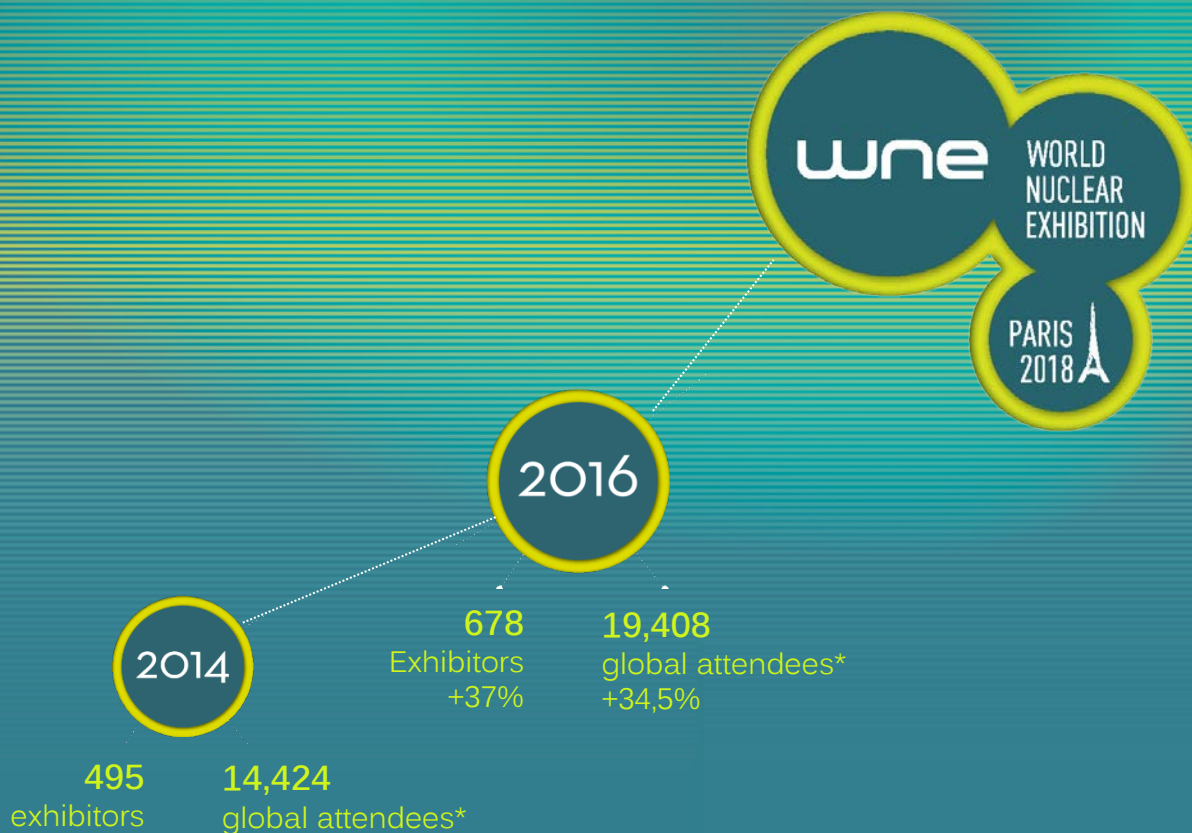


The leading event dedicated to the nuclear energy community



Connect to nuclear
June 26-28, 2018

Paris Nord Villepinte - France

* Global attendance: total exhibitors and visitors



2016 key figures

VISITORS

8,807 visitors
Vs. 7,215 in 2014
+22%
63 countries



2,501 from abroad
+61% vs 2014

28,5%
international
Vs. 21,5% in
2014



Visitors' countries

- France
- United Kingdom
- China
- United States
- Germany
- Belgium
- Turkey
- Spain

- Japan
- Russia
- Romania
- South Korea
- Poland
- Switzerland
- South Africa

TOP 5 = 60% of activities

- Engineering (15,50%)
- Service companies (14,15%)
- Operators, NPP (11,75%)
- Institutions (8,55%)
- EPC (7,55%)

