



REVIEW: 4th annual EVER trade show

EVER MONACO 2009 CHALLENGES THE CRISIS!

Monaco, 14th April 2009 – The fourth annual EVER trade show, which took place 26th-29th March at the Grimaldi Forum in Monaco, was once again a smashing success, attracting **9,800 visitors** and featuring **90 exhibitors, up from around 60 in 2008**.

During the first two days of the trade show (Thursday and Friday), the walkways were mostly trod by professional and institutional key players. Starting on Saturday, the trade show attracted quite a crowd, as the general public streamed in despite less than ideal weather conditions!

Substantial government and institutional mobilisation

Substantial government and institutional mobilisation promoting the new mobility and sustainable development has also contributed to the success of this fourth annual trade show. Indeed, the event was highlighted by the attendance of Monaco government representatives and an assortment of key public and private key players, as they thus confirmed the economic and social advantages of ecological vehicles and renewable energies. Loyal to the event, **HSH Albert II, Sovereign Prince of Monaco** once again showed his support, primarily by appearing at the inauguration of the exhibition and by affirming his strong commitment to sustainable development in the speech he gave at the official opening plenary session (speech available at www.ever-monaco.com).

This year we observed the appearance of **Christian Estrosi**, Deputy Mayor of Nice (France), and **Louis Nègre**, First Vice President of the Urban Community of Nice Côte d'Azur (France) and Senator for the French *département* of Alpes-Maritimes, both heavily involved in the cause alongside HSH Albert II, Sovereign Prince of Monaco.

50 vehicles to try out

One of the highlights of the trade show was the chance for visitors to try out all sorts of two- and four-wheel vehicles from among the 50 vehicles available for test drives at the Ride & Drive event (*Honda Insight Hybrid, Fiat 500 electric, Scoot Discount's first hybrid scooter, etc.*)

3rd Annual Monte Carlo Rally for Alternative Energy Vehicles

The 83 crews registered for the 3rd Annual Monte Carlo Rally for Alternative Energy Vehicles, held at the same time as the exhibition, thus embarked upon this real athletic competition, which also served as an opportunity to confirm the enormous potential of these vehicles in terms of consumption and eco-friendliness. Awards were given in 11 categories, chosen by the Automobile Club of Monaco (ACM), with the top spot going to the crew of Raymond Durand / Jean-Jacques Marcelin, who won in the FIA category with their **Toyota Prius**. Full details on the results are available at www.acm.mc.

Stunning debuts

- Designed upon the initiative of scientific author Michel Chevalet, the **"Maison des Gestes et du Développement Durable"** (**"House of Sustainable Development and Actions"**), was opened on 26th March by HSH Albert II, Sovereign Prince of Monaco. This house, consisting of 80 habitable square feet and a true showcase of the most recent sustainable technologies promoting an eco-friendly habitat, was extremely popular among visitors. For more information, please visit www.mamaisonpouragir.com.

- The **Ever Ahead** medical conference, which took place on 27th March, attracted nearly 100 medical professionals. GPs, ENT specialists, allergists, respiratory specialists, toxicologists, cardiologists, and scientists were thus able to compile an interesting assessment of available scientific and medical findings concerning the impact of air quality on health (indoor and outdoor pollution, cancers). A second annual conference is already being planned for 2010! More information is available at <http://www.everahead.com/>.

- For the first time, EVER Monaco organised a **Performance Challenge** for two-wheel electric vehicles. Open only to trade show exhibitors, this event, featuring three vehicle categories (Prototype, Scooter, and Electric Assist Vehicles), assessed the performance of 13 vehicles, including eight brands, in two competitions: autonomy and acceleration. At the end of this Challenge, every participant received a prize awarded by the Moto Club de Monaco (Motorcycle Club of Monaco) (*a list of winners is available upon request*).

- **Fashion Planet**, a new space at the salon dedicated to fashion and interior design, piqued the curiosity of adults and children with handbags made of recycled plastic or using scraps in the shape of a dog, cardboard furniture, 100% silk duvets, 100% natural coconut-based eco-friendly covers...

Lectures and Round Tables

The **Lectures and Round Tables** were enriched with the know-how and public service experience of such leading lights as **Jean-Pierre Beltoise**, former Formula 1 driver and winner of the Monaco Grand Prix, who notably facilitated a round table discussion on eco-friendly driving. Also present was former weatherman **Patrice Drevet**, who participated in a number of sessions on a variety of topics, ranging from solar energy to the European policy on sustainable transport.

Other topics, such as the car of the future, eco-design, and wind power generation systems, were also discussed at the various lectures.

The **grand prize lottery**, held in collaboration with **HSBC Private Bank**, fuelled the enthusiasm of visitors by giving them the chance to win a **Honda Insight**. After the winning entry was drawn, Maurice Grandgirard of Monaco drove off behind the wheel of the much-coveted hybrid saloon car.

In conclusion, the event's success was due to a number of factors, including increased awareness of environmental concerns among private individuals, businesses, and public institutions. This is why:

The organisers of the fair have already fixed a date for the fifth edition of EVER Monaco: March 25-28, 2010.

More information is available at <http://www.ever-monaco.com>

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