

Worldbiofuels MARKETS

15-17 MARCH 2010, RAI CONGRESS CENTRE, AMSTERDAM

WHERE THE BIOFUELS
INDUSTRY MEETS
TO DO BUSINESS

starsupply
renewables

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SCB GROUP

Welcome Address:



Jacqueline Cramer
Minister of Housing, Spatial
Planning and the Environment,
The Netherlands

Hear from 200 of the industry's most influential speakers, including:



Dr Gro Harlem Brundtland
former Prime Minister of Norway,
UN Special Envoy for Climate
Change and a member of the Elders



Nobuo Tanaka
Executive Director
International Energy Agency



Philip New
Chief Executive Officer
BP Biofuels



Ruud Lubbers
former Prime Minister
of the Netherlands



Karl Watkin
Bioenergy Pioneer, Cleantech
Entrepreneur & Founder
D1 Oils



Jan Ernst de Groot
Managing Director
KLM Royal Dutch Airlines



Suani Coelho
Executive Director, CENBIO,
Member, UN Advisory Group on
Energy and Climate Change &
Executive Committee IRENA



Peder Holk Nielsen
Executive Vice President
Novozymes



Andrew Owens
Chief Executive Officer
Greenenergy

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conferences

www.worldbiofuelsmarkets.com

"The focal point for all things biodiesel in Europe!"

(Vance Bioenergy)

Why is WBM the only biofuels event to attend in 2010?

✓ Global leaders will share insight and experience with the biofuels industry during the high level keynote sessions.

✓ **11 Focused Conferences** will give you unparalleled market insight and access to experts from across the whole biofuels value chain:

- 1. Algae Fuels** – Produced with the full support of the **Algal Biomass Organization (ABO)** and the **European Algal Biomass Association**, this intensive session will examine the fast evolving sustainable feedstock pathway.
- 2. Energy Crops** – An in-depth look at the agronomy and opportunities in different crops and non food feedstocks, including insight from **Syngenta, Verenum, USDA, Reliance Industries** and many more.
- 3. iLUC, Sustainability & Certification** – As sustainability criteria begin to be mandated, how can companies manage, monitor and ensure they meet current and future legislation? How will iLUC develop and how can Responsible Cultivation Areas help further ensure biofuels sustainability?
- 4. Next Generation Biofuels** – Covering Drop in fuels, Synfuels, Renewable Diesel, Cellulosic Ethanol and Biobutanol, this forum will cross examine the rich variety of innovative 2nd gen pathways and conversion technologies that are under development and are fast becoming a commercial reality.
- 5. Biofuels Aviation** – Key representatives from the aviation and biofuels industries will come together to create a roadmap for the commercial development of aviation biofuels, with contributions from **British Airways, KLM, SAS, Airbus, the Federal Aviation Authority, Pratt & Whitney**.
- 6. Forestry Biofuels** – As the forestry and paper industries enter the market and develop new product streams, how can technology further develop woody biomass as a viable source for liquid fuels?
- 7. Biofuels Downstream, Trading & Logistics** – Developed together with Kingsman this day will examine the practical issues of integrating biofuels into the downstream fuel supply chain and assess the global primary market for biofuels as well as the maturing market of biofuels derivatives.
- 8. Biofuels Standards** – Produced in association with the **European Commission**, the **US National Institute of Standards and Technology (NIST)** and the **Brazilian Instituto Nacional de Metrologia, Normalização e Qualidade Industrial (INMETRO)**.
- 9. Biofuels & Developing Nations** – With key participation from **UNCTAD, IADB, Garten Rothkopf, GTZ, SNV & Sekab** this event will examine how biofuels can bolster domestic energy independence, protect fragile economies from oil shocks and create new export products and jobs.
- 10. Biopower Generation** – The 6th international event will bring together leading utilities, project developers, investors and experts to identify the opportunities in expanding the uptake of utility scale power generation from biomass. Speakers include **RWE Innogy, Vattenfall, GDF Suez, MVV Energie, Scottish & Southern, Essent, The European Commission** and many more.
- 11. Biorefineries & Bio-based Products** – Diverse industrial sectors including pulp, paper, biofuels, agricultural and chemicals companies will examine how biorefineries and bio-based products can become a profitable commercial reality for many industries and help to contribute to a sustainable green economy.