TOP 6 = 70% of job titles

- Sales functions (22,5%)
- Management (20,20%)
- Engineer (9,05%)
- Project (6,95%)
- Institutional (6,10%)
- Purchase (4,10%)

1,233 key players
MIP & VIP
Vs. 533 in 2014
+131%



727 from abroad
+159% vs 2014

59%
international

3,250 pre-organized business meetings
Vs. 1,850 in 2014
+75,5%

Visitors satisfaction*: **99%**
95,8% wish to come back in 2018*

* Satisfaction survey of July 2016

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

2016 edition



2016 key figures

The whole nuclear value chain is represented

19,408 attendees (visitors + exhibitors) Vs. 14,424 in 2014
+34,5%

EXHIBITORS

678 exhibitors
Vs. 495 in 2014
+37%
28 countries



237 from abroad

35%
international
Vs. 24% in 2014



Exhibitors' countries

- France
- United Kingdom
- Germany
- United States
- China



Presence of International leaders



Exhibitors satisfaction*: 99%
97% wish to come back in 2018*

* Satisfaction survey of July 2016



Our survey results

2016: A banner edition!

A record increase of International visitors and exhibitors

Global satisfaction at the peak

The World's largest event by far dedicated to nuclear business

The place to be for leaders

An expert organization team

An exhibition known for its capacity of boosting networking

Bright perspectives of participation for the 2018 edition

Bright perspectives for the 2018 edition

1. Continue the international development of WNE

2. An even more energetic promotion campaign

3. Boost the number of B2B pre-organized meetings (particularly for buyers and international visitors)

4. Top-level logistics and services

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

Positioning

A business-oriented
exhibition
Not a conference

Offering high-level
PANEL DISCUSSIONS as well
as exhibitor **WORKSHOPS**
with **NETWORKING**
sessions

BUSINESS-
oriented

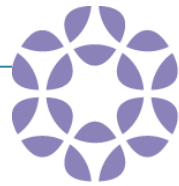
Covering the
**WHOLE
NUCLEAR**
energy value
chain

INTERNATIONALLY
acclaimed

Highlighting
- **INNOVATION,**
- **FUTURE TECHNOLOGIES**
(digitalization, GenIV, SMR...),
- **D&D**
- **SALES & PARTNERSHIP
CONTRACTS**

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

A new venue



Paris Nord Villepinte



Easier access
(metro / train
station onsite)
from Paris and
from the
International
airport

A
roomier
hall with
cooling

More
hotels

Free
shuttles
between
visitor
parking
and hall

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

The 3-day intense programme

Tues, June 26, 2018

Opening ceremony

2 panel discussions in
the afternoon

Exhibitor workshops all
afternoon long

WNE Awards Ceremony

WNE Happy Hour

Wedn, June 27, 2018

3 panel discussions in
the morning

Exhibitor workshops all
day long

3 panel discussions in
the afternoon

Thurs, June 28, 2018

2 panel discussions in
the morning

Exhibitor workshops all
day long

1 panel discussion in the
afternoon

Closing ceremony

Panel discussions reduced to 1 hour

NEW

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

A new banner

WNE 2018:

« Nuclear Excellence, a new era »

Several major developments around the world will bring the Excellence of the nuclear sector to light in 2018: several Generation III reactors will be connected to the network, major maintenance and deconstruction projects will be launched, an abundance of new technologies will be exposed... WNE will be the best opportunity to take stock of all these advances!



Connect to nuclear
June 26-28, 2018

Paris Nord Villepinte - France

WNE 2018

wne WORLD NUCLEAR EXHIBITION

PARIS 2018

More WNE Awards



4 categories in 2016

- Innovation
- Nuclear Safety
- Operational Excellence
- Knowledge Management

Creation of WNE Awards categories for SMEs

Still 4 categories in 2018 but 7 Awards

- **Innovation**
2 categories : Groups / SMEs
- **Nuclear Safety**
- **Operational Excellence**
2 categories : Groups / SMEs
- **Skills & Knowledge Management**
2 categories : Groups / SMEs



Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

An event by



Organised by





Targeted additional visitors

Visitors

Great research institutions in the World

More operational profiles

- Engineers
- Technical directors
- Project managers

Particularly in maintenance, dismantling and R&D

Buyers Club

For each country, we study the buying process (NPP and/or utilities) and we look for the qualified contacts that are decision makers for business meetings

VIP

- **NPP directors, Research centers directors**
- Operators members of boards
- Members of Owners Clubs.

