

Program of the 3rd German American Energy Conference 2011

Thursday, May 12, 2011

Presentations and speeches will be held in German or English with simultaneous translation. Presentation slides are in English.

8.00 am Registration

Welcome Speeches by the Organizers

Moderator:
Silke Hillesheim,
Director Program Planning and Journalist, SWR Fernsehen

9.00 am **Stephan Kohler,**
Chief Executive,
Deutsche Energie-Agentur GmbH (dena) – German Energy Agency
Dr. Martin Wansleben,
Chief Executive Officer,
Association of German Chambers of Industry and Commerce (DIHK)

Opening Speeches on Transatlantic Cooperation in the Energy Market

9.30 am **Rainer Brüderle,**
Federal Minister of Economics and Technology (BMWi)
Louis Bono,
Counselor for Energy, Environment, Science and Technology,
US Mission to the European Union
Dr. Stefan Mair,
Member of the Executive Board,
Federation of German Industries (BDI)

10.20 am Coffee Break & Networking

The US Market for Renewable Energies

10.50 am “Transatlantic Energy Dialogue from the US Government’s Perspective”
Philip D. Murphy,
United States Ambassador to Germany

11.10 am “Recent Developments of Renewable Energies in the USA”
Heidi VanGenderen,
Director of National and Regional Outreach,
American Council on Renewable Energy (ACORE)

11.30 am **Panel Discussion “Energy Industry meets Politics”**

Jonathan Feipel,
Deputy Director, Illinois Department of Commerce & Economic Opportunity,
Chief, Illinois Energy Office

Heidi VanGenderen,
Director of National and Regional Outreach,
American Council on Renewable Energy (ACORE)

Jochen Homann,
State Secretary,
Federal Ministry of Economics and Technology (BMWi)

Heinrich Lieser,
Head of Governmental Relations,
Nordex SE

Hildegard Müller,
Chairwoman of the Chief Executive Directorate,
German Association of Energy and Water Industries (BDEW)

Stephan Ritter,
General Manager Renewable Energy Europe,
GE Energy

12.30 pm Lunch Break & Networking

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System Integration of Renewable Energies

Moderator: Michael Mehling, President, Ecologic Institute Washington D.C.

2.00 pm “Grid Integration of Renewable Energies: Germany and Europe”

Stephan Kohler,

Chief Executive, Deutsche Energie-Agentur GmbH (dena) – German Energy Agency

2.20 pm “Challenges regarding the Grid Integration of Renewable Energies in the US”

Mark G. Lauby,

Vice President and Director, Reliability Assessments and Performance Analysis,
North American Electric Reliability Corporation (NERC)

2.40 pm “Smart Grids & Smart Energy Systems”

Guido Bartels,

General Manager, Energy & Utilities Industry, IBM & Chairman, Global Smart Grid Federation

3.00 pm **Panel Discussion: “Challenges and Opportunities of System Integration of Renewable Energies”**

Guido Bartels,

General Manager, Energy & Utilities Industry, IBM & Chairman, Global Smart Grid Federation

Mark G. Lauby,

Vice President and Director, Reliability Assessments and Performance Analysis, NERC

Jörg Lohr,

Senior Manager Business Development B2B, E-Mobility, RWE Effizienz GmbH

Randall Swisher,

Former Executive Director, American Wind Energy Association (AWEA)

Dr. Michael Weinhold,

Chief Technology Officer, Siemens Energy Sector

4.00 pm Coffee Break & Networking

Financing of Renewable Energy Projects in the US

Moderator: Dr. Sven Schubert, Attorney, Corvel LLP

4.30 pm “US Wind and Solar – A Bankers Perspective”

Jim King,

Senior Vice President and Head of Structured Credit - Americas, Bayerische Landesbank New York

4.50 pm “Power Purchase Agreements”

Dr. Alexander P. Imberg,

Partner & Chair, Products Liability and German Practice Groups, Carroll, Burdick & McDonough LLP

