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FOR IMMEDIATE RELEASE

Energy Efficiency: the second fuel to counter high energy prices

Industries need to reduce power use and improve technology to avoid a looming power crisis

Vietnam, March 28, 2009: The higher energy price is a wake-up call to the need for wider adoption of energy efficient measures and practices.

Meeting future needs in ways that improve the nation's security of energy supply, sustain competitiveness of its economy and reduce impact on climate change is hugely complex, but requires simple and rapid actions for energy efficiency.

Therefore, a special role should be given to copper which is the centre stage in today's energy challenges. Its excellent electrical and heat conductivity (the best among all non-precious metals) is fundamental to achieving energy efficiencies and cost savings in technologies governing energy generation, transmission, distribution and use.

"Copper not only helps generate electricity more efficiently, it reduces total energy cost when industries use more energy efficient technologies and equipment" said Mr. Steven Sim, CEO of International Copper Association Southeast Asia Ltd (ICASEA).

ICASEA demonstrates its commitment for efficient energy and climate change by supporting the Vietnam Earth Hour. This event is also supported by the Electricity of Vietnam, Energy Conservation Centre and the Green Club. Earth Hour is an international event created by the WWF (World Wide Fund for Nature/World Wildlife Fund) that asks households and businesses to turn off their non-essential lights and electrical appliances for one hour to raise awareness towards the need to take action on climate change.

ICASEA hopes to promote wider use of energy efficient equipment and systems which harness the excellent electrical and heat conductivity of copper.

The International Copper Association Southeast Asia Ltd (ICASEA) is the non-profit information, education and market development arm of the copper industry in the ASEAN. To find out more about the market development programs undertaken to promote energy efficiency, go to www.copper.org.sg.