



How leading companies responsibly
address global challenges and megatrends

In the Fast Lane with Green Technology

International Conference on April 26, 2012, in Hannover



// PROGRAM OVERVIEW

Registration and the latest
program information are available at:
www.verantwortungzukunft.com

9:15 a.m. // Registration

9:30 a.m. // Welcoming address

Volker Sach
Managing Director, F.A.Z.-Institut

9:45 a.m. // Talks:
In the fast lane with green technology

Pawel Nowotny
Director Marketing Europe, Suntech Europe

Ralf Pfitzner
Vice President Corporate Sustainability, Siemens AG

10:25 a.m. // Panel discussion:
Swiftly evolving business models – what are
the markets demanding and offering?

Dr. Jörg Kruhl
Head of New Technologies, E.ON New Build & Technology GmbH

Dr. Susanne Lottermoser
*Deputy Director-General, Federal Ministry for the Environment,
Nature Conservation and Nuclear Safety*

Pawel Nowotny
Director Marketing Europe, Suntech Europe

Ralf Pfitzner
Vice President Corporate Sustainability, Siemens AG

Dr. Anja Schwerk
Institute of Management, Humboldt University in Berlin

11:20 a.m. // Coffee break

11:50 a.m. // Talk:
Well designed: The Nord Stream concept

Dr. Werner Rott
Deputy Project Director Engineering, Nord Stream AG

noon // Panel discussion:
Savings potential – new freedom for
resource efficiency

Dr. Martin Arlt
Head of Project Management, Project i, BMW Group

Dr. Werner Rott
Deputy Project Director Engineering, Nord Stream AG

Axel Vaßen
Head of Corporate Responsibility, Lanxess AG

Dr. Martin Vogt
*Head of Technology/Projects,
VDI Zentrum Ressourceneffizienz GmbH*

1:00 p.m. // Lunch

1:45/2:15 p.m. // Guided tours of the Hannover Messe

- Energy
- Green technologies
- Metropolitan solutions
- Mobility

Around 3.00 p.m. // Networking reception

Moderation: Carsten Knop, *Senior Business Editor, Frankfurter Allgemeine Zeitung*

// WELCOME



Volker Sach
Managing Director,
F.A.Z.-Institut

Dear Participants,

There is no question about it: Radical change brings risks with it – but focusing on the opportunities that accompany change is far more important. Companies, in particular, should view change as the chance to fundamentally rethink corporate structures and strategies, and to adopt new approaches that ensure sustainable success.

With stakeholders' demanding greater returns from entrepreneurial endeavors, sustainable success becomes increasingly important. Companies are expected to assume nothing less than full responsibility for the consequences of their every action or inaction. For this reason, it is critical to consider the environmental and social impact of business activities and harmonize their interests.



Sylvia Blank
Project Head
Verantwortung Zukunft,
F.A.Z.-Institut

While this task may seem, at first glance, like a burdensome obligation and stumbling block, companies will discover that doing this will make them fit for the future and prove key to securing long-term business success.

The International Conference "In the Fast Lane with Green Technology" is focuses specifically on this task. We want to listen closely to what companies have to say about how they embrace corporate responsibility and learn from their best practices: What opportunities have they identified? In what business sectors is green technology exposing new markets? Where has the critical assessment of resource allocation uncovered untapped potential? And last but not least, with what new messages are they approaching stakeholders?

We are clearly just starting to realize the opportunities that accompany radical change. However, numerous signs indicate that the seeds for a new way of thinking have already been sown. And we should be encouraged by the fact that radical change is fertile ground for exciting new business opportunities.

With this in mind, we hope this conference provides you with interesting ideas and wish you continued success in your business endeavors!

