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**CONTACT:**

**USA**

Pat Tessler  
E.J. Krause & Associates  
tessler@ejkrause.com

**MEXICO**

Angélica Rodríguez Dufau  
E.J. Krause & Associates  
angelica@ejkrause.com

## **MEXICO WINDPOWER 2014 SOARS AS NEW ENERGY REFORM OPENS MARKET**

**BETHESDA, MD (March 13, 2014)** – **Mexico WindPower 2014** wrapped up on a high note with record attendance and soaring optimism about the state of the wind industry south of the border.

Anticipating a booming wind market in Mexico as a result of the new energy reform bill passed last December, the third edition attracted over 2,400 international wind energy professionals to the two day conference and exhibition in Mexico City. The event, a collaborative initiative between the Global Wind Energy Council (GWEC) and the Mexican Wind Energy Association (AMDEE), along with E.J. Krause & Associates, is the premier international conference and exhibition program devoted to the development and growth of the wind power industry in Mexico.

An exhibition area presenting 84 national and international companies featured the highest number of exhibitors to date. Major market players such as Siemens, Vestas, GE, Acciona, Alstom, DPH, EY, ESEASA, Pochteca, took over more than 5,000m<sup>2</sup> of exhibition space.

Pedro Joaquín Coldwell, Secretary of Energy, representing President Enrique Peña Nieto, officially opened **Mexico WindPower 2014**. With new energy legislation passing, the next few years are expected to be extremely promising for Mexico's wind industry, marking the establishment of a more open competitive marketplace. The Secretary emphasized the important role renewable energy will play in building a sustainable future for all Mexicans. He continued to reinforce Mexico's objective of 35% renewable energy usage by 2024.

*"Reform changes the respective roles of the public and private sectors in the development of Mexico's energy mix, the investment landscape for the generation, transmission and distribution, and will create opportunities for the wind industry"* stated Steve Sawyer, Secretary General Global Wind Energy Council.

**Mexico WindPower** has positioned itself as one of the main forums to generate business growth within the industry. It provides the ideal venue to present innovative ideas, solutions, and products that shape Mexico's energy future.

The success of **Mexico WindPower 2014** is a direct reflection of Mexico's energy market moving forward. Wind energy will continue to be a key growth sector in Mexico, as well as globally, generating a multitude of business opportunities. The fourth edition of **Mexico WindPower** will be held on February 25 – 26, 2015 at Centro Banamex in Mexico City.

For additional information visit: [www.mexicowindpower.com.mx](http://www.mexicowindpower.com.mx)

### **About E.J. Krause & Associates:**

*For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on four continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)*