

THINK TECH,
ENGINEER
SUCCESS

New markets
New customers
New networks

International GreenTec Conference

April 25th – 26th, 2012, Hannover

NEW TECHNOLOGY FIRST

23 – 27 April 2012 · Hannover · Germany

Industrial
GreenTec





When the crisis is inviting us to look into new ways of economic growth. This is the right time to start making the transition to a climate-friendly, low-carbon economy. Green growth will create new businesses, new markets, new services – and with all of these come new jobs. This is precisely the way OUT of the economic crisis.

Our industrial society is in the midst of a far-reaching change process, as advancing climate change forces our political, scientific and business leaders to fundamentally re-think the global implications of the decisions and actions they take. As a result, our manufacturing industry is looking more and more closely at solutions for sustainability along entire production and supply chains, focusing in particular on green technologies for energy and resource efficiency. The much needed transition to a climate-friendly, low-carbon economy is also being driven by economic considerations. The time is right for IndustrialGreenTec, a new trade fair that gives the fast-growing and globally interconnected green technology market a centrally located and much needed platform at HANNOVER MESSE.

The International GreenTec Conference for top-level decision makers at Industrial-GreenTec 2012 gives leading figures from politics, science and business a high-profile forum where they can present solutions and engage in constructive dialogue.

As the EU Climate Action Commissioner, I am delighted at this new trade fair and look forward to seeing you at the inaugural International GreenTec Conference at IndustrialGreenTec 2012.

Sincerely,

Connie Hedegaard
EU Climate Action Commissioner



Dear colleagues,
We are at an important juncture in our history. The world is facing one of the worst economic crises we have ever seen, coupled with the need to decrease our carbon emissions, energy use and conserve our ever depleting natural resources. On top of that, we are seeing rapid

urbanisation of our planet and recently, we passed the tipping point, where more people now reside in cities, than they do in rural areas.

The end of this economic downturn could however be helped rather than hindered by implementing new sustainable practices, in both the conservation of resources, and in the practices of business. There is evidence that companies are indeed taking heed of this message.

Recently we carried out a survey of businesses which revealed that 88% of companies were either keeping in place or increasing their investment in sustainability practices. The question must be asked, why is it that business has responded this way in their commitment to sustainability despite the economic crisis around us? The answer could be that business has seen positive effects from being sustainable, such as the opportunity to improve efficiency, brand reputation and strengthen risk management and transparency. Ernst & Young's Climate Change and Sustainability Services practice has a multi-disciplinary approach in its expertise: we address sustainability aspects for a variety of business areas and we have a deep knowledge of public sectors, globally. We believe that sustainable development will create the right business conditions for increasing growth in the clean technologies sector. It will also help to improve the way cities function and create better environments for citizens and companies.

We are proud to be the sponsor of this event and look forward to hearing your ideas and innovations.

Best regards,

Juan Costa Climent
Global Leader Climate Change and Sustainability Services
Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

About the Conference

The International GreenTec Conference aims to create cooperation and inspiration among industry leaders in order to develop and implement sustainable business solutions along the whole value chain. Sustainable technology solutions for smart cities will also be discussed.

Our speakers are leaders in their respective fields and, moreover, they are great innovators – people you can learn from. The International GreenTec Conference is the ideal conference at the HANNOVER MESSE for learning about the latest innovations and megatrends from those business and governmental pioneers whose cutting-edge technologies and programs are driving the green revolution in Germany and, to a greater extent, in China.

The International GreenTec Conference is a B2B multidisciplinary conference on sustainability, bringing together today's leading companies and visionaries. From Fortune power-houses to inventive start-ups, the International GreenTec Conference provides one of the best networking opportunities at the HANNOVER MESSE. Meet those responsible for green solutions from IBM, Eisenmann, Chongqing Region China, the ALBA Group, Bombardier, Vattenfall or HOCHTIEF Solutions, to name only a few.

The International GreenTec Conference addresses: Investors, Senior Level Executives, Sustainability Professionals, Consultants, Technology Innovators, Business Development Professionals, Marketing & Public Relations Professionals, Product and Supply-Chain Managers, Academic Experts, Policy Makers, Government Officials, Entrepreneurs and Journalists.



Why attend the Conference

The International GreenTec Conference focuses on three topics: Efficient Technologies & Value Chain, Smart Cities and Focus China (Chongqing) and Europe. It offers networking opportunities on a global scale.

The Conference helps delegates to share best practice examples and allow profound insight into political controversies referring to GreenTec issues. During the Conference speakers from the conferences partner countries Chongqing and Europe will present their political frameworks in these fields.

