



CLEAN ENERGY EXPO



ENERGY FOR THE FUTURE

Part of

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POST SHOW REPORT

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Executive Summary

To further propel Asia's dynamic clean energy sector, Clean Energy Expo Asia (CEEA) returned for a third run this year, with a stronger focus on expanding business opportunities and uncovering innovations that will shape the future of clean energy. CEEA 2011, the only Asian clean energy and energy efficiency business platform supported by the Asian Development Bank (ADB), once again proved to be the premier Trade Fair and Conference bringing together the leading players in the Technology, Services, Finance and Government sectors, in order to address key issues in the areas of renewable energy, energy efficiency and sustainable development in the Asia-Pacific region.

Held on 1-3 November 2011 at Suntec Exhibition and Convention Centre Singapore, CEEA 2011 attracted a total of 5,283 clean energy industry players from 63 countries, more than double the number of attendees in the inaugural edition in 2009. Close to 170 international exhibitors and over 130 speakers from leading companies in the technology, services and finance sector as well as from government bodies and organizations in Asia attended the CEEA 2011 Trade Fair and Conference. Six country pavilions from Canada, Europe, Japan, Singapore, Switzerland and Taiwan also brought together international firms showcasing their latest innovations and solutions for the clean energy and energy efficiency industry.

Reflecting industry interests and global renewable trends, the CEEA 2011 Conference featured a multitude of sessions focused on providing a holistic framework to help investors and start-ups in Asia's clean energy markets. The high-level and open dialogue in action at Clean Energy Expo Asia once again cemented its position as a key platform for the clean energy industry in the region.

Some of the highlights of CEEA 2011 included the new Hosted Buyer Program and the expanded Business Matching Sessions where key buyers from Asia were nominated by exhibitors and hosted by CEEA to come to Singapore for detailed face-to-face meetings. This resulted in a total of 2,645 targeted meetings with 160 buyer requests for exhibitors' products and services. Working with Lux Research, CEEA launched the inaugural Technology Scouting Pitch session where innovators utilized a dedicated platform to turn noteworthy sustainable energy business models and ideas into real implementations. Companies also benefited from the CEEA 2011 Investor Forum where innovative clean energy technologies, products or services from Singapore and around Asia were showcased and pitched to some of Asia's leading financial investors.



Key Statistic and Figures

EXHIBITORS

Total number of exhibiting companies	165
International exhibiting companies	105
Local exhibiting companies	62
Number of countries	26

PAVILION

6 (Canada, Europe, Japan, Singapore, Switzerland, Taiwan)

TOTAL VISITORSHIP

Total number of participants	5,283
Local participants	3,963
Overseas participants	1,320
Number of countries	63

CONFERENCE

Speakers	117
Conference attendees	384

EXHIBITOR-TRADE VISITORS BUSINESS MATCHING SESSIONS

No. of meetings	2,645
Buyer Requests	160



Trade Fair Overview

Our Exhibitors

In the 3rd presentation, CLEAN ENERGY EXPO ASIA 2011 continued to attract leading players in technology, services, finance, cleantech organizations and government sectors.

A Platform to position industry leadership

A total of 165 exhibitors were represented at CEEA 2011 Trade Fair including six country pavilions from **Canada, Europe, Japan, Singapore, Switzerland** and **Taiwan**. A wide spectrum of technologies in clean energy and energy efficiency products and services was showcased at the trade fair - ranging from waste management systems, geothermal, biofuel and biomass cogeneration, all the way to solar and wind energy, energy efficient lighting, green building technologies and sustainable mobility. Major industry players including Autodesk, BMW, SCHOTT Solar, Schneider Electric and others did present their cutting-edge technologies for the Asian markets.

A Gateway to launch Asia's latest clean energy innovations

Not to be outdone, up-and-coming players also showcased their latest innovations from all around Asia. Notable projects included **EcoE's** innovative adaptor, as well as **Zero-E**, a smart heater system that produces hot water by utilizing the heat produced from existing air-con units, promising savings of at least 75 percent on electricity bills. Furthermore, **ZPT Technology's AircoSaver**, a thermal sensor-driven software that increases the efficiency of the air conditioner, by ensuring inefficient overcooling is avoided, was also present at CEEA 2011 – as was **Eco Technology**, a Japanese wind power provider and alternative fuel producer **Growing Japan** and **Recycle Energy**, whose technology enables the derivation of oil from plastics. Exhibitors were also able to take the opportunity to present these latest clean energy technology and innovations via the Exhibitor TechTalk sessions which stretched over the 3-day event.

