

October 6, 2017

Canadian Wind Energy Association Annual Conference and Exhibition 2017 (October 3-5, 2017)

CanWEA Annual Conference and Exhibition Post Show Release

Montreal/Toronto/Hannover, October 6, 2017 - The Canadian Wind Energy Association (CanWEA) and Hannover Fairs (Canada) Inc., announced the conclusion of another highly successful Annual Conference and Exhibition. The 33rd edition of the event attracted more than 1,400 registrants and approximately 120 exhibitors, covering 24,600 square feet of exhibition space at the Palais des congrès de Montréal in Quebec, Canada.

Canada in the Midst of an Energy Transition

As Canada transitions to low-cost, emissions-free electricity, it is fitting that Montréal served as host for this year's event. "Québec was one of the first provinces to adopt wind energy on a large-scale, and by working to develop new markets for its clean energy resources through its export and electrification initiatives, it is once again carving out a leadership role. It was wonderful to be back in Montréal to talk about what's next for our industry as the shift to a more sustainable future takes hold," said Cory Basil, Vice-President of Development for EDF EN Canada and Board Chair for the Canadian Wind Energy Association.

Energy Transition is driving opportunities for lost-cost wind energy and sustainability to Canada's economy

Conference plenary and education sessions held throughout the event generated numerous insights into the changing Canadian electricity system. These changes are driving innovation, modernization, and the development of new markets. Future demand is expected to be increasingly driven by the growing importance of electric vehicles, expanding export opportunities, and ambitious decarbonization policies.

With the goal of becoming the energy source of choice for utilities, system operators and consumers, the Canadian wind energy sector continues to establish itself as a reliable, low-cost source of renewable energy. As the legacy electricity grid becomes more modern, flexible, and renewables-focused, even greater carbon reductions will be possible.

According to Alex Morgan, lead North American wind analyst for Bloomberg New Energy Finance (BNEF), analysis completed for BNEF's New Energy Outlook 2017 found that wind energy generation will be cheaper than existing coal-fired sources by 2025 and cheaper than existing gas-fired generation by 2027. Wind energy is already among the lowest-cost options for new electricity generation (Lazard, <https://www.lazard.com/perspective/levelized-cost-of-energy-analysis-100/>).

In a featured keynote address, Kim Rudd, Parliamentary Secretary to Canada's Minister of Natural Resources, the Honourable Jim Carr, spoke about the federal government's strategy for ensuring Canada's natural resources get to market sustainably while creating opportunities in the shift to a low-carbon future, a shift that requires supportive policy, strategic infrastructure investments, and the engagement of Canadians in defining Canada's energy future.

The Honourable Sergio Marchi, CEO of the Canadian Electricity Association, used his keynote address on the conference's second day to deliver a similar message, noting that Canada's non-emitting electricity supplies are key to capturing new clean growth opportunities and doing so requires new approaches to the planning and operation of the electricity grid, policy considerations and public education.

Quotes

"Clean energy and clean technology will be among the great growth stories of the 21st century, and that offers significant opportunity for Canada, and for Canada's wind energy industry, to provide the innovative solutions required as the economy evolves."

– Kim Rudd, Parliamentary Secretary to Canada's Minister of Natural Resources, The Honourable Jim Carr

"Canada's wind industry is leaving this year's conference energized and excited about what lies ahead. Wind energy represents the future, one that will rely on a smarter and more sophisticated electricity grid to provide the carbon-free, low-cost energy that will unlock new clean growth opportunities for Canada."

– Robert Hornung, President, Canadian Wind Energy Association (CanWEA)

"CanWEA 2017 was a reflection of just how dynamic Canada's wind energy sector is evolving. Those who spent the last 2 ½ days in the education sessions and on the trade show floor walked away with market insight, business deals and connections, as well as access to new technologies and approaches for increasing competitiveness."

