CEE Renewable 2010

30th March 2010, Le Meridien Bristol Hotel, Warsaw, Poland

It’s time to Invest in a Renewable future for Central Eastern Europe!

Network with industry leaders dealing in this expanding market!

Some of the speakers include:

- Mr. Michael Kranhold
  Head of TSO Cooperation
  50Hertz Transmission GmbH
  Germany

- Mr. Clifford Aron
  President
  GreenMax Capital Advisors
  Poland

- Dr. Wolfgang Pospischil
  Director
  Poyry Energy Group

- Ms. Bethan Fox
  Head of Policy
  MicroPower Europe, Belgium

- Mr. Josef Robert Straninger
  Competence Center Renewable Energies
  UniCredit Leasing S.p.A., Austria

- Dr. Serge Younes
  Sustainability Services Director
  WSP Group, United Kingdom

- Mr. Michael Dominik Strzałkowski
  Senior Associate
  Furtek Komosa Aleksandrowicz
  Poland

- Mr. Jochen Hauff
  Global Sustainability Program Manager and Expert,
  A.T. Kearney GmbH, Germany

- Mr. Randy Mott
  President
  CEERES, Poland

- Mr. Clifford Aron
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- Mr. Jochen Hauff
  Global Sustainability Program Manager and Expert,
  A.T. Kearney GmbH, Germany

- Mr. Randy Mott
  President
  CEERES, Poland

- Mr. Dirk Hendricks, Director of the European Union Liaison Office, World Future Council, Belgium

- Mr. Robert Adamczyk, Principal Environmental, Health and Safety Advisor, EBRD, United Kingdom

Supporting Organisations

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It is evident that even during times of economic gloom there are still many factors pushing the expansion of the Renewable Energy market in Central Eastern Europe (CEE) forward.

However, it would be naïve to ignore how the Credit Crunch has led to some stalls in the market, and lack of funding is not the only problem. Many countries in the CEE are also behind in the Renewables market due to unadjusted national and municipal laws and an outdated power transmission network.

But, with a saturated market in Western Europe, the incentive to secure multiple energy supplies, and national targets set for 2020 now is the time for the CEE market to flourish. It also goes without saying that as fossil fuels deplete and prices constantly fluctuate, Renewables are the answer for the future.

In order to accelerate this growth, it will be necessary for governments to provide more incentives for investments in Renewable Energy and to rework restrictive legislation. As the amount of energy from Renewables has and will continue to increase, it will also be essential for distribution companies to look into providing more facilities for storing and connecting this energy to the grid.

As 2010 will hopefully promise a better economic forecast more investments will be made and a higher level of market growth can be expected. As long as market players prepare for this deployment, the potential for Renewable growth in the CEE is unlimited and must be developed.

The CEE Renewable 2010 event looks into all of these issues and will provide an excellent platform for all industry leaders to share their views on paving the way for the future. It is an event not to be missed!

**Spotlight on:**
- Poland
- Czech Republic
- Hungary
- Ukraine

**Learn more about the industry:**
- Current EU Laws
- Climate Change Policies
- Investing in Renewables
- Corporate Financial Strategies
- Renewable Storage
- Smart Grids
- Developments in the Wind market
- The potential for Photovoltaics
- The current Bioenergy market

**Who you will meet:**
- Renewable energy companies
- Energy and Utility companies
- Power companies
- Developers
- Manufacturers
- Banks
- Investors
- Traders
- Brokers
- Regulators
- Distributors
- Legal advisers
- Accountants
- Consultancy Firms

**Networking Opportunities:**
- Extended networking breaks for exhibition viewing
- Gala evening drinks reception

**Sponsorship opportunities:**
The CEE Renewable 2010: It’s time to invest in a Renewable future for Central Eastern Europe! event will undoubtedly be an un-missable option for all industry leaders. It will provide the most up to date developments and challenges in this fascinating area of interest. Catering to networking, those involved in the conference have the opportunity to further their horizons by meeting and influencing key players from senior industry levels.

