



November 8-9, 2016  
2016年11月8日~9日  
Belle Salle SHIBUYA FIRST  
ベルサール渋谷ファースト  
Tokyo, Japan



## ESSJ 2016 Post Show Report:

### International Heft & Unique Opportunities Propel the Future of Energy Storage

#### Extraordinarily High International Turnout

Now in its third successful year, the Energy Storage Summit Japan (ESSJ) International Conference and Trade Fair (Nov. 8-9, 2016) served as a meeting point for industry leaders and influencers to exchange ideas, share opinions and make connections. This year's fair was also remarkable for its extraordinarily high percentage of international participants. In this first year of Japan's de-regulated energy market, there were a total of **285 participants**. Out of these attendees, there were senior managers, researchers and regulators **from 24 nations**. Here in Tokyo, the ESSJ participants discussed the effects of a deregulated energy sector on the national economy. Other important topics included new business models made possible by the deregulation, and latest storage technology applications for smart cities, e-mobility, and more.

#### Strong industry focus

Considering the specific focus of the conference, it should come as no surprise that the list of participants and lecturers include the leading voices and influencers of the storage industry. There were **124 companies and institutions** represented, with the largest group (24%) being senior managers from energy storage equipment producers such as GS Yuasa, NEC, NGK, Panasonic, Sumitomo Electric, and others. Also in attendance were BMW, Tesla, Toyota, and other major players from the automotive industry — all of whom spoke of their company's commitments to storage technology. About 11% of the participants came from research institutions such as Germany's largest research organization Fraunhofer, and Japan's leading think tanks AIST and NEDO. Media outlets such as Bloomberg news and representatives from financial institutions such as SMBC

and Aon accounted for an additional five percent each.

### **Satisfied Participants**

Content-wise, ESSJ scored high levels of satisfaction from attendees. Specific remarks were noted on speakers providing the latest information on regulation & deregulation, business case studies, and storage application. Other notable praise mentioned the on-site tour, which provided another opportunity to experience storage technologies first-hand. A total of **74%** of the participants rated ESSJ as **very satisfactory or satisfactory**.

Lorraine H. Akiba, Commissioner, State of Hawaii Public Utilities Commission summarized it this way:

*“The Energy Storage Summit Japan 2016 is a worthwhile and informative global conference with speakers on current key energy topics convened in one location. The additional field trip to various projects with battery storage, energy management system projects and renewable energy projects was very valuable, and allowed us to visit sites that we as individuals would have no access to. The conference also provided the attendees with the opportunity for one-on-one conversations on key topics with diverse representatives from all across the world.”*

### **An Exceptional Networking and Business Platform**

Once again, ESSJ served not only as hub of information, but also as place to network. In addition to the networking reception on Nov. 8, this year’s new “Meet the Speakers” event received special praise and attention. Here participants could arrange one-on-one meetings with this year’s presenters. This provided the opportunity to get first-hand information and opinions from specialists such as Imre Gyuk (Energy Storage Program Manager at the US Department of Energy), Yoshimi Okada (Chiyoda Corp.), and Rahul Walawalkar (Executive Director, India Energy Storage Alliance).

Regarding networking and contacts, Dr. Hiroshi Hanafusa from NEC’s ESS division stated:

*“The Energy Storage Summit Japan 2016 was a great event characterized by a very well-organized program of exceptional speakers and fruitful discussions. There were not only specialists from the energy industry, but also speakers and conference participants from the top levels of certification institutions, universities,*

*financial institutions like banks and insurance companies, as well as from municipalities and government institutions from Japan and abroad. Through their contribution, ESSJ became the place to gain the latest expertise and ideas about future objectives.”*

Accolades like this came not only from conference participants, but also from the exhibitors. The **10 exhibitors** at ESSJ 2016 came **from Japan, Germany and France**, and they used the chance not only to present their technology, but also to provide insight into their products during presentations to the conference participants. Kelvin Mo from SEI's Energy System Division explained:

*“We were given examples on the introduction of batteries from Europe and the U.S., regions clearly ahead in the introduction of storage devices. These examples provided us with hints for our own products' development and sales. Moreover, the discussion about thermal storage and hydrogen provided an outlook on additional storage technologies that have to be taken into account. ESSJ was a very good opportunity to gain insights, and we have high expectations for further editions.”*

The next ESSJ will take place in Tokyo Nov. 7-9, 2017, and will consist of a 2-day conference and trade fair (Nov. 7-8) followed by one day of on-site visits (Nov. 9).

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#### **Information on ESSJ:**

Web: <http://essj.messe-dus.co.jp>

Facebook: <https://www.facebook.com/EnergyStorageSummitJP/>

Twitter: [http://twitter.com/ESSJ\\_2016](http://twitter.com/ESSJ_2016)

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