MIP

- **Institutions:** Ministers, Safety authorities, governmental agencies
- **Operations:** Operators presidents, EPC presidents

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France



Services

- 4,000 business meetings expected in 2018 and particularly for International visitors and exhibitors
- Special care of Buyers populations in the Buyers Club as a more privileged area

Communication

- Special section dedicated to business in the newsletters
- Enhance business meetings on the website
- Promotion of partnership contracts

Dedicated sales offers

- Business booster
- 2 turnkey offers to welcome customers & prospects

NEW

WNE 2018
PARIS

WNE 2018
PARIS

BOOSTER BUSINESS

1

€ 380 Excl. VAT

2

€ 820 Excl. VAT

3

€ 2,920 Excl. VAT

LOUNGE



Welcome



V.I.P. services

BUSINESS



Generation of leads



Work space



Onsite

A dedicated Innovation Area rethought

Communication

- Special section dedicated to innovation in the newsletters
- Enhance new products and services on the website
- Promotion of the Innovation category of the WNE Awards
- Innovation Area companies' videos on the website

Dedicated sales offers

- New product & service booster
- A turnkey offer to exhibit products

NEW

NEW

BOOSTER

- "New product" pictogram on the online exhibitor search list
- 3 "new product & services" files in the "new products and services" guide on a USB key distributed to the press onsite
- Your booth highlighted in the "new products & services" floorplan that can be downloaded online a few days before WNE 2018
- Your company name, your new product & service and your booth number in the page dedicated to new products & services in the June 27th WNE Tribune (2nd day)
- One "new product & service" file enhanced in the newsletter dedicated to "new products and services"

NEW PRODUCT & SERVICE

- "New product" pictogram on the online exhibitor search list
- 3 "new product & services" files in the "new products and services" guide on a USB key distributed to the press onsite
- Your booth highlighted in the "new products & services" floorplan that can be downloaded online a few days before WNE 2018
- Your company name, your new product & service and your booth number in the page dedicated to new products & services in the June 27th WNE Tribune (2nd day)
- One "new product & service" file enhanced in the newsletter dedicated to "new products and services"
- A Workshop slot: benefit from the 25-minute slot to launch and present a new product & service (upon availability)

1	2	3
€ 680 Excl. VAT	€ 1,500 Excl. VAT	€ 3,600 Excl. VAT

The **SHOWROOM** turnkey offer
A stand which is designer, modern and very luminous that allows exhibitors to highlight their products or their innovations, and to present their knowhow



NEW



Staging



Demonstration

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

An event by

Organised by



Reed Expositions



Services

A new **PDF catalog** with an exhibitor list and company details

Communication

- Ever more targeted **newsletters**
- **Social network** with a Twitter campaign and a new LinkedIn Account

Dedicated sales offers

- **Visibility booster**
- A turnkey offer to **be seen and recognized**

NEW

BOOSTER		VISIBILITY
<ul style="list-style-type: none"> Your company logo on the exhibitor search list of the mobile app Your Twitter account mini messages reposted by the WNE account - NEW Your company logo in the electronic catalog that will be online a few days before WNE 2018 - NEW Your company logo on the exhibitor search list of the mobile app Your Twitter account mini messages reposted by the WNE account - NEW Your company logo in the electronic catalog that will be online a few days before WNE 2018 - NEW 	<ul style="list-style-type: none"> Your company logo on the exhibitor search list of the mobile app Your Twitter account mini messages reposted by the WNE account - NEW Your company logo in the electronic catalog that will be online a few days before WNE 2018 - NEW Your company logo and your company name in color on the exhibitor list on the online exhibitor search engine Your company enhanced in a paragraph in a specific newsletter A banner (place and size upon availability) on the WNE website 	<ul style="list-style-type: none"> Your company logo on the exhibitor search list of the mobile app Your Twitter account mini messages reposted by the WNE account - NEW Your company logo in the electronic catalog that will be online a few days before WNE 2018 - NEW Your company logo and your company name in color on the exhibitor list on the online exhibitor search engine Your company enhanced in a paragraph in a specific newsletter A banner (place and size upon availability) on the WNE website A Workshop slot benefit from the 25-minute slot to present your company (upon availability)
1	2	3
€ 950 Excl. VAT	€ 3,800 Excl. VAT	€ 5,900 Excl. VAT