Efficient Technologies & Value Chain:

Learn about and discuss technological breakthroughs and ground-breaking business models that help reinvent the industrial processes and products for environmental sustainability and sustainable competitiveness.

Smart Cities:

Implementing clean solutions – the future development of smart cities.

Focus China (Chongqing) and Europe:

Speakers from China and Europe, as well as sessions covering various initiatives and approaches allowing experts to gain insights into political and economic roadmaps.

Meet New Partners,

including city officials, utilities and project developers.

Your International GreenTec Conference pass grants you access to a comprehensive range of delegate benefits including:

- Full access to conference sessions on your designated conference days
- Complimentary delegate lunch in the conference area
- Tea, coffee and water throughout the day
- Delegate welcome pack
- Complimentary delegate evening event
- Full post-event access to all conference presentations (subject to speaker permission)
- Entrance ticket for the HANNOVER MESSE
- Public transport

Conference-Day I

Host: Sarah Maria Breuer (German TV Host; TV.Berlin)

Intro

9.30 a.m.	<p>Welcome Dr. Wolfram v. Fritsch (Chairman of the Board; Deutsche Messe AG)</p> <p>Energy Dilemma in the way of Sustainability? Energy Management as a significant part of the Solution José Rivera (Senior Vice President Strategy; Schneider Electric GmbH)</p> <p>Managing the future with sustainable business models Brigitte Frey (Managing Partner for Climate Change and Sustainability Services in Germany, Switzerland and Austria; Ernst & Young Wirtschaftsprüfungsgesellschaft m. b. H.)</p> <p>Innovation as business drive, energy efficiency as a drive for sustainable production Johan Kökeritz (Executive Vice President, Head of Business Development; Opcon Energy Systems AB)</p>
11.00 a.m.	<p>Coffee Break</p>

Green Building

11.30 a.m.	<p>Impuls</p> <p>Implications for the region, solutions for the world Dr. Stefan Birkner (Minister of the Environment Lower Saxony)</p> <p>Climate protection through sustainable facility management Bernd Joachim Romanski (Member of the Board; HOCHTIEF Solutions AG)</p> <p>The sustainable home and future Jonas Anderson (Head of Global Brand Licensing; AB Electrolux)</p> <p>Commercial Green Building Heinz Ursprunger (Director Marketing & Sales EMEA; Eaton Electric GmbH)</p>
12.30 p.m.	<p>Lunch Break</p>



Conference-Day I

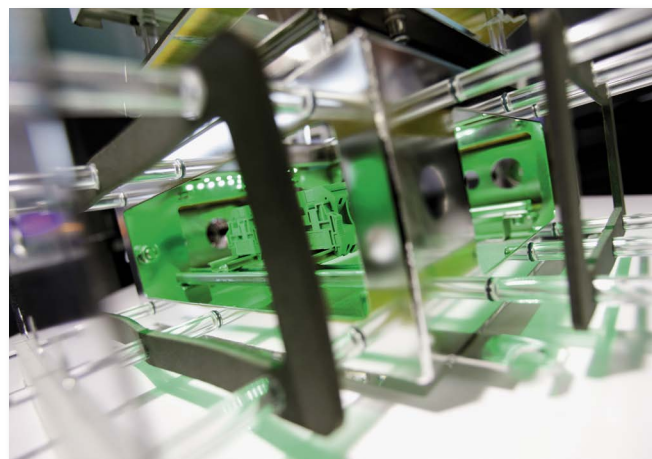
Host: Sarah Maria Breuer (German TV Host; TV.Berlin)

Production

1.30 p.m.	<p>Green facilities – from dreams to reality Dr. Thomas Beck (Executive Board Member; Eisenmann AG)</p> <p>Green Manufacturing at a Glance Frank Possel-Dölken (Director Industrial Equipment; PHOENIX CONTACT GmbH & Co. KG)</p> <p>Smart energy management Nikolaus Brakowski (Chairman of the Board; enexoma AG)</p> <p>Intelligent, sustainable efficiency improvement in manufacturing and services Prof. Dr. Hansjörg Fromm (Director; Karlsruhe Institute of Technology (KIT)/IBM Deutschland GmbH)</p> <p>Transforming green technologies into green businesses Dr. Rui Resendes (Executive Director; GreenCentre Canada)</p> <p>Clean Production – avoid, reduce, compensate Holger Radtke (Managing Director; Vattenfall Europe Sales GmbH)</p>
2.40 p.m.	<p>Followed by panel discussion</p> <p>Global study on energy use in industry by Ernst & Young – how do businesses react to rising prices and decreasing resources Host: Robert Seiter (Head of the CleanTech Network in Europe, Middle East, India and Africa; Ernst & Young GmbH, Wirtschaftsprüfungsgesellschaft)</p>
3.40 p.m.	<p>Coffee Break</p>