PLUS In-depth Academy Training Courses –
Transport Biofuels 101 & Biomass Power 101

Sustainablebiofuels Awards

These esteemed industry awards were so well received in 2009 that we are expanding them for 2010. With 6 new categories and a panel of elite judges, the **Sustainable Biofuels Awards** offer you the opportunity to demonstrate the considerable benefits your company has brought to the biofuels industry.

To make a nomination please visit: www.worldbiofuelsmarkets.com/awards_form.html.
To sponsor an award, please email ben.leighton@greenpowerconferences.com

Nominations CloseFebruary 14th Judging Panel VotesMarch 15th
Shortlist AnnouncedFebruary 17th AwardsMarch 16th

Nominate Now

- **Sustainable Bioethanol Award** – for a distributor or producer
- **Sustainable Biodiesel Award** – for a distributor or producer
- **Sustainable Biofuels Technology Award** – for a technology supplier improving the efficiency and sustainability of biofuels production
- **Green Shoots Award** – award for the most exciting innovation in next generation development
- **Biofuels Adoption Award** – for a commercial, municipal fleet or new user
- **Biofuels Leadership Award** – celebrating an individual who has made an outstanding contribution to the development of the biofuels industry

WBM 10 Advisory Board & SBA Judging Panel

WBM 10 is developed with the assistance of many people and organisations throughout the industry and particular thanks go to the Advisory Board who help steer the agenda and topics chosen.

All Advisory Board members are invited to judge and vote on the Sustainable Biofuels Awards Shortlist on all the nominations received.

Many thanks to the board.

Developed by The Industry:

Raffaello Garofalo, *Secretary General*, **EBB**
Rob Vierhout, *Secretary General*, **Ebio**
Ausilio Bauen, *Director*, **E4 Tech**
Jonathan Kingsman, *CEO*, **Kingsman**
Kevin McGeeney, *CEO*, **Starsupply Renewables**
Marcos Sawaya Jank, *CEO*, **UNICA**
Graeme Wallace, *Director General*, **EFOA**
Jim Lane, *Editor*, **Biofuels Digest**
Suzanne Hunt, *Principal*, **Hunt Green LLC**

Attend WBM 10 and make the right connections to ensure the future success of your business

"All biofuels players and stakeholders in one place at the same time"

(Marc Van Aken, CEO, SBAE Industries)

**BUILD RELATIONSHIPS AND
DRIVE SALES AT WBM**

Network with the who's who of the biofuels industry

Past attendees include: BP • Shell • Petrobras • Cargill • ADM • Bunge • Monsanto • Novozymes • Total • GE Energy • Desmet Ballestra • Evonik • Poet • Honda • Renault • Ford • Volvo • DaimlerChrysler • Chevron • Toyota • ConocoPhillips • Agip • OK Q8 • E.On • Enel • RWE nPower • Veolia • Iberdrola • Electrabel • EHN • Neste Oil • Statoil • Hydro • Ed&F MAN • Bioverda • Virgin Fuels • Rabobank • Goldman Sachs • Morgan Stanley • BNP Paribas • Barclays Bank • Credit Suisse • ABN AMRO • Investec • Fortis • Bank of Scotland • ING • LloydsTSB • Macquarie • Standard Bank • Dexia • Fortum • Noble Group • Abengoa • Iogen • Royal Nedalco • Samsung • Mitsubishi • Caterpillar • Bosch • MAN Ferrostaal • Wartsila • Alfa Laval • Dow • Syngenta • Akzonobel • BASF • DuPont • Tata Chemicals • Solvay • Acciona • BDI • 3i • PWC • Accenture • British Sugar • Tate & Lyle • McKinsey • Kraft Foods • Unilever • Verenum Corporation • Renewable Energy Group • World Energy • Unitec Bio • UNICA • Crop Energies • Solazyme • Virent Energy Systems • LS9 • UOP • Stora Enso • Coskata • Starsupply Renewables • Galp Energia • UPM • PetroAlgae • SBAE and many more