Focus on Efficiency: Sustainable Mobility @ CEEA 2011

Furthering the message of sustainable mobility, CEEA once again featured a showcase of sustainable energy vehicles, infrastructure and service solutions, with the spotlight equally shared by electric and hydrogen powered vehicles. One of newcomers to CEEA was the **NP-Distanza Proto**, a record-breaking prototype hydrogen fuel cell vehicle. The car, designed and constructed by students from **Ngee Ann Polytechnic** from Singapore, was lauded for setting a new record at the recent Shell Eco-marathon Asia, a regional motocross race for fuel-efficient vehicles. Another student showcase from Singapore comes from the **Institute of Technical Education**, who showcased their **ReNew Energy Eco Car**, and was also a participant of the Shell Eco-marathon Asia. A world leader in automotive innovation, **BMW** brought along their new **Active E** electric vehicle – one of the highlights of CEEA 2011. **EV Hub**, along with their partners, **SailorHub**, **YikeBike** and **Sealegs** came together to showcase their last mile transport solutions that includes the YikeBike, the smallest folding electric bike in the world; Sealegs, a patented technology for amphibious marine crafts built tough for demanding all terrain conditions; and EV Hub's first electric car test bedding project on Sentosa island.



Exhibitors' Satisfaction level in meeting their objectives @ CEEA

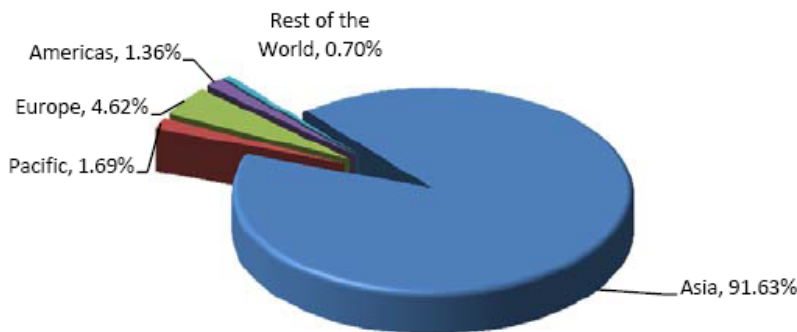
Objectives met via one 'sell-learn-network' business platform

More than 70% of the exhibitors have met their objectives and were satisfied in meeting their ROI in participating at the 2011 CEEA trade fair, conference, workshops and networking events.

Our Visitors

The distinct identification process of the most relevant visitor and buyer groups for the Trade Fair has been the key factor for ensuring top quality visitorship, and thus more success in securing ever more business opportunities for the exhibiting companies at CEEA. Working with key supporting institutions in the region and employing an extensive, yet highly targeted visitor promotion campaign, Clean Energy Expo Asia 2011 saw an increased number of clean energy professionals from Asia Pacific in attendance, with a majority of them coming from China (including Hong Kong and Macau), India, Indonesia, Japan, Malaysia and Singapore. 39.6% of the visitors are holding senior managerial positions, with more than 70% of the visitors holding purchasing authority and/or influencing clean energy and energy efficiency investment decisions.

Where do our participants come from?



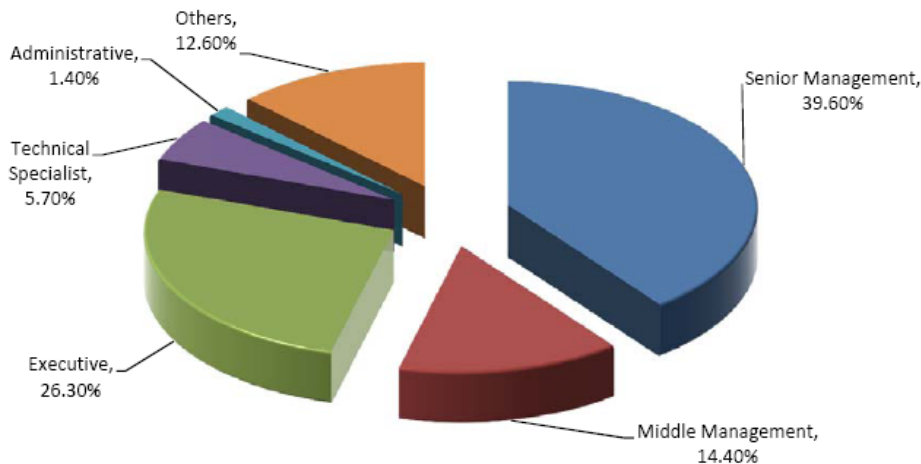
Top 10 Participating Countries

- Singapore
- Malaysia
- Japan
- Indonesia
- China
- India
- Australia
- Germany
- Thailand
- South Korea

Clear focus on Asia Pacific

Close to 92% of CEEA's participants are from countries within the Asia Pacific region – clearly demonstrating CEEA's focus on providing the leading clean energy and energy efficiency business platform for the Asia Pacific markets.