Volker Sach

Sylvia Blank

// WELCOMING ADDRESS



Volker Sach
Managing Director, F.A.Z.-Institut

Volker Sach has been the Managing Director of the F.A.Z.-Institut für Management-, Markt- und Medieninformationen GmbH since 1999. He first joined the publishing group in 1988 as an editor at the Frankfurter Allgemeine Zeitung GmbH. Sach is also the co-editor of the trade journal "Innovationsmanager," and serves on the jury of various awards. Together with colleagues, he founded the initiative "Verantwortung Zukunft."

Talks 9:45 a.m.

// IN THE FAST LANE WITH GREEN TECHNOLOGY

Companies that integrate environmental aspects into the development of their products and services have recognized the signs of the times. Green technology has long since ceased to be niche market, and sooner or later it will become an integral part of all global markets. Green technology holds vast business potential. What strategies, products and services have companies developed to tap this potential?



Pawel Nowotny
Director Marketing Europe, Suntech Europe

Pawel Nowotny began at Suntech in November 2011 as Director of Marketing for Europe. Before joining the world leader, he worked at Berlin-based module manufacturer Solon SE where he headed global marketing starting in July 2009. Prior to that, Nowotny worked at Daimler AG for over a decade, holding numerous top marketing positions, most recently as Head of production communication for the brands Mercedes-Benz and Maybach.



Ralf Pfitzner
Vice President Corporate Sustainability, Siemens AG

In October 2009, Ralf Pfitzner joined Siemens new Corporate Sustainability department, where he is responsible for the Siemens Environmental Portfolio and sustainability reporting. After earning a degree in environmental technology at the Technical University of Berlin, Pfitzner worked at the Institute for Future Studies and Technology Assessment in Berlin from 1995 until 1999. Before joining Siemens AG in 2004, he was a senior consultant at KPMG Sustainability Services.

Followed by a panel discussion 10:25 a.m.

// SWIFTLY EVOLVING BUSINESS MODELS – WHAT ARE THE MARKETS DEMANDING AND OFFERING?

The ability to recognize trends is extremely valuable. But changing a company's course is not something that can happen overnight. Real potential must be identified, new products and services must be created and team members must be brought on board. What approaches are companies taking to meet market demands? How can business opportunities be identified? What role do political leaders play?



Dr. Jörg Kruhl
*Head of New Technologies,
E.ON New Build & Technology GmbH*

As Head of the New Technologies division at E.ON since 2010, Dr. Jörg Kruhl has been responsible for the company's research and development as well as technological strategy in central Europe. He was previously in the division Technical Issues and New Technologies. Holding a doctorate in engineering, Kruhl oversaw the alignment of E.ON operations with the CO2 emission trading scheme from 2003 to 2006.



Dr. Anja Schwerk
Institute of Management, Humboldt University in Berlin

Dr. Anja Schwerk is a researcher at Humboldt University in Berlin and a lecturer on corporate responsibility at the Hamburg School of Management (HSBA). Her current research focuses on such topics as the strategic management of CSR/sustainability, the integration of CSR in companies, the measurement and impact of CSR measures as well as supply chain management. She previously worked at the Centrum für Corporate Citizenship Deutschland.



Dr. Susanne Lottermoser
Deputy Director-General, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Dr. Susanne Lottermoser has been at the Federal Ministry for the Environment since 1990, and has served as the Deputy Director-General of the directorate "Strategic and Economic Aspects of Environmental Policies, Cross-Sectoral Environmental Legislation" since 2005. In carrying out her responsibilities, she engages with such topics as sustainability strategies and the issues related to corporate social responsibility.

// WELL DESIGNED: THE NORD STREAM CONCEPT

In order to build the Nord Stream pipeline through the Baltic Sea, more than 200,000 pipeline components had to be transported. To keep the transportation routes as short as possible, production plants and logistics centers were erected in the countries bordering the Baltic Sea. After the second pipeline has been completed and these facilities have served their purpose, they will be dismantled.