"The quality of the attendees perpetually elevate this event against all others"

(Inspectorate International)

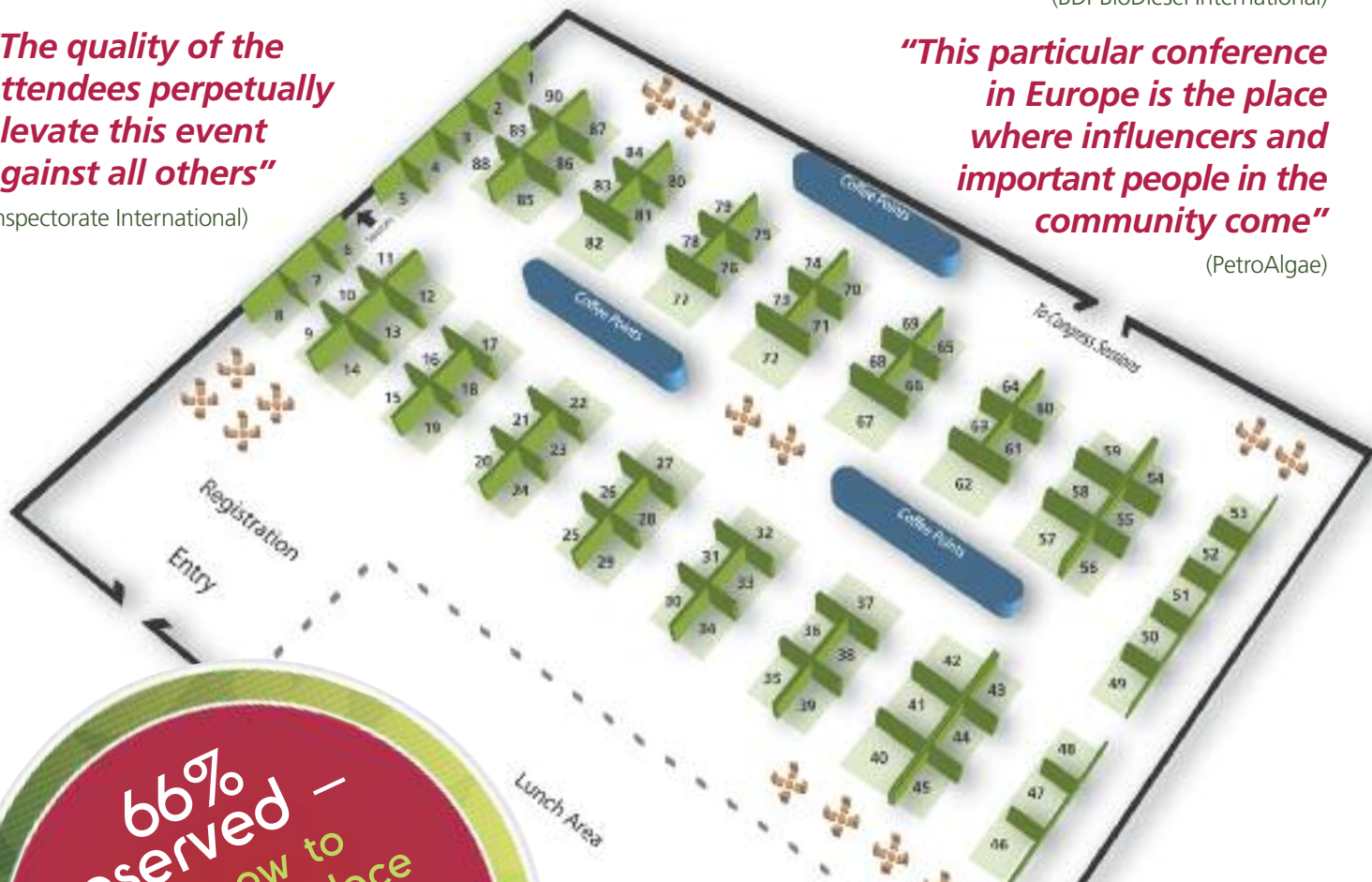
- ✓ **3** days of intense exhibition, networking & business meetings
- ✓ **4500** attendees in the last four years
- ✓ **60%** of attendees in 2009 were director level or above
- ✓ **Gain access to an unrivalled audience of top quality leads**
- ✓ **Shorten the sales process by speaking directly to decision makers**

