



Sustainability*live!*

20-22 April 2010 NEC Birmingham, UK
Leading the way for a sustainable future
www.sustainabilitylive.com

PRESS RELEASE

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Business is Essential in the Fight against Climate Change

Sustainabilitylive! 2009 has been a huge success and the event had a real buzz over all three days with everyone involved from speakers to visitors all contributing to the most successful Sustainabilitylive! yet.

Ed Miliband, Secretary of State for Energy & Climate change paid tribute to the organisations exhibiting, speaking and visiting at Sustainabilitylive! 2009 for the thought leadership they have shown in the transition to low carbon.

The Right Honourable Ed Miliband MP said "Going towards low carbon and tackling climate change can be good for business, whereby energy efficient organisations and consumers can save money. The government has introduced a strong framework and are setting targets for organisations to achieve a low carbon economy making events like this so important".

This year also saw the introduction of a series of new interactive sessions at the event to increase the visitor experience. One such session was Mouchel's Shark Tank which saw an exciting interpretation of the BBC's television programme Dragons' Den. Budding entrepreneurs with innovative ideas for the water and wastewater industry pitched for investment from 'sharks': Piers Clark, managing director of regulated industries for Mouchel; Mark Jones, wastewater strategy R&D manager at Severn Trent and former BBC dragon Richard Farleigh. The session proved to be a huge success with visitors spilling out of the seminar theatre.

Sustainabilitylive! 2009 also saw the launch of the all new SB - The Event, gave the industry a platform to showcase the latest innovations, hear from thought leaders and network with industry peers. With presentations from large blue chip organisations such as Sky, Ikea, Pepsico, John Lewis and government representatives from DECC this event was designed to give visitors the tools & expertise to become more sustainable and more than delivered in the attendance to these sessions.

One visitor said "Sustainabilitylive! is the must attend exhibition for those organisations, companies and individuals who have the desire to positively lead, shape and or contribute to the important sustainability issues facing us today and in the future." Kelvan Finch, Concept Energy Solutions Ltd.

Many of the exhibitors also commented on the quality of the visitors, the prestigious seminar and conference programmes and the fantastic networking opportunities at this year's event. *"Dynamic, refreshing and informative event, we have had a fantastic amount of quality leads that will hopefully be converted to business. The event also offers brilliant networking and the opportunity to build business opportunities with other exhibitors"* said Stacey Pottinger, Communications Manager, Parsons Brinckerhoff

Sustainabilitylive! 2009

Sustainabilitylive! 2009 featured over 350 exhibitors, an extensive conference programme with high profile speakers, master classes and seminars with excellent networking opportunities over the three days. With leading experts in the environment, energy, water and land sectors attending, the event created the ideal setting for sharing industry knowledge and inspiration.

Donna Bushell, event director, commented: "Sustainabilitylive! 2009 has exceeded our expectations this year. It has been so well received by exhibitors, visitors and supporting associations alike. Seeing the success of the show has reinforced what we already knew – that these industry areas are continuing to expand, offering increasing business opportunities."

“Comments from attendees have confirmed that this event really is unrivalled if you are in business within any of these sectors (land, energy, environment, sustainability and water) – offering networking opportunities, groundbreaking discussion on legislation and insight into the most innovative of products.”

Notes to editors:

Sustainability*live!* 2009 comprised:

- Brownfield Expo – the exhibition for those working in brownfield regeneration or land remediation
- ET – environmental technology
- NEMEX – the national energy management exhibition
- IWEX – the international water and effluent exhibition
- SB - The Event – sustainable business event

Sustainabilitylive! 2010 will take place on April 20 – 22, 2010, Halls 3 and 3a, NEC Birmingham

For more information visit: www.sustainabilitylive.com

About Faversham House Group:

Sustainability*live!* organiser Faversham House Group (FHG) is an independent media company established over 40 years ago. FHG manages 22 business-to-business conferences and exhibitions in the UK and Ireland, covering the environment, water, HVAC, highways, traffic and transport management; civil engineering and visual communications markets. FHG also publishes 15 business-to-business magazines in the environment, home improvement and building services industries, many of which are additionally published online, joining FHG’s award-winning websites, including the leading website for environmental professionals www.edie.net.

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