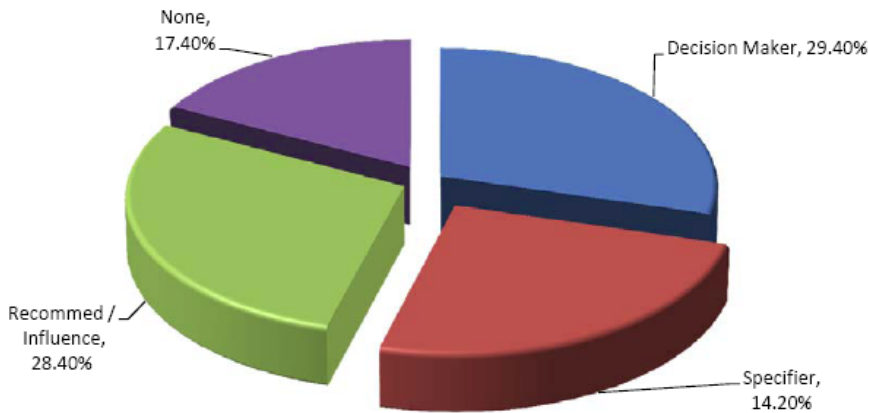
Trade Visitors' Professional Status



Top Decision Makers at CEEA

More than 50% of CEEA's trade visitors are holding middle to senior management positions which demonstrates clearly the abundant opportunities to meet key energy sector decision makers at CEEA.

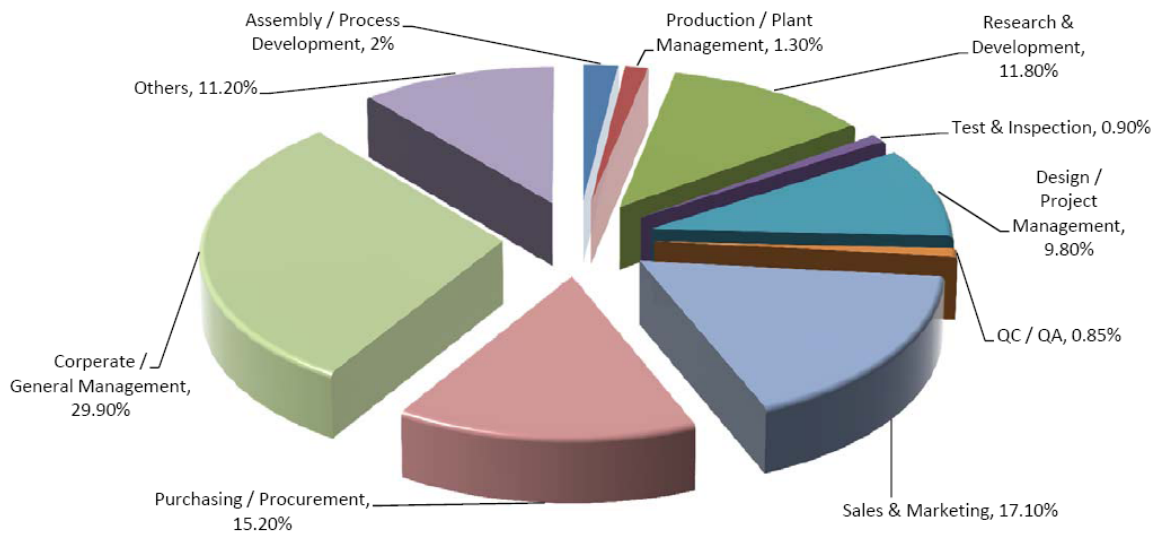
Trade Visitors' Purchasing Authority



Where buyers and sellers converge

With more than 70% of the trade visitors holding purchasing authority and/or being in the position to influence or recommend clean energy and energy efficiency investments, the CEEA exhibitors are able to present their latest technology and services to the right target groups.

