

## EEIP Hannover Fair Panel Event 2012

# Best Practices in Financing Energy Efficiency

- HOW TO MOBILIZE PRIVATE CAPITAL TO FINANCE INDUSTRIAL ENERGY EFFICIENCY -

**Date: 24 April 2012**

**Time: 15:00-17:30**

**Venue: Hannover Fair, Conference Area hall 2, room EUROPA**

**Energy Efficiency in Industrial Processes (EEIP)**, is a neutral not-for-profit platform for business and policy in Europe. EEIP facilitates an independent and open exchange of views on the EU energy efficiency policies. EEIP approach is inter-industry and cross-technologies energy efficiency debate policy discussion in the EU. The goal is EU energy efficiency policy that will ensure industrial competitiveness, sustainability and lessen impact on the environment. EEIP work on financing is co-ordinated by **EEIP Finance Consortium (EEIPFin)** and chaired by **Mr Rod Janssen**.

'**EEIPFin Energy Efficiency Panel**' is a free event aiming to substantiate discussion on energy efficiency and financing. EEIPFin panel will include a **Member of the European Commission, European Investment Bank, Siemens Financial Services, Commerzbank and Sustainable Development Capital (examples are also coming from experiences in China - Hannover Fair 2012 partnering country)**.

**Anticipated audience of 160** will include representation of European businesses, private and public financial professionals, media and government agencies. **Participants to the previous EEIPFin roundtable (Nov 2011)** included: Siemens, Confederation of Danish Industries, Dalkia, Danfoss, Johnson Controls, EnergiMidt, European Commission, European Parliament, Danish Permanent Representation, European Investment Bank (EIB), European Bank for Reconstruction and Development (EBRD), SUSI Partners, Danish Export Credit Agency (EKF), Commerzbank, Hudson Clean Energy, Thomas Industrial Media and DENEFF.

The event will be followed by **drinks reception** launching 'Energy Efficiency: Business & Industry' magazine, hosted by Thomas Industrial Media and EEIP.

## Draft Agenda

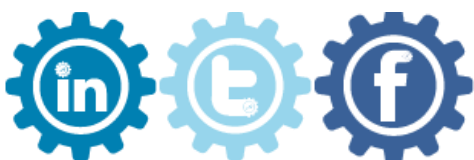
(free registration for the event: <http://goo.gl/b6Hgy>)

*Recommendations by EEIP Finance Roundtable, Brussels, Nov 2011*

**AWARENESS:** of existing good practices

**CUSTOMER ORIENTATION:** integrating financing into a one-stop shop for business

**FINANCIAL MECHANISM:** energy efficiency as an asset class



14.30 *Registration*

15.00 Welcome, **Rod Janssen**, Chairman of EEIP Finance

15.15 Opening statements by panelists

- **Georgios Lemonidis**, The European Commission, Deputy Head of Unit « Financing Innovation & SMEs », Directorate Enterprise and Industry,
- **Ronald W. Chalons-Browne**, CEO, Siemens Financial Services
- **Simone Löfgen**, Commerzbank, Business Development Renewable Energy Group
- **Manuel Duenas**, European Investment Bank (EIB), Deputy Head of Division, Climate Change & Environment (NPST)
- **Jonathan Maxwell**, Founding partner and CEO, Sustainable Development Capital LLP

16.00 Panel discussion (including questions from audience)

- ❖ Good Practices in and outside Europe (i.e. China)
- ❖ Simplifying access to capital (in particular for SMEs)
- ❖ How to create the market for institutional investors

17.00 Closing Round Statements

What is the burning issue to channel more capital into industrial energy efficiency.

17.30 Drinks reception – launching “Energy Efficiency: Business & Industry” magazine, hosted by Thomas Industrial Media and EEIP