Waste management

4.00 p.m.	<p>Resource Recovery through Recycling Dr. Axel Schweitzer (CEO; ALBA Group plc & Co. KG)</p> <p>AVA cleancoal – introducing the cutting edge of sustainable fuels Bertram Anderer (Chief Commercial Officer/ Founding Partner; AVA-CO2 Schweiz AG)</p> <p>Oil separation in industry and environment Stephan Rind (Executive Chairman of the Board; OTI Greentech AG)</p> <p>Opportunities for Water Reuse René Reichardt (Director Business Unit Water Treatment; Environmental Expert GmbH)</p>
6.00 p.m.	<p>Shuttle Bus to Social Event (Centre of Excellence IndustrialGreenTec; Hall 26)</p>



Conference-Day II

Host: Sarah Maria Breuer (German TV Host; TV.Berlin)

China

9.30 a.m.	<p>Growth perspectives, sustainability, framework conditions Dr. Johnson Lee (Party Secretary of Banan District, Chongqing)</p> <p>Innovation through sustainable and eco-friendly phosphate technologies Michael Demmler (Manager New Business Development; Chemische Fabrik Budenheim KG (Oetker Group))</p> <p>Green Solutions as a concept for sustainability Ralf Scheller (Chief Regional Officer Greater China of TÜV Rheinland; TÜV Rheinland AG)</p> <p>Sustainability evaluation as guiding principle for products and processes Dr. Peter Rudolf Saling (Head of Sustainability Evaluation; BASF SE – GU/NE)</p> <p>Industrial Climate Protection Technologies for a Low Carbon Society Ingo Gaida (Cluster Manager CleanTech NRW; Bayer MaterialScience AG)</p>
11.00 a.m.	Coffee Break

City

11.20 a.m.	<p>Green economy growth opportunities – their drivers and their challenges Peter Nolden (Partner for Climate Change and Sustainability Services in Germany; Ernst & Young GmbH, Wirtschaftsprüfungsgesellschaft)</p> <p>Geothermal Energy: renewable energies in city centres Pieter Bots (CEO; Geo-En Energy Technologies GmbH)</p> <p>Vacuum Insulation Panels (VIPs) A key component for thermal energy efficiency in urban environments Dr. Joachim Kuhn (CEO; va-Q-tec AG)</p>
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City

	<p>Small Scale, Distributed Power Generation at Biogas Facilities Robert Emrich (Vice President of Sales; ElectraTherm, Inc.)</p>
12.30 p.m.	Lunch Break

Mobility

1.30 p.m.	<p>Environmentally friendly mobility over the entire product life-cycle Dr. Stephan Krinke (Group Research Head of Environmental Affairs Product (K-EFUP); Volkswagen AG)</p> <p>Safety first – European Standards for the electrification of cars Axel Richter (Director Automotive and International, Senior Project Manager e-mobility; TÜV NORD AG)</p> <p>Tolling systems in urban areas Dietrich Leihls (Senior Solution Manager Urban Traffic; Kapsch TrafficCom AG)</p> <p>Serial production of battery systems in Germany Dr. Detlev Repenning (CEO; ECC Repenning GmbH)</p> <p>Integrating environmental aspects into the design of rail vehicles Manuela Vogel (Design for Environment Engineer; Bombardier Transportation GmbH)</p>
2.40 p.m.	<p>Followed by panel discussion</p> <p>Challenges in the development of sustainable business models in Electro-Mobility Host: Thomas Christiansen (Senior Manager CPA EMEA Cleantech; Ernst & Young GmbH, Wirtschaftsprüfungsgesellschaft)</p>

Conference-Day II

Host: UNEP/Wuppertal Institute Collaborating – Centre on Sustainable Consumption and Production (CSCP)

Exclusive Workshop: Future Lab

3.30 p.m.

Green Technologies – for day to day use?

Experts:

Thomas Christiansen (Senior Manager I CPA I EMEIA Cleantech; Ernst & Young GmbH, Wirtschaftsprüfungsgesellschaft)

Christopher Hoffmann (Zouk Principal; Zouk Capital LLP)

Further renowned green tech experts will participate in the panel.