Dr. Werner Rott
Deputy Project Director Engineering, Nord Stream AG

Dr. Werner Rott, Deputy Project Director Engineering at Nord Stream AG oversees development of the Nord Stream offshore pipeline. Previously, he was at Wintershall Group and WINGAS. While at Wintershall AG, he took part in the development of the new gas pipeline system from 1991 until 1994. Rott studied at the University of Paderborn, where he earned his doctorate from the Department of Thermodynamics and Energy Technology.

Followed by a panel discussion at noon

// SAVINGS POTENTIAL – NEW FREEDOM FOR RESOURCE EFFICIENCY

Raw materials and energy are certainly limited, if not scarce. And the rising demand for these resources is increasingly reflected in production costs. Those companies that are unable to pass on these costs to their customers are well advised to critically examine their own processes and resource management. This includes everything from their global presence, to production processes and material use all the way to transport, distribution and more. The more open minded one goes into the assessment, the more impressive the relevance of the newfound freedom will be.



Dr. Martin Arlt
Head of Project Management, Project i, BMW Group

Dr. Martin Arlt has headed project management for Project i at BMW Group since 2009. After earning a degree in computer science, Arlt went on to earn a doctorate in mechanical engineering at the Technical University of Darmstadt in 2001. Through 2006, he was responsible for the development activities of BMW Group's vehicle projects, including the BMW X3 project. Following this career step, he went on to work in the Product Strategy division of BMW Group's corporate strategy until 2009.



Dr. Martin Vogt
Head of Technology/Projects, VDI Zentrum Ressourceneffizienz GmbH

Dr. Martin Vogt has headed of Technology/Projects at VDI Zentrum Ressourceneffizienz since 2011. He was previously a technology consultant and while at VDI Technologiezentrum GmbH served as Germany's national nanotechnology point of contact for the EU's 7th Framework Program for Research. From 2006 to 2007, he was a researcher at the International Bureau of the Federal Ministry of Education and Research.



Axel Vaßen
Head of Corporate Responsibility, Lanxess AG

Alex Vaßen heads corporate responsibility at Leverkusen-based Lanxess AG. In his role, he coordinates the company's corporate strategy and sustainability activities, in which "green mobility" and "green tires" play central roles. Lanxess is a leading specialty chemicals company with sales of EUR 8.8 billion in 2011. The company currently employs around 16,500 people in 30 countries.

// MODERATION



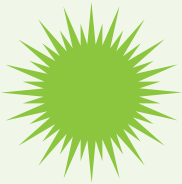
Carsten Knop
*Senior Business Editor,
Frankfurter Allgemeine Zeitung*

Carsten Knop became an editor at the Frankfurter Allgemeine Zeitung in 1996. He served as a business correspondent in New York from 1999 to 2001 before moving to San Francisco to report on commercial activities on the West Coast, particularly the Silicon Valley businesses. In the spring of 2003, he returned to the newspaper's main office in Frankfurt.

// GUIDED TOURS OF THE HANNOVER MESSE

Following the main events of the conference, guided tours of the Hannover Messe will be offered. The tours will visit highlights centered around the topics of energy, green technology, metropolitan solutions and mobility. Lasting around 75 minutes each, the tours allow select exhibitors to share insights into ground-breaking innovations and provide an opportunity to engage in discussion.

Starts at 1:45 p.m.



Energy

Key topics include renewables, smart grids, contracting, cogeneration and hydrogen + fuel cells.

Starts at 2:15 p.m.



Green technologies

Key topics include environmentally friendly manufacturing technologies, resource efficiency, recycling management, supply and disposal, water preparation, detecting pollutants and air-quality monitoring

Starts at 2:15 p.m.



Metropolitan solutions

Key topics include solutions for urban infrastructures, energy, water/waste water and mobility infrastructures, urban security, waste management and climate protection

Starts at 1:45 p.m.



Mobility

Key topics include subcontracting for the automotive, aviation and aerospace industries, hybride and electric drive technologies, mobile energy storage and autonomous systems

Around 3:00 p.m.