The **IDENTITY** turnkey offer
A personalized offer dressed like exhibitors: they display their visual identity over the entirety of your space thanks to backlit partitions, so as to promote their brand and highlight their activity and their values in front of the visitors.



NEW



Personalization



Visibility

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

An event by



Organised by



Services

Consider Association as WNE Partner

Communication

- Special section dedicated to pavilions in the newsletters
- Enhance pavilions on the website

Dedicated sales offers

- An increased visibility for the Associations
- An increased visibility for each co-participant
- Boosters for your co-participants
- 2 turnkey offers to welcome your co-participants & their customers

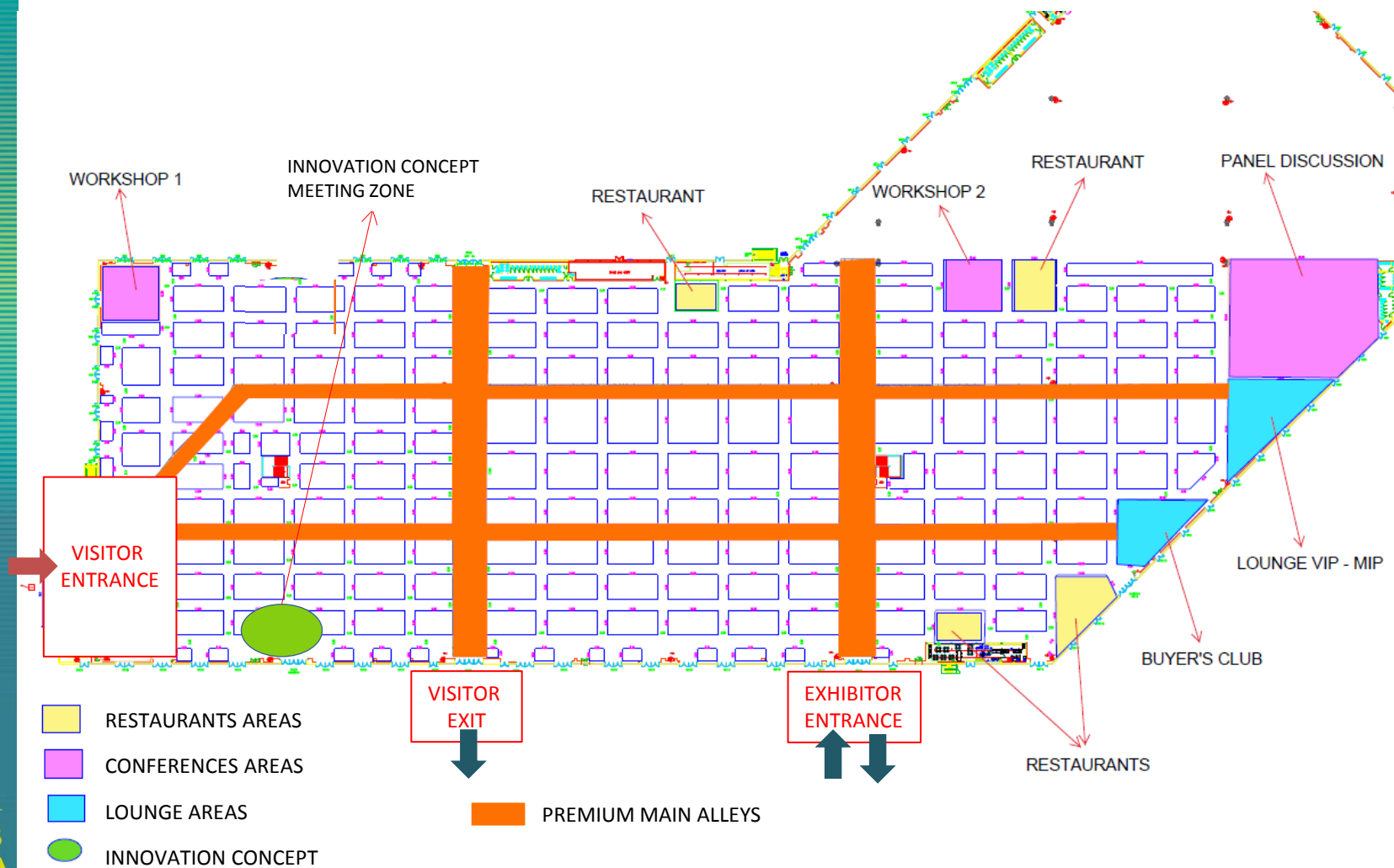


4 turnkey offers :

Open and Semi-Closed pavilion with or without lounge area

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

The 2018 floorplan



Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

WNE 2018

wne

WORLD
NUCLEAR
EXHIBITION

PARIS
2018

Enhance the COMMUNITY “*Connect to nuclear*”



A database of 50,000 members of the community

A new website



Promotion during WNE: the daily WNE Tribune