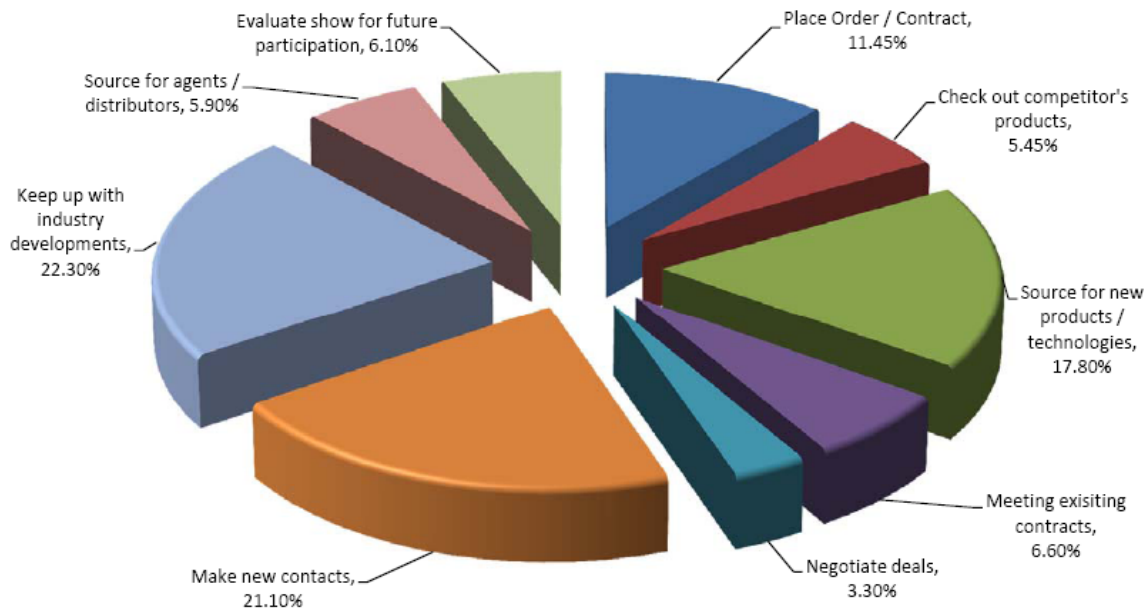
Trade Visitors' Job Function



A Knowledge platform that caters to a multitude of vertical job functions

At CEEA, the various conference tracks and workshops allowed clean tech professionals from various levels – from top management to procurement and operational staff as well as policy makers and researchers - to strongly benefit from content sharing and networking opportunities all within one comprehensive and highly focused knowledge platform.

