

BEST PRACTICE IDENTIFIED

Section	Indicator of Content
1 Title	BIOPTIMA International Fair of Biomass and Energy Services
2 Theme	BIOPTIMA is an international fair about biomass and energy services.
3 Objetives	<ul style="list-style-type: none"> · To promote the development of a consolidated biomass market, specially the agricultural biomass. · To become the benchmark for biomass and solar energy in southern Europe, being the meeting place for producers and suppliers of equipment, technicians, installers, engineers, consultants, universities, research centers, utilities and consumers of energy.
4 Location	Fair and Congress Enclosure Province of Jaen (Carretera de Granada s/n. 23003 Jaén, Spain).
5 Detailed description	<p>Time-scale The fair is held on a biennial basis. A discussion forum is held on alternate years to establish the design and the development for the next fair edition. The 3rd BIOPTIMA Edition of was held from 22nd to 24th of April 2010.</p> <p>Bodies involved/implementation</p> <p>Organizers:</p> <ul style="list-style-type: none"> · IFEJA - Institución Ferial de Jaén, S.A. (develops exhibitions and fairs services). · AGENER - Agencia de Gestión Energética de la Provincia de Jaén (energy management agency responsible of the technical direction of BIOPTIMA). · Inverjaen, S.C.R, S.A. (venture capital company that holds the strategic direction of the fair). <p>    </p> <p>Sponsors:</p> <ul style="list-style-type: none"> · Andalusian Energy Agency · Caja Rural de Jaén · Diputación Provincial de Jaén · Municipality of Jaén. · Private companies (Valoriza Energía, S.A.). <p>Collaborators:</p> <ul style="list-style-type: none"> · IDAE – Institute for Diversification and Saving of Energy. · APREAN Renewable - Andalusian Association of Promoters and Producers of Renewable Energy. · AMI – Association of Integral Maintenance and Energy Services Companies. · a3e – Association of Energy Efficiency Companies.

Process and detailed content of the practice

BIOPTIMA is an international fair about biomass and energy services organized by different private and public entities in the province of Jaén (Andalusia, Spain). It takes place every two years with a discussion forum on alternate years to establish the design and the development for the next fair edition. The 3rd BIOPTIMA Edition was held from 22nd to 24th of April 2010. Since its first edition in 2007, BIOPTIMA has become a reference on the European sector of renewable energies, especially in the biomass and energy efficiency.

Its latest edition attracted 17000 attendances, most of them from business and institutional sector. They were able to visit the 250 stands in the 15000 m² exhibition. Biomass was the main theme of the exhibition (47% of the stands), follow by solar energy (30%) and energy efficiency (11%).

The fair has also a parallel programme that includes presentations by expert speakers, conferences, discussion forums, professional meetings, etc.



BIOPTIMA 2010 Edition

Legal framework -

Financial framework

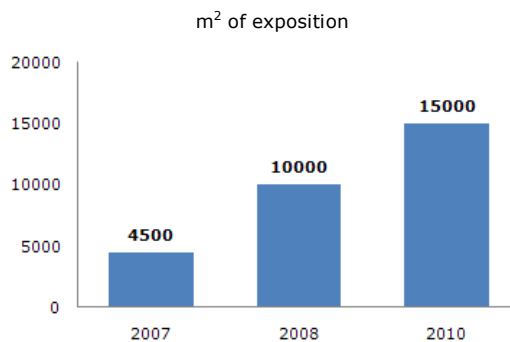
The fair has an investment plan of 500.000 €. Funding comes from a variety of resources, both private and public. The private contribution has been increasing since the first edition of the fair.

6 Evaluation

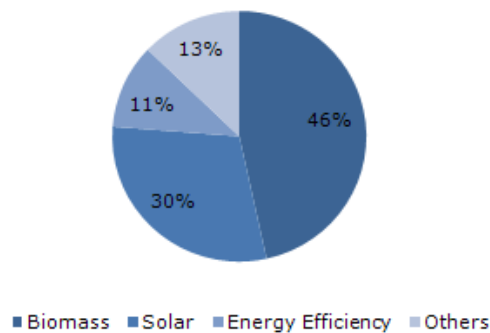
Results

The 3rd BIOPTIMA 2010 Edition had the following results:

- 17.000 visitors (41% professionals).
- 250 stands: 12% from international entities, 31% from national and 57% from Andalusian companies. The distribution in terms of thematic was: 47% biomass, 30% solar and 11% energy efficiency. The rest was about water and other renewable energies.
- 15.000 m² of exposition.



Thematic Distribution



CO₂ Reduction -

Energy Production -

Main Barriers and Threads

Financing the event was the main difficulty founded in the development of this project. The fair is a very expensive initiative that needed financial support from different entities, both public and private. Moreover, renewable energy (including biomass) is a developing market not yet consolidated in the region.

7 Lessons learnt	The success of a project like this depends heavily on public-private collaboration. These kinds of initiatives have to be promoted by public sector at its beginning. In any case, the private sector must become the “motor” of the fair, being finally a project promoted by companies.
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