

PLENARY SESSION

ENERGY EFFICIENCY: THE UP TO DATE ARGUMENT FOR SELLING ELECTROTECHNOLOGIES IN EUROPE

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Microwave and other electrotechnologies are compared from the viewpoint of energy efficiency. It is indicated how keywords as CO2 Emissions, Integrated Pollution Prevention & Control, Sustainable Manufacturing, ... affect the economics of deploying new technologies on the European market. It is made clear how environmental performance is nowadays the decisive argument to convince industry of the usefulness of electrotechnologies.