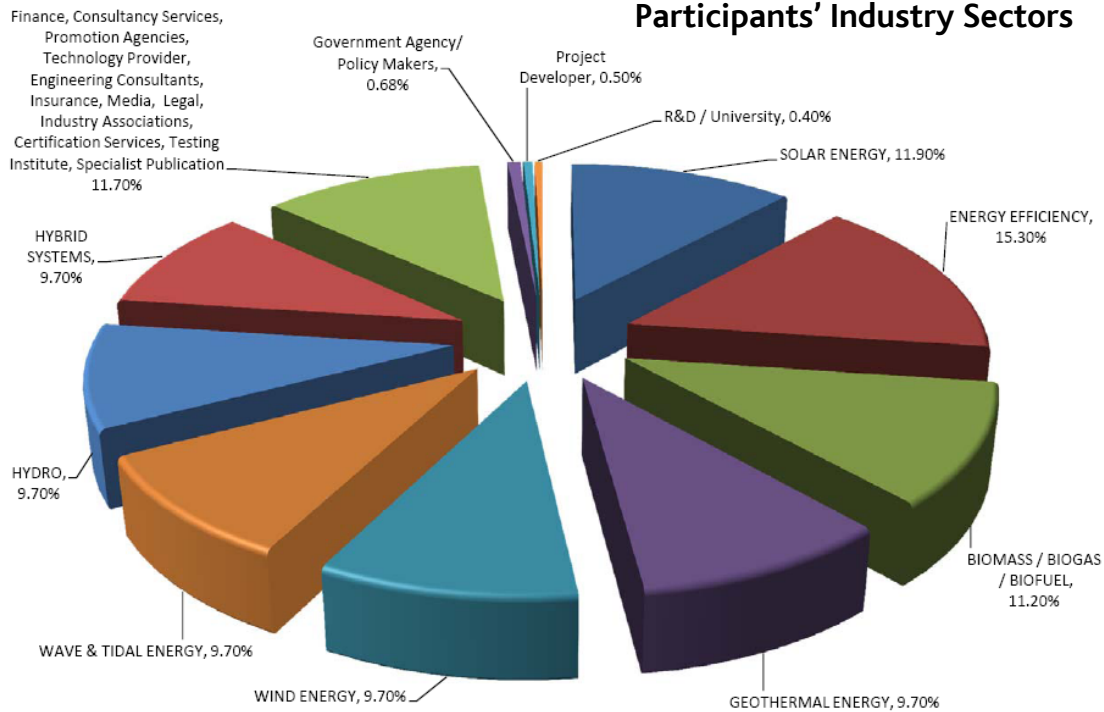
Trade Visitors' Purpose of Visit



The trading & knowledge transfer platform

With more than 53% of the visitors intent on placing orders and/or sourcing for new technologies as well as negotiating deals, CEEA is the ideal business platform for companies to position themselves as leading technology and service providers for the future clean energy and energy efficiency solutions in Asia Pacific.

Participants' Industry Sectors



Gathering of the widest and most comprehensive range of industry professionals

Align your brand with an event that has its pulse on global cleantech and energy issues. At CEEA, you will be able to meet clean energy & energy efficiency professionals from various technology sectors - including government agencies, policy makers, researchers and academia as well as project developers and investors, all in one platform.

Conference Overview

The Clean Energy Expo Asia 2011 Conference program was developed in partnership with the Asian Development Bank (ADB) and Sustainable Energy Association of Singapore (SEAS). The holistic Conference content covered the latest trends in clean energy financing opportunities and market trends, as well as clean energy legislation and policies in Asia Pacific. In addition, the latest technological innovations and developments in the area of renewable energy and energy efficiency commercialization were addressed at the CEEA 2011 Conference.

Acknowledging the unique value of this holistic and cross sectorial conference concept, a total of 384 participants including 117 speakers from 96 global and regional corporations registered at CEEA 2011 Conference. The 30 plenary discussions, break-out sessions and workshop sessions addressed topics ranging from sustainable mobility, renewable energy technologies and commercialization, energy efficiency as well as clean energy resources to clean energy project showcases, and last but not least dedicated tracks on most recent financing and investment trends. Some of the distinguished CEEA 2011 Conference speakers included:



Mr. Takashi Hongo
Senior Fellow
Mitsui Global Strategic
Studies Institute



Mr. Jannik Termansen
Vice President, Government
Relations
Vestas Asia Pacific



Mr. Gil-Hong Kim
Director, Sustainable
Infrastructure Division
Asian Development Bank
(ADB)



Mr. Robert Gleitz
Vice-President Marketing
Alstom Power



Prof. Dr.-Ing Christop
Menke
Professor, Energy &
Environment Technology
University of Applied
Sciences, Trier Germany



Mr. Taras Wankewycz
Founder-CMO
Horizon Fuel Cell
Technologies

Other speakers represented the following companies/ institutions:

- Autodesk Asia Pacific
- Bloomberg New Energy Finance
- BNP Paribas Clean Energy Fund
- Conergy Renewable Energy Singapore Pte Ltd
- Det Norske Veritas Pte Ltd
- Energy Market Authority
- Gamesa Singapore Pte Ltd
- GE Energy
- Greenlots
- Maybank MEACP Pte Ltd
- Munich RE Hong Kong
- Phoenix Solar Pte Ltd
- Robert Bosch South East Asia
- Schneider Electric Power Asia Pacific Energy
- SCHOTT Solar AG
- Solar Energy Research Institute of Singapore (SERIS)
- Solid Asia Pte Ltd
- Standard Chartered Bank
- ThyssenKrupp Steel (Asia Pacific) Pte Ltd
- Wind Prospect Asia
- ...and others

Conference Topics covered:

Outlook for Clean Energy & Renewable Energy Technologies / Commercialization Trends in Asia

- Solar Energy Technology & Commercialization
- Wind Power Technology & Commercialization
- Grid Connection of Renewable Energy
- Renewable Power Storage and Transmission – Can Smart Grid Help?

