

How to Access the U.S. Clean Tech Market!

Welcome to the SACC-USA Access Seminar Sweden tour about the U.S. clean tech market and the business opportunities for Swedish technology and knowhow.

Program draft for the seminar in Västerås, Wednesday October 6th, 2010

Wednesday October 6th

Place: Aros Congress Center, Munkgatan 7, Västerås

Time: 9:00 am – 14:00 pm

Å

9:00 - 9:20 am

Welcome and an introduction to the US clean tech market

Partners: SACC-USA, Swedish Energy Agency, Mälardalens Chamber of Commerce

Moderator: Viveka Wahlstedt, President and Managing Partner, Carnegie Worldwide Inc. Ms. Wahlstedt possesses over 25 years experience with internationally focused, high-growth corporations throughout Europe, North America, and Asia. Ms. Wahlstedt served as chairman for SACC-USA board for four years.

9:20 - 10:20 am

“The importance of having the right business partner in the U.S.”

Invited Speakers:

- **Erik Jansson, Marketing Manager, IB Cleaning**, during the spring 2010, a group of five students have been collaborating with IB Cleaning to analyze and investigate the market opportunities for a prototype in the USA. Erik will present this interesting angle of approaching the US market via academia.

- **Tim Meyer, VP Business Development, DirectNu Energy**, which offers turnkey, “out of the box” hybrid wind-solar energy solutions with integrated storage and control systems for businesses and government entities looking to supplement their electric usage with clean energy from an inexhaustible source of power.

- **Uwe Heine, President & CEO, EcoEdge Consulting Inc.**, Heine is a Certified Green Building Professional and Certified GreenPoint Rater with Build It Green. He is also a Certified HERS rater with California Home Energy Efficiency Rating Services (CHEERS).

10:20 - 11:00 am

Coffee Break

11:00 - 11:45 am

“The Checklist - what to have in mind; legal aspects, cultural differences and ways to raise capital”

Invited speakers:

- **Åke Almgren, Director, Active Power Inc.** a company that designs, manufactures and markets power solutions that provide business continuity and protect customers in the event of an electrical power disturbance.

- **Mark S Schulz,**

- **Ivar Eyersen,**

- **Agneta Rosenberg, President and Founder, Interim Ventures**, Ms. Rosenberg has over 20 years of experience in the U.S. technology market and her company provides U.S. strategy, marketing and business development assistance for Swedish companies. Ms Rosenberg also chairs the Sister City Committee for Chicago and Gothenburg.



En investering för framtiden



How to Access the U.S. Clean Tech Market!

Welcome to the SACC-USA Access Seminar Sweden tour about the U.S. clean tech market and the business opportunities for Swedish technology and knowhow.

Program draft for the seminar in Västerås, Wednesday October 6th, 2010

Wednesday October 6th

Place: Aros Congress Center, Munkgatan 7

Time: 9:00 am – 14:00 pm

11:45 - 12:30 pm **“The next step - where to set up business; differences in various clean tech industries and geographic regions.**

Invited Speakers:

- **Marianne Eriksson**, Ms. Eriksson will give a presentation of a study she has done on what needs within renewable energy each of the 50 states of America has.

- **Daniel Emmett, Managing Director, Innovo Energy Solutions Group, LLC** Principal and co-founder of Innovo Energy Solutions Group LLC, a private services consulting firm specializing in bringing clean, advanced, and renewable power, fuel and vehicle technologies to market through early market development, regulatory and policy guidance, and research, analysis and communications. Mr Emmett will present his perspective on the California clean tech marketplace and regulatory/policy environment that is driving growth in the sector.

- **Representative from Chicago Economic Development Authorities**

The United States Green Building Council (USGBC)-Illinois Chapter Host Committee awarded six grants to Chicago area “legacy projects” in conjunction with this November’s Greenbuild Conference. This action advances the Chapter’s goal of developing green building at the grassroots level.

- **Representative from State of Maryland Economic Development Office**

Sweden is the second largest export destination for Maryland businesses. With a tremendous increase of over 150% from 2008 to 2009, the value of exported goods and services from Maryland to Sweden is almost \$400M.

12:30 - 12:45 pm **Q&A from the audience**

12:45 - 13:00 pm **Summary and Reflections**, Viveka Wahlstedt, President and Managing Partner, Carnegie Worldwide Inc.

Lunch, we are inviting all participants from the seminar for lunch for the opportunity to continue the discussions with the speakers.

Register to: robin@handelskammarenmalardalen.se

Register to: robin@handelskammarenmalardalen.se



En investering för framtiden



Handelskammaren Mälardalen