5.10 pm **Panel Discussion: “Foreign Financing of Renewable Energy Projects”**

Josef Eichhammer,

Chief Executive Officer, Solar Millennium LLC

Dr. Alexander P. Imberg,

Partner & Chair, Products Liability and German Practice Groups, Carroll, Burdick & McDonough LLP

Jim King,

Senior Vice President and Head of Structured Credit - Americas, Bayerische Landesbank New York

Andreas Ufer,

Senior Director, Global Head of Power, Renewables and Water, KfW IPEX-Bank GmbH

Summary of the first Conference Day

6.00 pm **Claudia Vogel**,

Head of Division Renewable Energies, Deutsche Energie-Agentur GmbH (dena) – German Energy Agency

Jan Christoph Wiedemann,

Managing Director, German American Chamber of Commerce of the Southern US, Inc. – Houston Office

Evening Reception

6.15 pm **Official Opening of the Evening Reception** (The Catering is by Invitation of BMU)

Katherina Reiche,

Parliamentary State Secretary, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

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Plenum: Market Entry Strategies & Business Opportunities for German Companies in the US Market

Moderator:

Mark Tomkins,
Vice President,
German American Chamber of Commerce of the Midwest, Inc.

- 9.00 am "German American Renewable Outlook"
Antonio Benecchi,
Partner,
Roland Berger Strategy Consultants
- 9.30 am "Important Factors for a Market Entry and Site Selection"
Kristian Wolf,
Chief Executive Officer & President,
German American Chamber of Commerce of the Southern US, Inc.
- 10.00 am "Product Approval and Certification in the USA –
Standards and the Certification Process"
Matthias R. Heinze,
Vice President Global Business, Field Solar/Fuel Cells,
TÜV Rheinland AG
- 10.30 am Coffee Break & Networking

Plenum: Experiences of German Companies in the USA

Moderator:

Claudia Vogel,
Head of Division Renewable Energies,
Deutsche Energie-Agentur GmbH (dena) – German Energy Agency

- 11.00 am "Market Entry Challenges: Product Portfolio Transfer from Germany to the United States"
Dr. Lars Podlowski,
Chief Technology Officer, SOLON SE
- 11.30 am "Strategic Positioning of SIAG in the USA"
Rüdiger Schaaf,
Chief Executive Officer,
SIAG - Schaaf Industrie AG
- 12.00 am **Panel Discussion: "Successful Market Entry in the USA – Best Practices"**

Alan Claus Anderson,
Energy Practice Group Vice-Chair, Polsinelli Shughart PC

Stefan Chun,
Chief Executive & Founder, CUBE Engineering GmbH

Dr. Cord Landsmann,
Chief Financial Officer, E.ON Climate & Renewables GmbH

Dr. Lars Podlowski,
Chief Technology Officer, SOLON SE

Rüdiger Schaaf,
Chief Executive Officer, SIAG - Schaaf Industrie AG

Networking Event

1.00 pm **Lunch and Networking Event**

Meet the representatives of various US-States to learn firsthand what the US has to offer your business and become a part of the transatlantic community. Exchange experiences with other participants from the wind, solar, and bioenergy industry and benefit from face-to-face discussions with employees of the German American Chambers of Commerce (GACCs) and the Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency as well as other experts of the US market.

approx. 3.00 pm: End of Conference

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The Panels I-IV are parallel to the Plenum. Presentations and speeches will be held in German or English with simultaneous translation. Presentation slides are in English.