Green technologies are key for creating smart cities infrastructures and for promoting more sustainable lifestyles. Thereby green technology goes beyond low-carbon and resource efficiency aspects. Green technology offers opportunities to produce and to consume in a different, more sustainable manner. In order to play out its full potential and to gain competitive advantage over "traditional" technological solutions, green technology should explore among others the following questions:

- Which is the business case for green technologies (compared to traditional technologies)?
- What kind of innovative business models are needed to create competitive market advantages for green technologies (e.g. product service systems, industrial symbiosis)?
- Which are the future trends within sustainable consumption and production patterns and how can green technologies seize these business opportunities?
- How can we enhance the use of green technologies in society?
- How can we communicate the benefits of green technologies to stakeholders, i.e. to business partners, policy and consumer groups?

The workshop will bring together an exclusive group of about 80 experts from business, policy, science and consumers to discuss the above questions and to explore new business opportunities for green technologies in the future that will also foster sustainable lifestyles. The workshop will comprise impulse presentations from experts, followed by interactive group discussions.

5.00 p.m.

End of Conference

Registration/Information

for bookings

One-day ticket

€ 100*

Full-event ticket

€ 180*

*tax not included

Contact Registration

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Deutsche Messe

Congress Management

Messegelände

D-30521 Hannover

Tel. +49 511 89-33575

werner.hapke@messe.de

Conditions of Participation

Cancellation Deadline

Cancellations are free of charge up to 5th April 2012.

The full participation fee will be charged for cancellations after 5th April 2012. Cancellations are only accepted by the organizer in written form (e-mail, fax, letter). We will of course accept a substitute candidate. Registration is binding. On receipt of registration you will be sent e-mail confirmation of participation as well as a International GreenTec Conference e-ticket. The invoice will be sent to you separately after the event.

Accommodation / Travel

Deutsche Messe AG provides an information service on general questions regarding accommodation, travel, stay at: www.hannovermesse.de/en/information-for/visitors/travel-and-accomodation

NOTE: Due to an international audience, the conference will be in english.

Exclusively online registration at:

www.hannovermesse.de/en/greentec-conference

Sponsoring

Sponsoring the International GreenTec Conference or exhibiting at the IndustrialGreenTec is an opportunity to demonstrate your company's expertise and present your services to a senior and select audience of global professionals in the industrial sector.

- Enhance your company's profile in Germany and internationally
- Position your company as the go-to firm for expertise in the GreenTec field
- Showcase your product to more than 200.000 visitors from 65 countries

With extensive face-to-face networking time, the International GreenTec Conference and IndustrialGreenTec offer the perfect environment to generate new contacts, identify potential partners, and reinforce existing relationships with companies from Germany and around the world.

To discuss your marketing goals so that we can create a package to meet your needs in 2013, please contact:








Nadja Meister

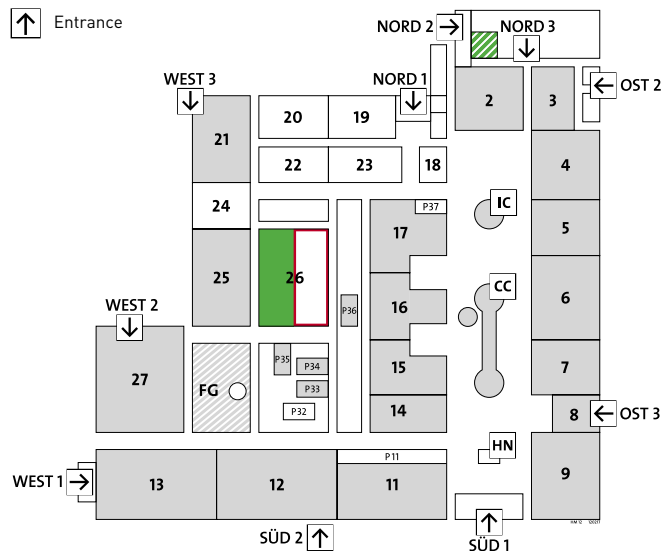
Tel. +49 30 2408782-10
meister@vkpartner.de



Exhibition Grounds

Conference Area Hall 2, Conference Room "ROM"
Use North 2 Entrance

-  International GreenTec Conference
-  IndustrialGreenTec (HALL 26)
-  Metropolitan Solutions (HALL 26)
-  Information Center
-  Convention Center
-  House of Nations
-  Entrance



02/2012 - Modifications reserved - 120220



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