It is crucial to utilise potential exhibition and sponsorship opportunities to give your company the ultimate edge in this competitive market. You will benefit from:
- Creating brand awareness
- Having focused discussions with industry leaders
- Generating quality leads
- Establishing long term partnerships

For a creative and results based approach discuss your marketing requirements with our sponsorship team today. For more details on the full range of promotional packages please contact Nikola Cetkovic on + 44 207 275 8063, email: nikola.cetkovic@easteurolink.co.uk

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08:30 Registration & Coffee
09:00 Chairman’s Welcome Address
   **Speaker: Mr. Clifford J. Aron, President, GreenMax Capital Advisors, Poland**

**Panel Discussion: Market Policy and Review**

09:10 Current & Future Market Review
   - Is the CEE on the road to 2020 targets: 10 years left to go!
   - An analysis of the CEE Renewable market’s response to the Credit Crunch
   - Is the CEE ready for Renewable market expansion
   **Speaker: Dr. Wolfgang Pospischil, Director, Pöyry Energy Consulting, Austria**

09:35 EU Law
   - Policies and Legislations that are working to facilitate Renewable development
   - Feed in Tariffs as the best solution for the promotion of Renewables
   **Speaker: Mr. Dirk Hendricks, Director of the European Union Liaison Office, World Future Council, Belgium**

10:00 Business case for inclusion of renewables in large developments in CEE
   - Why sustainable development?
   - Regulatory, commercial and social drivers
   - Renewables in large developments: Opportunities and Constrains
   **Speaker: Mr. Jochen Hauff, Global Sustainability Program Manager and Expert, A.T. Kearney GmbH, Germany**

10:25 Networking coffee break

**Investment Insight**

10:50 Investing in Renewable Projects
   - Ways to increase the viability of Renewable projects to investors
   - Suppling long term loans and project finance
   - Debt financing during the Credit Crunch

11:15 Utility Sector Investments
   - Key drivers of utilities’ renewable energy investment strategies
   - Suitable business models for utilities’ renewable energy involvement: scale, market segments and organizational needs
   **Speaker: Mr. Jochen Hauff, Global Sustainability Program Manager and Expert, A.T. Kearney GmbH, Germany**

11:40 Corporate Financial Strategies
   - Debt Financing Structures for Renewables
   - Legislation that facilitates Renewable investment
   **Speaker: Mr. Josef Robert Straninger, Competence Center Renewable Energies, UniCredit Global Leasing, Austria**

**Grid Infrastructure & Connectivity**

12.05 Renewable Storage & Connectivity
   - Current problems with the grid and finding ways to overcome this
   - Options for storage and investing in structural changes
   - New system technologies

12.30 TSO enable RES Integration
   - RES Development in North-East Germany - our goal: 100% integration
   - Outlook for RES development in CEE Region from TSO side
   - Implication on Security of Supply and Training of personnel
   - Grid extension as primary solution
   - Communication with all stakeholders matters
   **Speaker: Mr. Michael Kranhold, Head of TSO Cooperation, 50Hertz Transmission GmbH, Germany**

12.55 Networking Lunch Break

**Country Focus**

13.55 Poland
   - How Renewable grid connection can prevent a power crisis
   - The current wind energy market and future outlook
   - How new legislation is working to facilitate investment and development
   **Speaker: Mr. Randy Mott, President, CEERES, Poland**

14.20 Czech Republic
   - The current wind energy market and future expectations
   - What returns can be expected from investment in the Solar industry
   - The viability of the geothermal marketplace

14.45 Slovakia
   - Feed in tariffs and new investments in the market
   - The up and coming market for solar, what are the expectations for 2010?
   - Current projects and development in the market

15.10 Ukraine
   - The benefits of utilising renewable energy as a secure energy supply
   - Increasing investment incentives through legislation

15.35 Networking Coffee Break

**Market Sector Insight**

16.00 Small-Scale Renewables and Energy Efficiency
   - Designing the right framework
   - Why invest in microgeneration?
   **Speaker: Ms. Bethan Fox, Head of Policy, MicroPower Europe, United Kingdom**

16.25 Wind Farm Development
   - The environmental challenges and EBRD experience
   - EBRD and Equator Principle Bank requirements for renewable projects
   - Some key recommendations when developing new projects
   - EBRD Case Studies (Bulgaria, Poland, Romania)
   **Speaker: Mr. Robert Adamczyk, Principal Environmental, Health and Safety Advisor, EBRD, United Kingdom**

16.50 Photovoltaic
   - Ensuring the right framework for deployment in the CEE
   - Reducing costs and maximising efficiency
   - Advances in PV technology

