



## HOW TO DO BUSINESS IN THE U.S. CLEAN TECH MARKET

*Already doing business in the U.S., thinking of it or just want to learn more? Welcome to this seminar which also enables you to, in advance, schedule a meeting with any of the speakers after the seminar.*

**Place:** Aros Congress Center, Västerås

**Time:** 8:30-14:00

**RSVP:** latest by March 1 to [Viveka@handelskammarenmalardalen.se](mailto:Viveka@handelskammarenmalardalen.se) Admission free, lunch is included

**Program** (may be subject to changes)

8:30 **Registration and coffee**

9:00 **Welcome and introduction**

Moderator: **Viveka Wahlstedt, Past Chairman, SACC-USA**

9:20 **“The importance of having the right business partner in the US”**

**Tim Meyer, CTO and co-founder of DirectNu Energy**, a Silicon Valley system integrator and Cleantech consultancy. With over 25+ years of professional experience, he has managed international product development and technology adoption across a wide range of stakeholders including senior management, investors, customers, vendors, management consultants, developers and engineers. He is an expert in discovering new markets and formulating profitable business models by leveraging his broad technology and business experience.

**Lennart Johansson, Counsel General, Consulate General of Sweden**, Mr. Johansson is the Counsel General in Michigan, one of the most progressive states in the U.S. within Renewable Energy. Mr. Johansson initiated and led several trade missions and delegations to Sweden together with former Governor of Michigan, Jennifer Granholm that resulted in the establishment of several Swedish clean tech companies in Michigan.

10:15 **“The Checklist – what to have in mind; legal aspects, cultural differences and ways to raise capital”**



*En investering för framtiden*



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**Lena Malmberg, co-founder of LM Broking AB, LMBgreen Cleantech Consulting,** specializes in the commercialization process of clean tech development in Europe, North America and the Middle East. Ms. Malmberg acts as an advisor and consultant to clean tech entrepreneurs as well as governments and NGO's.

**Richard E Weiner, Vice President, Fredrikson & Byron, P.A.,** Mr. Weiner is based out of Minnesota, a state which is recognized to have a very bio energy friendly business environment. Mr. Weiner is an international bio-fuels lawyer in Fredrikson & Byron's Renewable Energy Group and is Chair of the Firm's International Group. He assists clients with bio-fuels projects in the United States and overseas.

11:15 **Coffee break**

11:45 ***"The next step – where to set up business, differences in various clean tech industries and geographic regions"***

**Frank Carrico, Senior Commerce Officer, US Embassy in Sweden,** Mr. Carrico holds the position as Supervisor of the Commerce offices in Sweden and Denmark. With the past year's incentives to increase U.S. export, and improve green technology in the U.S., the trade connections between Sweden and the U.S. are very important. The s.a.g.a project that Ambassador Barzun has initiated is one of the key programs to connect and develop Swedish and U.S. green technology businesses. The U.S. Embassy is working with VC companies coming to Stockholm on June 9th, 2011 and will have recently completed a large Embassy outreach to Växjö on February 9-10.

**Seth Obetz, Owner of Worley&Obetz and President,** The State of Pennsylvania is the state of innovation attracting government and private investments. Worley&Obetz is a company that offers a wide array of products and services including bio-heating oil, bio-diesel and E85 Ethanol. They also offer solar equipment to heat homes and water as well as geothermal heat-pumps. The company is currently looking into other green technologies such as wind power that will be added to the list of green equipment the company has available. *(Invited)*

**Marianne Eriksson, Management Consultant, Carnegie Worldwide,** 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. Her areas of expertise include cultivating cross-cultural experiences, market research/intelligence, entry strategy development and partner searches for production, metal fabrication, steel, high-tech, software, telecom, energy, and machining/tool industries.

12:45 **Q&A and Summary**

Moderator: **Viveka Wahlstedt, Past Chairman SACC-USA**

13:15 **Lunch**



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