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## NEWS RELEASE

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Ministry of Technology, Trade and Economic Development

### **B.C. GREEN ENERGY COMPANIES SHINE IN KOREA**

VICTORIA – A Province-led delegation of B.C.-based renewable energy companies were the “stars of the show” at ENTECH 2008, Korea’s premier environment and renewable energy technology trade show, said Technology, Trade and Economic Development Minister Ida Chong today.

“British Columbia is home to some of the world’s leading green and renewable energy companies and our government is helping them access global markets,” said Chong, who is also Minister responsible for the Asia-Pacific Initiative. “Korea, like the entire Asia-Pacific region, is actively seeking clean and non-traditional technology to power its economy. The success at ENTECH demonstrates that B.C. companies are making strong in-roads into Asia.”

Korea is British Columbia’s fourth-largest trading partner with bi-lateral trade totalling approximately \$4 billion in 2007.

The B.C. delegation at ENTECH included Alterna Energy Inc., Ballard Power Systems, CB Williams Energy Group, Lignol Energy Corp., Dynamotive Energy Systems, QuestAir Technologies Inc. and 4 Refuel International. British Columbia’s delegation represented the largest non-Korean presence.

“CB Williams was very pleased with what we were able to accomplish in Korea,” said William Choi, CEO of CB Williams Energy Group, who was a keynote speaker at ENTECH’s Investment Promotion Forum. “ENTECH allowed us to connect with potential international customers and gave us opportunities to export our clean energy technology.”

A seminar about British Columbia was attended by representatives from approximately 50 private sector companies. In addition, B.C.’s presence was covered by Korean media including Energy Times magazine, Korea Oil and Gas magazine, Energy Today newspaper and KBS, a major television station.

“Our presence at British Columbia’s ENTECH pavilion gave Ballard a great opportunity to showcase hydrogen fuel cell technology in the Korean market,” said Terry Howe, a market manager with Ballard Power Systems. “Ballard looks forward to increasing our presence in key Asian markets, including Korea, through participation in future British Columbia delegations.”

ENTECH 2008 (Environmental and Energy Tech 2008) took place on Oct. 14 to 17 in Busan, South Korea’s second-largest city. Approximately 230 companies participated and some 25,000 people attended the trade show.

British Columbia's attendance at ENTECH 2008 was organized by the Province's Trade and Investment Representative Office in Korea. Opened in May by Premier Gordon Campbell, the office helps B.C.-based companies connect with potential Korean partners, promotes B.C. as an investment destination, encourages collaboration in research and development and showcases provincial products, resources and services.

B.C.'s Korea Trade and Investment office will also lead a delegation of five B.C.-based companies and organizations at the upcoming GSTAR2008 gaming show in Ilsan, Korea. GSTAR is a key event in one of the world's most important games markets. Running from November 13 to 16, GSTAR2008 will be held at the Korea International Exhibition Centre (KINTEX) located in Ilsan, Gyeonggi-do, British Columbia's Korean sister province. This show is expected to attract 1,000 journalists, 2,000 industry buyers, 160,000 visitors and 160 industry companies.

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