

Republic of Korea

6. Energy Saving Circuit Exhibition

The Energy-Saving Circuit Exhibition Tour was first held at the Seoul Lotte Department Jamsil Store in April 2000 to raise public awareness of energy saving and popularize high efficiency equipment as an effort to respond to high oil prices and climate change issue. The Exhibition gave an opportunity for visitors to compare with their own eyes the difference in energy consumption between high-efficiency products and others and experience energy saving effect and amount in figures using energy-using equipment and appliances by themselves.

The Exhibition, which has been held around the major cities of Korea every year since 2000, consists of 'Comprehensive Information on Energy Saving', 'New and Renewable Energies', 'Standby Power', 'High-efficiency Lighting Equipment', 'Economic Industry Facilities', and 'Cooking Appliances and Insulation, Miscellaneous' booths. All exhibits have panels, models and comparison exhibits of actual energy saving of products. KEMCO experts provide energy-saving advice and information to the

audience, making the event an opportunity to experience and learn comprehensive energy saving.

Unlike other exhibitions, it is held in connection with other events like Korea Science Festival, International Exhibition on Precision Engineering, Machine Tools and Metalworking Technology, and actively seeks the visitors by choosing venues with much traffic such as department stores and subway stations. Through the Exhibition, the visitors can learn a wide range of energy saving habits that can be applied in daily life and tips on choosing efficient products. Thus it is hoped that the Exhibition will be an opportunity to renew awareness of the importance of energy saving.

In particular, the waste of electricity caused by the so-called “power vampire”, that is, standby power is demonstrated in quantified figures and tips to save an average 10% of electricity per household are also informed. Furthermore, specific application cases of new and renewable energy in daily life are displayed in the exhibition.