More media partnerships



Takuya Hattori, former Presid...



Takuya Hattori
Former President - JAIF

Leave the word to our Ambassadors

- Declination of videos everywhere
- I TALK ABOUT WHAT I LIVE, WHAT I EXPERIENCE
Your wne experience starts now

YouTube



LinkedIn

Searching for new ambassadors



Tim Echols
Commissioner of Georgia
Public Service Commission



A word from Tim Echols, Commissioner at Georgia Public...

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

An event by



Organised by



Japan on WNE



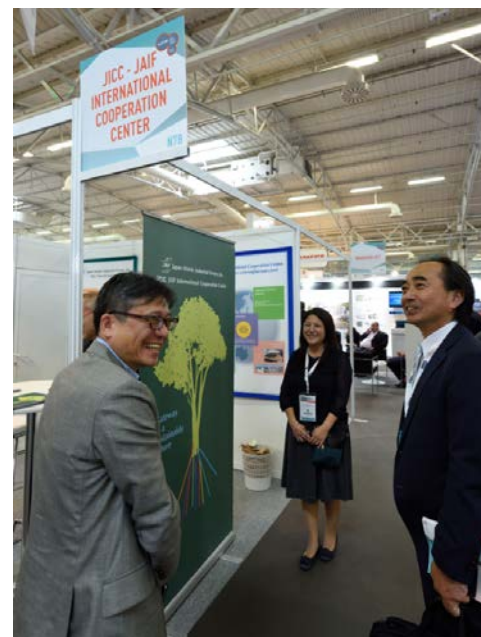
Exhibitors since 2014

On the Japanese pavilion or in individual participation



With the support of JAIF

- IHI Corporation
- JAIF/JICC
- JICC - JAIF International Cooperation Center
- **Mitsubishi Heavy Industries Ltd – MHI Platinum Sponsor in 2018**
- Nikkeikin Aluminium Core Technology Co Ltd
- Toshiba Corporation
- Fuji Electric
- Yokogawa Electric



Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

An event by



Organised by



Your local partners and contacts

Better work
TOGETHER



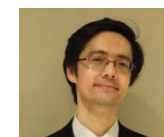
Sunil FELIX
Nuclear Advisor



JAIF



AREVA contact
Alain DARDY
alain.dardy@areva.com



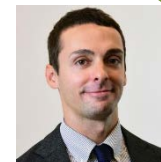
Reed Exhibitions Japan Ltd.