"We consider this event to be one of the most fruitful, effective and best-known events in Europe"

(BDI-BioDiesel International)

"This particular conference in Europe is the place where influencers and important people in the community come"

(PetroAlgae)



**66% reserved –
book now to
secure your place**

Meet New clients. Develop existing partnerships.

Ben Leighton: ben.leighton@greenpowerconferences.com
+971 4 813 5210

Nick Chantrell: nick.chantrell@greenpowerconferences.com
+44 20 3355 4203

Amit Shahani: amit.shahani@greenpowerconferences.com
+971 4 813 5219

Book now: +44 (0)20 7099 0600

Worldbiofuels MARKETS

Conference Sessions: Delegates can attend 1 conference from each session. Each day pass is fully flexible and you can switch conferences.

Monday 15 March		Tuesday 16 March		Wednesday 17 March	
Morning (9.00 – 13.00)	Afternoon (14.30 – 18.00)	Morning (9.00 – 13.00)	Afternoon (14.30 – 18.00)	Morning (9.00 – 13.00)	Afternoon (14.30 – 17.30)
Algae Fuels <input type="checkbox"/>		Plenary Keynote Session <input type="checkbox"/>	Algae Fuels cont. <input type="checkbox"/>	Biofuels & Aviation <input type="checkbox"/>	
Energy Crops <input type="checkbox"/>			Next Generation Biofuels Conference <input type="checkbox"/>	Next Generation Biofuels <input type="checkbox"/>	
iLUC, Sustainability & Certification <input type="checkbox"/>			<input type="checkbox"/> 1. Biodiesel Big Picture 2. Biofuels from Waste	Biofuels & Developing Nations <input type="checkbox"/>	
			<input type="checkbox"/> 1. Bioethanol Big Picture 2. ETBE	Biofuels Downstream & Trading <input type="checkbox"/>	
			Biofuels Adoption <input type="checkbox"/>	Forestry Biofuels <input type="checkbox"/>	
Transport Biofuels 101 Training <input type="checkbox"/>			Biofuels Standards <input type="checkbox"/>	Biofuels Standards <input type="checkbox"/>	
Biopower Generation <input type="checkbox"/>			Biopower Generation <input type="checkbox"/>	Biomass Power 101 Training <input type="checkbox"/>	
Biorefineries & Bio-based Products Congress <input type="checkbox"/>			Biorefineries & Bio-based Products Congress <input type="checkbox"/>		
Evening Networking Events					
18.00 Networking Reception		18.00 Networking Reception 19.00 Gala Reception & Sustainable Biofuels Awards Ceremony			

STANDARD RATES	PRICE	40% NOT FOR PROFIT DISCOUNT
Three day pass	€1999.00 + VAT @ 19%	€1199.00 + VAT @ 19%
Two day pass	€1499.00 + VAT @ 19%	€899.00 + VAT @ 19%
One day pass	€799.00 + VAT @ 19%	€479.00 + VAT @ 19%
NON-PROFIT ORGANISATIONS' RATES - 40% DISCOUNT		

NB: These reduced rates are available for registered NGOs, government representatives and non-profit organisations only. Reduced rates are at the discretion of Green Power Conferences and proof of status may be requested.

Book before 29 January to benefit from our early booking discounts – all delegates are entitled to a 10% discount on standard prices – PLEASE SEE BACK PAGE FOR BOOKING FORM

**Plus
register 3
delegates
pay for 2**

A unique forum to meet and do business with industry CEO's