17.15 BioEnergy
   - Making biogas and biomass projects bankable in Poland
   - The new energy law and how it provides incentives for biogas development
   **Speaker: Mr. Dominik Strzałkowski, Senior Associate, Furtek Komosa Aleksandrowicz, Poland**

17.40 Czech Republic
   - The viability of the geothermal marketplace
   - What returns can be expected from investment in the Solar industry
   - The current wind energy market and future outlook
   **Speaker: Mr. Clifford J. Aron, President, GreenMax Capital Advisors, Poland**

17.50 Gala Cocktail Reception

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Past Event Attendees:

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Dr. Wolfgang Pospischil
Pöyry Energy Group

Dr. Wolfgang Pospischil is Director in Pöyry Energy Consulting, one of the global leading consulting and engineering companies in the energy industry. He is in charge of Strategy/Value & Finance in Central and Eastern Europe working as a strategic advisor for international generation, transmission and trading companies as well as various financial institutions. He has been involved in several feasibility studies for PV and CSP. He has over 12 years of experience in the energy industry and consulting industry including leading positions in Austria and Great Britain.

Mr. Josef Robert Straninger
Unicredit Leasing S.p.A., Austria

Josef Robert Straninger is a Global Key Account Manager in the Competence Centre for Renewable Energies of Unicredit Leasing Group, with headquarters in Vienna and Milan. Prior to joining Unicredit Leasing Group in 2007 he worked for more than a decade with Anite Group and Softlab as Consultant and Project Manager on Business Process Management from IT related projects for international customers in the financial industry. Mr. Straninger holds a Master’s degree in “European Economy and Business Management” of University of Applied Sciences bfi Vienna and did post-graduate studies on “International Project Management” at Vienna University of Economics and Business.

Ms. Bethan Fox
MicroPower Europe, Belgium

Bethan Fox is the Head of Policy at Micropower Europe, an organisation promoting sustainable energy technologies for the built environment collectively known as microgeneration. She is a member of the European Commission’s Directorate General for Energy and Transport at the Market Observatory for Energy. She focused on cross-cutting issues covering price volatility, capacity and infrastructure developments in cooperation with Member States and the European energy industry. Bethan has also worked as a renewable energy adviser at Mott MacDonald engineering consultancy, and at the Scottish Parliament as an energy and climate change consultant, where she was involved in the UK and Scottish Climate Change Bills. She has first hand experience in the renewable energy sector having worked as an onshore wind farm developer with E.ON. Bethan holds a BSc. in Natural Sciences from Durham University and a MSc. in Sustainable Energy Systems Engineering from the University of Edinburgh.

Dr. Serge Younes
WSP Group, United Kingdom

Serge is a Sustainability Services Director for WSP Environment & Energy and environmental business part of WSP Group plc. With 12 years overall work experience in energy, building services and renewable energy, Serge acts as Programme Manager for the delivery of international sustainable developments; projects have included Masdar the Zero Carbon and Zero Waste City among many other sustainable developments from China to the Middle-East and Africa, Europe to North America. With a PhD in Solar Energy, Serge is also a solar energy technical expert and acts as a project originator for large infrastructure and Renewable Energy projects by working closely with governments, property and land agents, multilateral agencies and the finance industry. Serge is still active in the academic arena, with over 15 peer-reviewed articles publications and continuously peer reviews scientific articles on the subject of Solar Energy. He is a visiting lecturer on sustainable urban design and renewable energy in various UK universities. He has spent the last four years working on sustainable masterplanning and integrated infrastructures and utilities: five years experience in solar energy resource management and project implementation and also has over three years experience in building services and swimming pool design. During his career so far, Serge has worked extensively in the Middle-East but has done projects in the US, Western Europe incl. the UK and in Asia.

Mr. Jochen Hauff
A.T. Kearney GmbH, Germany

Jochen Hauff is Global Sustainability Program Manager at A.T. Kearney Europe. A.T. Kearney is a leading global management consulting firm and the only management consulting company represented in the world’s major capitals and operating in more than 30 countries of Europe and Africa. A.T. Kearney manages projects in the fields of energy and environmental performance improvement, cost reduction and strategic planning. Projects are customized to meet client needs and increase shareholder value. A.T. Kearney’s worldwide network of executive-level experts integrates a broad range of business and industry experiences to achieve results in such areas as sustainability, technology, and finance. Mr. Hauff holds a Master’s degree in Economics from Tübingen University, Germany, and a Master of Science in Environmental Science and Policy from Central European University, Budapest, Hungary.