Exhibitor promotion agent
Keiko ITAI
itaik@reedexpo.co.jp



Business France
Visitors, MIP and VIP
promotion

Emmanuel CORTES
emmanuel.cortes@businessfrance.fr



Sébastien VICENTE
sebastien.vicente@businessfrance.fr



Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

The team in France

wne

WORLD
NUCLEAR
EXHIBITION

PARIS
2018



Gerard KOTTMANN

President of AIFEN
President of WNE



Anne-Sophie DEFAY

Executive Director of the AIFEN association
Secretary general of WNE



Under the management of



Sylvie FOURN

Industry, Environment, Healthcare and Security
Branch Director



Laurence GABORIEAU

Exhibition Director Nuclear and Healthcare Division
Director



Severine GOBERT

International Sales Director



Aurore BORGÉ - BLITZ

Marketing & Communication Director

Connect to nuclear
June 26-28, 2018
Paris Nord Villepinte - France

An event by

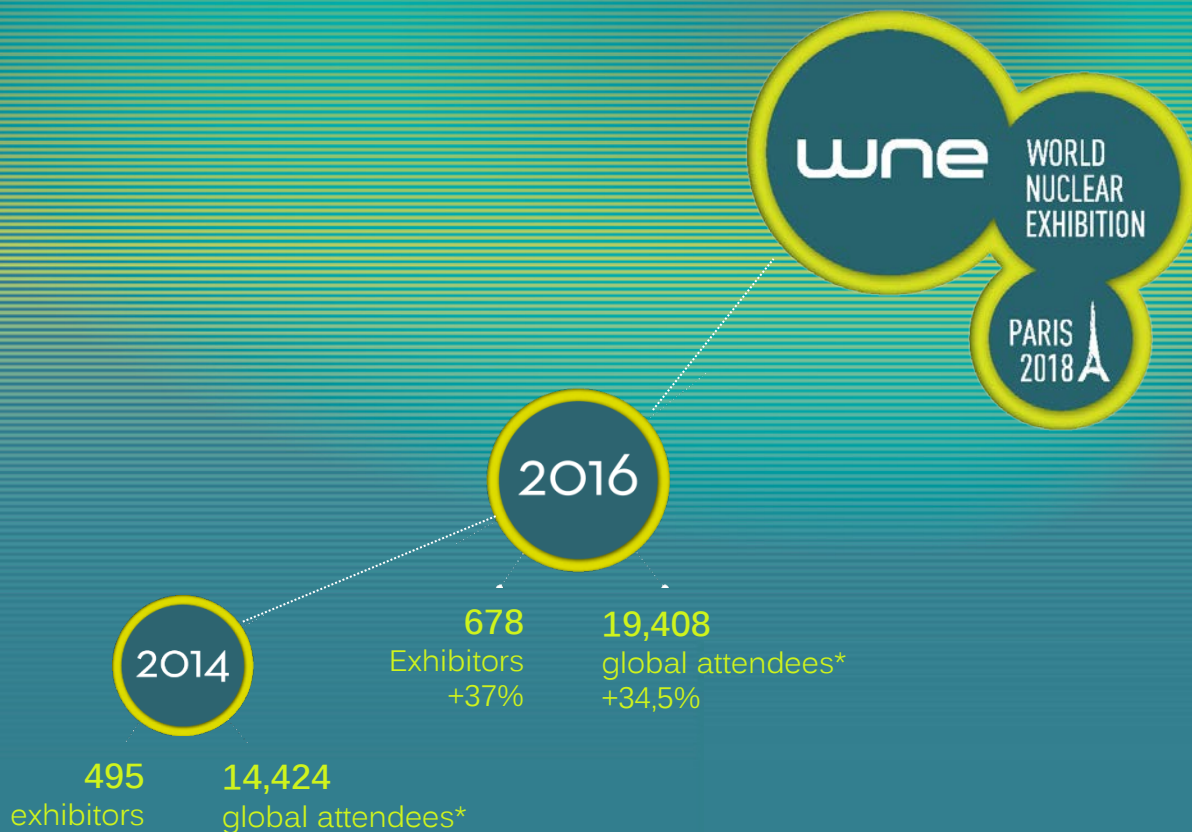


Organised by



Confidential document for intern use – Propriety of Reed Expositions France

Thank you for your time!



Connect to nuclear
June 26-28, 2018

Paris Nord Villepinte - France