Renewable Energy & Sustainable Mobility

- Other Renewable Energy Technology – Hydro, Tidal, Geothermal
- Bio Energy
- Renewable Fuels
- Waste to Energy
- Energy Efficiency Dialogue
- Sustainable Mobility
- Electric Vehicles: State of Technology

Clean Energy / Energy Efficiency Projects and Financing

- Financing & Investments
- Financing Studies in Energy Efficiency Projects
- Energy Efficiency – Business Opportunities & Market Potential (Europe Business Forum)
- Energy Efficiency in Green Buildings
- Clean Energy Project Case Studies

Conference session highlights included:

- Clean Energy Outlook and Renewable Energy Technologies / Commercialization
 - Developments in Future Clean Energy Solutions and How They will Affect Energy Markets and Policies in Asia
 - Solar Energy Technologies for South East Asia
 - Onshore Wind Power: Overcoming the Challenges and Technology Improvements
 - Solar Steam Plants, Large Scale Solar Projects – Market Developments and Opportunities in Asia Today
 - Early Successes in Hydrogen-Powered Product Commercialization
 - Challenges that plague global Bioenergy market
- Grid Connection of Renewable Energy
 - Impact of Increasing Renewable Electricity to the Grid – Issues and Options
 - High Penetration of Renewable Generation and its Impact on Electric Grid Performance – Global Perspective and Lessons-Learned

- Energy Efficiency
 - Energy-Efficiency Dialogue: Policy and Regulatory Issues Facing Energy-Efficiency Businesses and Projects
 - Energy Efficiency in Green Buildings
 - Building Integrated Photovoltaic – Mandatory to Achieve Zero and Plus Energy Buildings
 - Green and Not-so-Green Buildings: Identifying Unexpected Opportunities for Energy Savings

- Financing & Investments
 - Utility Scale Solar Plants: Keys to Successful Project Development and Financing
 - A Green Bank for Asia: Opportunity for Public-Private Partnership to Leverage Financing for Renewable
 - Innovation of Financial Mechanism for Energy Efficiency Project

- Sustainable Mobility
 - Electric Vehicles: State of Technology
 - The Importance of Intelligent Charging Networks for the Smart Grid of the Future
 - Evaluation of Plug-In Electric Vehicles on a Societal Basis

- Workshops:
 - Smart Grid – From Strategy to Practical Deployment
 - Technology Scouting in Cleantech: Lessons for Developer and Scouts in Renewable and Recyclable Energy and Materials
 - Quantifying Wind Risk in Projects for Financiers, Investors, Private Equity Funds and Emerging Developers
 - SEAS Renewable Energy Investor Forum 2011



Publicity Overview

Once again, Clean Energy Expo Asia 2011 received widespread recognition in the international and regional trade media as well as within the leading general media publications.

Press releases were distributed press releases to 112 local and international media sources for both the pre-event media outreach, as well as the actual event on 1-3 November 2011. Target media include leading agencies such as:

- Asian Power
- Bloomberg Newswires
- Channel NewsAsia
- Eco-Business
- Green Business Times
- Lianhe Zaobao
- Recharge News
- The Straits Times
- The Business Times
- Thomson Reuters

A total of 74 media representatives from 52 media agencies attended Clean Energy Expo Asia 2011:

1. 21st Century Business Herald
2. 9tro Group
3. ABC Carbon Express
4. Asia 360
5. Asian Power
6. Aving News
7. Bangkok Post
8. BFM 89.9
9. Bisnis Indonesia
10. Bloomberg Newswires
11. Carbon Extra (Thomson Reuters)
12. cei
13. Channel News Agency
14. Climate Connect
15. CNet Asia
16. Detik.com
17. Dow Jones Newswires
18. Eco Business
19. Elsevier
20. GMA News & Public Affairs
21. Green Business Times
22. Green Purchasing Asia
23. Harian Metro
24. Hindu Times
25. Industrial Automation Asia
26. Konrad-Adenauer-Stiftung
27. Kuensel Online
28. Lianhe Zaobao
29. Mergermarket
30. Nanyang Post
31. Nippon Hos Kyokia
32. New Zealand Herald
33. Philippine Inquirer
34. Pinoy Star
35. Radio Thailand
36. Rasmei Kapuchea
37. Recharge News
38. Singapore Engineer
39. Sunmedia
40. Taiwan Macroview TV
41. The Business Times
42. The Daily Star
43. The Edge
44. The Island
45. The Kathmandu Post
46. The Nation
47. The Philippine Star
48. The Star
49. The Straits Times
50. Thomson Reuters
51. TODAY
52. Vietnam News

As with previous years, the information covered in the media interviews at Clean Energy Expo Asia 2011 ranged from general topics such as clean energy trends in Asia, to specific initiatives by government bodies and clean energy investment plans by companies. In particular, many of the local and foreign media were keen to find out about the viability of clean energy investments in today's turbulent economy. Additionally, sustainable mobility remains a topic of interest with local media outlets interested in the future of sustainable vehicles in Singapore and the region.

