

PRESS RELEASE-SAEE21a-saeec2011
The Southern African Association for Energy Efficiency
23 November 2011

Southern African Energy Efficiency Convention held in November 2011

The 6th Southern African Energy Efficiency Convention (SAEEC2011) and Exhibition will this year be remembered for challenging delegates to choose between a black or bright future in South Africa. Exhibitors left nothing to chance and showcased a variety of energy efficient choices to make this possible, and 80 speakers inspired audiences with the message that energy efficiency makes sound business sense in all sectors of the economy.

As the flagship event of the Southern African Association for Energy Efficiency (SAEE), a chapter of the US-based Association of Energy Engineers (AEE), staging an event like SAEEC2011 is made possible by the generosity exhibited by stakeholders in the industry through participation in sponsorships, exhibitions, speakers, endorsements, media exposure and the trusted word-of-mouth. The SAEE is grateful for any contribution to assist in furthering its cause to the benefit of the Southern African region and endeavours to provide accessible platforms for this purpose, such as the SAEEC2011.

This year saw the release of energy efficiency building regulations, the release of the international ISO 50 001 Energy Management Standard, the publication of the South African Technical Standard for Measurement and Verification of Energy Savings as a National Standard, SANS 50 010:2011, the release for public comment of the National Energy Act's Regulation for energy efficiency tax incentives which is section 12L of the Income Tax Act, amongst many other incentives provided by various banks, Eskom programmes, and utilities whom actively seek to make progress is being energy efficient.

Granted that these incentives have been long-awaited, and most of these are in their infancy and bound to be challenged by teething problems, but the country is making positive strides in the right direction and these efforts should be supported and applauded. The SAEEC2011 has not failed to deliver positively to networking and information dissemination to over 500 delegates in the niche market of energy efficiency and sustainable development which touches all aspects of industry in the country.

The SAEEC2011 sported the announcement by Andre Etzinger from Eskom IDM that Eskom approved a Demand Market Participation programme for smaller organisations, and Gustav Radloff from Energy Cybernetics announced that South Africa was chosen to lead almost 50 countries toward the development of an international measurement and verification standard, as it is the first country to have published a national standard for the industry.

The opening session featured an address by the President of the SAEE, the Chief Director of Clean Energy at the Department of Energy, Eskom IDM latest developments, a view onto COP17 and its expected outcomes, the all-important matter of certification, and concluded with the benefits of overall energy management and its ultimate aim, not only for the environment, but positive business bottom-line as well. Nine sessions followed looking at finance, policies, planning, strategies, energy management, standards, measurement and verification, renewable and alternative energy, mining

and industrial energy optimisation, energy efficiency in buildings, tax incentives, innovation in energy and practical examples of lessons learnt through projects and case studies. This year the importance of using a reputable energy services provider is highlighted, how CDM can be co-ordinated with energy projects and learned from high profile case studies by PPC, Coca Cola, BMW, Avis and SABC.

Most encouragingly the SAEEC2011 exhibition was sold out two months before the event. We feel honoured to be able to offer a worthy platform for our corporate members and industry stakeholders to exhibit their expertise, services, products and solutions. With 50 exhibition stands featuring 41 organisations providing many choices to become energy efficient ranging from cooking methods, renewable backup power, portable large-scale solar solutions, funding opportunities, metering solutions, training for skills development and internationally recognised educational programmes, solar water heating options, energy auditing services, energy efficiency engineering, energy saving hydraulic oils, methods of controlling the quality of your own energy supply, water and energy savings products that have been tried-and-tested, adopting a smart lifestyle, automating for energy savings, measurement and verification services, urban sustainable development, certification of energy savings, environmental assurance services, energy optimisation services, energy consulting, drive and motor solutions, process solutions, steam controls, building automation, space heating and cooling, innovation, energy efficient coffee roasting, pumping, ventilation and airconditioning, risk evaluation of energy efficiency projects, industrial energy efficiency improvement, wind technologies, media houses, associations and institutes, etc.

The SAEEC2012 promises to deliver even more information on developments in the energy efficiency sector. Diarise the 7th Southern African Energy Efficiency Convention (SAEEC2012) at Emperors Palace in Gauteng on 14-15 November 2012.

For more information contact Erika Kruger at convention@saeec.org.za or visit www.saeec2011.org.za.

PICTURES ATTACHED WITH CAPTIONED TITLES – more pictures are available on request.

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