Panel I: Supporting Programs for a US Market Entry

- Moderator: Dr. Michael Blank**, Vice President,
German American Chamber of Commerce, Inc.
- 9.00 am “Supporting Market Entry into the U.S. through the *Renewable Energies Export Initiative*”
Christina Wittek,
Head of Division Renewable Energies, Federal
Ministry of Economics and Technology (BMWi)
- 9.20 am “Opportunities and Challenges for
German Companies on the US-Market –
Export Promotion by Germany Trade & Invest”
Dr. Jürgen Friedrich,
Chief Executive, Germany Trade and Invest (GTAI)
- 9.40 am “Update from Washington, D.C.:
The US energy debate post Fukushima”
David Campbell, Director of Trade Policy,
Representative of German Industry+Trade (RGIT)
- 10.00 am “Economic Development Programs by US-States”
Bruce Greenwood, President,
Council of American States in Europe (C.A.S.E.)
- 10.10 am Questions & Answers
- 10.30 am Coffee Break & Networking

Panel III: Solar Energy in the USA

- Moderator: Thomas Chrometzka**,
Head of International Affairs,
German Solar Industry Association (BSW-Solar)
- 11.00 am “Opportunities and Challenges
for the Solar Industry after Fukushima”
Prof. Dr. Eicke R. Weber, Director,
Fraunhofer Institute for Solar Energy Systems ISE
- 11.25 am “Solar Energy in the US”
Jan McFarland, Former Executive Director,
California Solar Energy Industries Association
- 11.50 am **Panel Discussion: “Extension of Solar
Energy in the USA – The Future?!”**
- Josef Eichhammer**,
Chief Executive Officer, Solar Millennium LLC
- Philipp Kunze**,
Managing Director, Solaria Germany GmbH
- Hansjörg Lerchenmüller**,
Senior Vice President, Customer Group of the
Solar Energy Business Unit, Soitec
- Jan McFarland**, Former Executive Director,
California Solar Energy Industries Association
- Holger Meyer**,
Global Head of Renewable Energy Solutions,
Hellmann Worldwide Logistics GmbH & Co. KG
- Prof. Dr. Eicke R. Weber**, Director,
Fraunhofer Institute for Solar Energy Systems ISE

Panel II: Bioenergy in the USA

- Moderator: Michael Herr**, Deputy Head of Division
Renewable Energies, Deutsche Energie-
Agentur GmbH (dena) – German Energy Agency
- 9.00 am “Waste to Energy –
Methane Production from Municipal Waste”
Marten Beckedorf,
International Sales Manager,
Biogas Nord Anlagenbau GmbH
- 9.20 am “Potential of Biomass in the USA –
Opportunities for German Companies”
Wulf Hohmann,
Project Manager Renewable Energies,
Lahmeyer International GmbH
- 9.50 am “Biofuels in the Aviation Industries –
Civil and Military Applications”
Sean O’Hanlon,
President & Chief Executive Officer,
American Biofuels Council
- 10.10 am Questions & Answers
- 10.30 am Coffee Break & Networking

Panel IV: Wind Energy with a Focus on Offshore in the USA

- Moderator: Dr. Dirk Bessau**, Managing Director,
German WindEnergy Association (BWE)
- 11.00 am “Wind Energy in the USA”
Randall Swisher,
Former Executive Director,
American Wind Energy Association (AWEA)
- 11.20 am “The German Offshore Wind Industry”
Jens Eckhoff, President,
German Offshore Wind Energy Foundation
- 11.40 am “Windenergy, Third-Party-Inspections
along the Supply Chain”
Frank Witte,
Business Development Manager Wind Energy,
TÜV Rheinland AG
- 12.00 pm **Panel Discussion: “Offshore Wind Energy
in the USA – Status Quo & Perspectives”**
- Achim Berge**,
Chief Executive Officer, wpd offshore GmbH
- Graham Bocking**,
Director & Company Secretary / Prokurist,
Nordex UK Ltd / Nordex Energy GmbH
- Jens Eckhoff**,
President,
German Offshore Wind Energy Foundation
- Randall Swisher**,
Former Executive Director,
American Wind Energy Association (AWEA)

Networking Event

1.00 pm Lunch and Networking Event (See description in the Plenum)

approx. 3.00 pm: End of Conference

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