A total of 136 outcomes were generated for the event in regional and local print, online and broadcast media. The total equivalent advertising value (EAV) of the coverage was in excess

of S\$1.374 million with a total PR value of over S\$4.122 million – double the amount as in 2010.

A total of 75 media interviews were held throughout the three-day event including the following:

No.	Date	Media	Interviewee
Day 1			
1	1 Nov	Asian Power	Alex Tancock, Wind-Prospect
2	1 Nov	CNBC Asia	Peter Dickson, BNP Paribas Clean Energy Fund
3	1 Nov	CNBC Asia	Peter Dickson, BNP Paribas Clean Energy Fund (@KuDeTa)
4	1 Nov	CNBC Asia	Alexander Lenz, Conergy
5	1 Nov	CNBC Asia	Peter Du Pont, Nexant
6	1 Nov	CNet Asia	VS Hariharan, Third Wave Power
7	1 Nov	Detik.com	Alexander Lenz, Conergy
8	1 Nov	Dow Jones	Peter Chin, Minister for Energy, Green Technology and Water, Malaysia
9	1 Nov	Dow Jones	Vivian Balakrishnan, Minister for the Environment and Water Resources, Singapore
10	1 Nov	Eco Business	Oliver Risse, Greenlots
11	1 Nov	Eco Business	Alexander Lenz, Conergy
12	1 Nov	Eco Business	Robert Gleitz, Alstom Power
13	1 Nov	Eco Business	VS Hariharan, Third Wave Power
14	1 Nov	Harian Metro	Alexander Lenz, Conergy
15	1 Nov	Mergermarket	Alex Lau, Anacle
16	1 Nov	Mergermarket	Tariq Alam, Punj Lloyd Delta Renewables
17	1 Nov	Mergermarket	Peter Jurgen-Husnik, Solid Asia
18	1 Nov	Recharge News	Robert Gleitz, Alstom Power
19	1 Nov	Singapore Engineer	Alex Lau, Anacle
20	1 Nov	The Straits Times	Zhou Aiming, Asian Development Bank
21	1 Nov	Thomson Reuters Text	Peter Chin, Minister for Energy, Green Technology and Water, Malaysia
22	1 Nov	Thomson Reuters Text	Robert Gleitz, Alstom Power
23	1 Nov	Thomson Reuters TV	Edwin Khew, Sustainable Energy Association of Singapore
24	1 Nov	Thomson Reuters TV	Peter Chin, Minister for Energy, Green Technology and Water, Malaysia
Day 2			
25	2 Nov	Asia 360	Michael Liebreich, Bloomberg New Energy Finance
26	2 Nov	Asian Power	Dr John Lee, Caterpillar
27	2 Nov	Asian Power	Dr Christoph Menke, Joint Graduate School of Energy and Environment Bangkok
28	2 Nov	Bangkok Post	Dr Christoph Menke, Joint Graduate School of Energy and Environment Bangkok
29	2 Nov	Bangkok Post	Dr Sombat Teekasap, The Federation of Thai Industries
30	2 Nov	Channel News Asia	Edgare Kerkwijk, Asia Green Capital
31	2 Nov	Channel News Asia	Steve Peters, Stratcon

