadmin/essj/uploads/programs/ESSJ2015_program.pdf

On ESSJ

The Energy Storage Summit Japan is an integral part of Messe Düsseldorf's "World of Energy Storage" event series. These conferences and exhibitions are based on the knowledge that the production and storage of energy is an issue that influences science, politics and industry on a global level. The World of Energy Storage (WOES) currently consists of five conferences and trade shows being held on three continents, and therefore covers the five most important energy markets worldwide: North America, India, China, Europe and Japan.

On Messe Düsseldorf Japan

Messe Düsseldorf Japan (MDJ) is a subsidiary of the German trade fair organizer Messe Düsseldorf operating out of its Tokyo office. Founded in 1994, MDJ provides assistance to Japanese companies interested in participating in trade fairs organized by Messe Düsseldorf group worldwide. MDJ also organizes seminars, conferences and expos in Japan.