// NETWORKING RECEPTION

After the guided tours, a get-together will be held where participants, speakers and partners can take part in discussions as well as network.

// ADDITIONAL INFORMATION

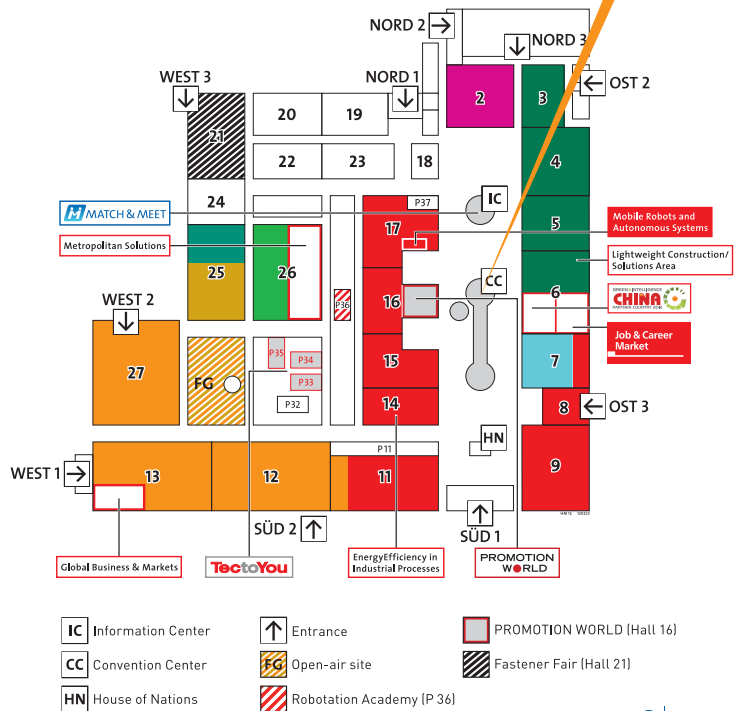


23–27 April 2012

Conference venue:
Convention Center CC, room 1 B,
Hannover Messe exhibition grounds,
30521 Hannover

NEW TECHNOLOGY FIRST

- Industrial Automation**
Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions
Halls 7–9, 11, 14–17
- Energy**
Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage
Halls 11–13, 27, FG
- MobilTec**
Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions
Hall 25, FG
- Digital Factory**
Leading Trade Fair for Integrated Processes and IT Solutions
Hall 7
- Industrial Supply**
Leading Trade Fair for Industrial Subcontracting and Lightweight Construction
Halls 3–6
- CoilTechnica**
Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology
Hall 25
- IndustrialGreenTec**
Leading Trade Fair for Environmental Technology
Hall 26
- Research & Technology**
Leading Trade Fair for Research, Development and Technology Transfer
Hall 2



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Information and registration

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www.verantwortungzukunft.de/die-konferenz

For questions on the day of the conference,
please call: +49 173 6 53 22 47

Accommodations

Please feel free to take advantage of the room-reservation service provided free of costs by Hannover Marketing & Tourismus GmbH and Deutsche Messe.

Telephone: +49 511 12345-555
Fax: +49 511 12345-556
www.hannover.de/hotels/hannovermesse

Travel

By car

Using a navigation system?
Street: Hermesallee
City: Hannover
Postal code: 30521
Hermesallee is the name of the street which runs parallel to the northern perimeter of the Hannover Messe exhibition grounds.

By train

1. Hannover Messe/Laatzten Station

The Hannover Messe/Laatzten station is approximately 400 meters from the WEST 1 entrance to the grounds.

2. Main Railway Station Hannover

From Hannover Main Railway Station, you can reach the Hannover Messe exhibition grounds by U-Bahn lines 8 and 18 (entrance NORD 1 and 2).
Travel time: approx. 18 minutes.

Printing and processing

Boschen Offsetdruck GmbH, Frankfurt am Main (printed on MultiArt Matt paper made by Papyrus using eco-friendly ink)

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