

SAN JOSE, Calif., Sept. 13, 2013 /PRNewswire-USNewswire/ -- The first staging of ENERGY STORAGE NORTH AMERICA (ESNA) from September 10 - 12, 2013 at the

San Jose

Convention Center in

San Jose, California

was a tremendous success. Jointly organized by Messe Dusseldorf North America and Strategen Consulting, ESNA 2013 is the first energy storage conference and exposition in the U.S. to focus exclusively on projects, applications, and deals. Over 740 attendees from 16 countries, representing 400 organizations, joined the event to celebrate successful projects and applications, share best practices and accelerate energy storage market development. 43 exhibitors demonstrated innovative technologies and applications to transform

North America's

grid infrastructure. Some of the highlights included:

- An all-electric MINI Cooper performing vehicle-to-grid frequency regulation on the expo floor presented by EV Grid

- A full size ice thermal storage system presented by FAFCO

- An awards ceremony celebrating the most innovative North American energy storage projects in 3 categories: Utility-scale, Customer sited/behind the meter, and Mobility

- A learning lounge featuring 9 innovative companies working on energy storage deployment, including announcement of a new 60MWh flow battery under construction in Hokkaido, Japan

by Sumitomo Electric

ENERGY STORAGE NORTH AMERICA 2013 coincided with the release of a California Public Utilities Commission (CPUC) proposed decision that could bring 1.325GW of new energy storage resources to California load serving entities, pursuant to AB 2514. AB 2514 requires the CPUC to establish appropriate energy storage procurement targets for 2015 and 2020, if cost-effective and commercially viable, by October 2013

. CPUC Commissioner

[Carla Peterman](#)

, who authored the proposed decision ordering the procurement targets, delivered the keynote talk at ENSA on September 11

Later that morning, Commissioner Michel Florio announced that Southern California Edison's awaited local capacity requirement (LCR) request for offers (RFO) for a minimum of 50MW of energy storage and up to 650 MW of energy storage and other preferred resources to be procured in the LA basin was expected to be released alter that day. Commissioner Florio had issued a decision requiring the LCR energy storage procurement earlier this year in the CPUC's long-term procurement planning rulemaking. "Commissioner Peterman's historic proposed decision and Commissioner Florio's decision to require storage in LA provides a critically-needed market signal to realize the many benefits energy storage can bring to California's ratepayers. We're certain that other states will follow California's example," said Janice Lin

Janice Lin

, Managing Partner of Strategen Consulting and Chair of

[Energy Storage North America \(ESNA\) Conference and Expo 2013](#)

"We are delighted with the exhibitor and visitor participation. Sold-out exhibit space and the greater than expected attendance confirm the importance of ESNA as a leading and essential market place in the energy storage industry, providing a focused meeting place for projects and applications in this growing sector. Due to the large number of attendees and exhibitors at the 2013 show, we will hold ESNA 2014 in much larger space," stated Tom Mitchell, President of Messe Dusseldorf North America.

Premiere Of ENERGY STORAGE NORTH AMERICA (ESNA) Conference And Expo A Success

Written by Australian Business

ESNA thanks its 2013 Platinum Sponsors: Demand Energy Networks and NextEra Energy as well as gold sponsors: Bosch, Center for Sustainable Energy, Duke Energy, East Penn Manufacturing, FIAMM Energy Storage Solutions, K&L Gates, Pacific Gas & Electric, Parker Hannifin

Samsung SDI, San Diego Gas & Electric, Southern California Edison, Southern California Gas Company, Stem, Sumitomo Electric, Xtreme Power and our silver sponsors: CalCEF, CalCharge, and Coda Energy. ESNA's event sponsors included AES Energy Storage, Flextronics, and Wells Fargo.

Supporting partners include: American Council On Renewable Energy (ACORE), Sandia National Laboratories, the Power Association of Northern California, CALSTART, Solar Energy Industries Association, California Solar Energy Industries Association, California Wind Energy Association, National Electrical Manufacturers Association, Semiconductor Equipment and Materials International, Enterprise, SF Environment, Independent Energy Producers, National Hydro Association, NY Best, Solar Energy Power Association, Southern California Public Power Authority, U.S. Department of Energy, United States Green Building Council – Northern California

, the Clean Coalition, the Electricity Storage Association (ESA), the California Energy Storage Alliance (CESA), the Texas Energy Storage Alliance (TESA), the German Energy Storage Association (BVES), the China Energy Storage Alliance (CNESA) and the Indian Energy Storage Alliance (IESA), as well as Solarpraxis AG and Joint Venture Silicon Valley.

Energy Storage North America is officially part of the [World of Energy Storage](#) event group, including Energy Storage India to be held from

December 04-06, 2013

in

Mumbai/India

, Energy Storage Europe will be held from

March 25-27, 2014

in

Dusseldorf/Germany

, and Energy Storage China will be held from

June 23-24, 2014

in

Beijing/China

The next Energy Storage North America is scheduled to be held from September 30–October 2, 2014.

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