– Larry Turner, President and CEO, Hannover Fairs

Exhibitor Testimonials

"The CanWEA Annual Conference and Exhibition is the key event for the Canadian wind industry. It provides an opportunity to hear about emerging market trends, industry direction,

and challenges while also enabling us to meet with our key customers to discuss and engage on future opportunities."

- David Hickey, Head of Siemens Gamesa Renewable Energy in Canada.

"Every year, this event is truly a highlight in terms of networking opportunities with existing and new contacts. We were delighted to introduce our new 3MW series to the Canadian market at this year's event. We were very happy to participate at the Annual Conference and Exhibition in Montreal in 2017 and are already looking forward to the 2018 edition, taking place in Calgary."

- Eva Lotta Schmidt, Business Development Manager at ENERCON Canada

Calgary, Alberta will host Canada's national wind energy event in 2018

As a leading advocate of renewable energy, Canada's federal and provincial governments are moving aggressively to modernize electricity systems and expand energy economies to capitalize on the advantages of renewable energy. As a national event, we believe that it is important to adopt a national outlook. For 2018, CanWEA's 34th Annual Conference and Exhibition will be held in Calgary, Alberta between October 23-25, 2018.

"Due to strong demand in Western Canada, positive policy frameworks, and provincial governments focused on reducing carbon emissions, we are very proud to announce the CanWEA Annual Conference and Exhibition will take place in Calgary, Alberta in 2018," confirmed Chief Executive Officer Larry Turner.

Related Canadian Wind Energy Association (CanWEA) Press Releases:

[Wind energy a key to energy transition: More than 1,200 gather in Montreal for Canada's largest wind energy conference and exhibition](#)

[CanWEA 2017 closes with eye to future growth: Energy Transition promises new markets for Canadian wind energy](#)

About The Canadian Wind Energy Association (CanWEA)

CanWEA is the voice of Canada's wind energy industry, actively promoting the responsible and sustainable growth of wind energy. A national non-profit association, CanWEA serves as Canada's leading source of credible information about wind energy and its social, economic and environmental benefits. Join us on [Facebook](#), follow us on [Twitter](#) and [LinkedIn](#). Learn more at www.canwea.ca.

About the CanWEA Annual Conference and Exhibition

The CanWEA Annual Conference and Exhibition is organized by Hannover Fairs (Canada), Inc. in partnership with the Canadian Wind Energy Association. The event is Canada's biggest wind-energy tradeshow. CanWEA 2017 took place October 3-5, 2017 at the Palais des congrès de Montréal in Montreal, Quebec, Canada. In 2018, CanWEA's 34th Annual Conference and Exhibition will be held in Calgary, Alberta between October 23-25, 2018. Follow us on [Twitter](#). Learn more at windenergyevent.ca

About Hannover Fairs (Canada), Inc.

Hannover Fairs (Canada) is the Canadian subsidiary of Hannover, Germany's Deutsche Messe – one of the world's largest and most active organizers of industrial technology events. Hannover Fairs (Canada) develops and manages a portfolio of events across Canada. Working closely with North American companies, Hannover Fairs creates qualified new business leads, helps its clients enter new markets and aids them in forming lasting partnerships. The company's programs reflect the global scope of Deutsche Messe's activities. For more information, visit www.hfcanada.ca.

About Deutsche Messe AG

2017 marks the 70th anniversary of Deutsche Messe AG, which was founded in 1947 with the staging of Germany's first-ever Export Fair. Seven decades later, Deutsche Messe has taken its place among the world's top organizers of investment goods trade fairs, sporting a rich portfolio of events held in Germany and around the globe. With projected 2016 revenue of 301 million euros, the company ranks among the five biggest tradeshow companies in Germany. Its portfolio includes world-class events such as CeBIT (digital business), CeMAT (intralogistics and supply chain management), HANNOVER MESSE (industrial technology), INTERSCHUTZ (fire prevention, disaster relief, rescue, safety and security), and LIGNA (woodworking, wood processing, forestry). With approximately 1,200 employees and a network of 62 sales partners, Deutsche Messe is present in more than 100 countries.

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