32	2 Nov	Channel News Asia	Edwin Khew, Sustainable Energy Association of Singapore
33	2 Nov	Green Business Times	Taras Wankewycz, Horizon Fuel Cell
34	2 Nov	Green Business Times	Christine Lins, Renewable Energy Council
35	2 Nov	GMA News and Public Affairs	Zhou Aiming, Asian Development Bank
36	2 Nov	Harian Metro	Taras Wankewycz, Horizon Fuel Cell
37	2 Nov	Mergermarket	Chris Morris, Wind Prospect
38	2 Nov	Mergermarket	Tammy Chu, Entura
39	2 Nov	Mergermarket	Pasi Rousu, Chempolis
40	2 Nov	Mergermarket	Taras Wankewycz, Horizon Fuel Cell
41	2 Nov	Mergermarket	Zdenek Sima, Chaldici Veze
42	2 Nov	Nippon Hos Kyokia	Asami Nakaya, Okawara Manufacturing
43	2 Nov	Nippon Hos Kyokia	Dr Christoph Menke, Joint Graduate School of Energy and Environment Bangkok of
44	2 Nov	Radio Thailand	Zhou Aiming, Asian Development Bank
45	2 Nov	The Philippine Star	Zhou Aiming, Asian Development Bank
46	2 Nov	The Philippine Star	Dr Christoph Menke, Joint Graduate School of Energy and Environment Bangkok
47	2 Nov	Thomson Reuters TV	Gil-Hong Kim, Asian Development Bank
48	2 Nov	Thomson Reuters TV	Zhou Aiming, Asian Development Bank
Day 3			
49	3 Nov	Asia 360	Peter Du Pont, Nexant
50	3 Nov	Asia 360	Alex Lau, Anacle
51	3 Nov	Bangkok Post	Peter Du Pont, Nexant
52	3 Nov	BBC	Peter Dickson, BNP Paribas Clean Energy Fund
53	3 Nov	BFM 89.9	Mumtaz Khan, Maybank MEACP
54	3 Nov	Bloomberg Newswires	Mumtaz Khan, Maybank MEACP
55	3 Nov	Bloomberg Newswires	Peter Dickson, BNP Paribas Clean Energy Fund
56	3 Nov	Business Times	Peter Dickson, BNP Paribas Clean Energy Fund
57	3 Nov	Business Times	Mumtaz Khan, Maybank MEACP
58	3 Nov	Business Times	Edwin Khew, Sustainable Energy Association of Singapore
59	3 Nov	Channel News Asia	Ken Cheung, Watson, Farley & Williams
60	3 Nov	Channel News Asia	Peter Dickson, BNP Paribas Clean Energy Fund
61	3 Nov	Channel News Asia	Mumtaz Khan, Maybank MEACP
62	3 Nov	Eco Business	Samuel Priest, Baker & McKenzie
63	3 Nov	Green Business Times	Vivek Vaidya, Frost & Sullivan
64	3 Nov	Harian Metro	Mariko Okamoto, Recycle Energy
65	3 Nov	Industrial Automation Asia	Susan Gladwin, Autodesk
66	3 Nov	Industrial Automation Asia	Oliver Risse, Greenlots
67	3 Nov	Recharge News	Alexander Lenz, Conergy
68	3 Nov	The Press	Grant Ryan, YikeBike
69	3 Nov	The Press	David Chou, EV World
70	3 Nov	The Press	Wayne Mapp, Minister of Science and Innovation, New Zealand
71	3 Nov	Thomson Reuters Text	Peter Du Pont, Nexant
72	3 Nov	Thomson Reuters Text	Peter Dickson, BNP Paribas Clean Energy Fund
73	3 Nov	Thomson Reuters TV	Mumtaz Khan, Maybank MEACP
74	3 Nov	Thomson Reuters TV	Peter Du Pont, Nexant
75	3 Nov	Thomson Reuters TV	Peter Dickson, BNP Paribas Clean Energy Fund

The Industry Speaks Out

“

At Clean Energy Expo Asia, we met with many companies looking to support the expansion of hydrogen fuel cell commercialization in Asia Pacific, giving us the chance to reestablish our name as the leading fuel cell company in the region. The Trade Fair also showcased the first national finals for the Destination Zero Carbon student competition, of which Horizon Fuel Cells is a supporter of, connecting a future generation of budding scientists to the development of sustainable energy innovations

Taras Wankewycz
Co-founder
Horizon Fuel Cell Technologies ”

“

We are thrilled to be invited to the Clean Energy Expo Asia, an event which further confirms our insights into the immense business opportunities and up-and-rising technological offerings in the energy sector of Asia Pacific

Will Polese
Managing Director, Asia Pacific
Lux Research ”

“

CEEA is a platform to bring together all the stakeholders responsible for strategizing the green future. It's a good platform for collaboration and learn about international green initiatives.

Bosch Software Innovations ”

“

Clean Energy Expo Asia 2011 attracted high quality visitors, presenting a timely and practical platform for Third Wave Power to debut its very first innovation – the mPowerpad. Throughout these busy few days, we have created awareness for our product in the cleantech world, as well as serious interest from potential business partners. Overall, Clean Energy Expo Asia proved to be a great show with good returns on investment for our company

VS Hariharan
Third Wave Power Pte Ltd
Co-Founder ”



Wind Tracks &
Tea-Break Sponsor



Official Lanyard &
Badge Sponsor



Singapore Pavilion
Reception Sponsor



Technology Scouting
Pitch presented by



Business Matching
Service Powered by



Official International
Newspaper



asia.WSJ.com

Official
Research Partner



Official Airline



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