Mr. Dirk Hendricks, Director of the European Union Liaison Office, World Future Council, Belgium

Mr. Robert Adamczyk, Principal Environmental, Health and Safety Advisor, EBRD, United Kingdom

Mr. Clifford Aron
GreenMax Capital Advisors, Poland

Cliff, one of the founders of GreenMax, is an energy finance expert who has had a diverse career as a business entrepreneur and energy and environment sector specialist encompassing all aspects of management, marketing, project finance, policy and regulatory affairs. Cliff is an advisor to international financial institutions in the design, establishment and operation of corporate technical assistance programs and serves as advisor to commercial banks and investment funds on energy efficiency and renewable energy transactions. He has developed innovative energy efficiency related financial products for IFC, the World Bank, Erste, OTP, SEB Bank, the Dutch International Guarantees on Housing and assisted in closing transactions for the financing of ESCOs, wind farms, biomass and solar projects in more than 20 countries. Prior to his involvement in international energy projects, Cliff was a leader in restructuring the power sector in New York. Earlier, he spent thirteen years leading BEI Energy Corp., a successful New York-based ESCO he founded in 1986. As President for the energy services industry and the founding President of the New York Energy Efficiency Council, Cliff helped develop the statutory framework authorizing implementation of performance contracts by public facilities and it was the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin.

Mr. Michael Kranhold
50Hertz Transmission GmbH, Germany

Michael Kranhold is an electrical engineer and holds an MBA-diploma (Kellogg-WHU). He was born in 1961 and is the proud father of two sons. Michael started his professional career in 1985 at the Control Centre of 50Hz in Berlin/Brandenburg. Over the years he was responsible for the field of energy supply in Minsk/Belarus in 1984. He got a broad practical experience in various areas of the grid business at the Central Dispatch Organization of the East European Interconnected Network. With the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin. Michael worked in system control, grid planning, energy management, corporate development and controlling. He is now Head of the Technical Consultation Department in the legal predecessors of Vattenfall Europe Transmission in Berlin.

Mr. Jose Luis Bobes
GreenMax Capital Advisors Iberia, Spain

CEO Est Wind Power, renewable energy company operating in the Baltic countries, owned 75% by Fersa Energias Renovables, a Spanish public company, CEPI and owner GreenMax Capital Advisors Iberia and GreenMax Minnesota. Multicultural experience having led renewable and energy efficiency projects in: United States, Poland, Czech Republic, Estonia, Lithuania, Latvia, Spain, Argentina, Dominican Republic, Chile and Hungary. Currently leading the international business development of Fersa Energias Renovables S.A. A Spanish stock listed company that was founded in 1985 when I joined the company. Today Fersa has generating and pipeline assets in: China, India, Russia, Poland, Estonia, France, Italy, Panama, Montenegro. Fersa current generating capacity is 2,356MW in operation and 193MW in the development pipeline. In 2006 that international portfolio was zero MW. Navigate successfully the operational methods of large multinationals such as Honeywell, while keeping his entrepreneurial spirit and as founder of GreenMax Capital Iberia. Mr. Bobes is a graduate in Business and Masters in Engineering from Universidad Politécnica de Madrid. Fluent in Spanish, English, German and French. Basic knowledge of Russian.

Mr. Dominik Strzalkowski
Forutek Komosa Aleksandrowicz, Poland

Dominik Strzalkowski is an attorney at law in the Firm’s corporate department. He specialises in the legal aspects of regulated business operations in the energy and environmental sector specialist encompassing all aspects of management, marketing, project finance, policy and regulatory affairs. Mr. Mott is the founder and CEO of CERERES Sp. z o.o., a Warsaw-based biogas and geothermal energy company. He is also a visiting adjunct teaching EU Environmental Law at Lazarski School of Commerce and Law, Warsaw School of Economics, and is the Polish national reporter for the European Environmental Law Institute (Asser), the Hague.

Mr. Dominik Strzalkowski
Forutek Komosa Aleksandrowicz, Poland

Mr. Mott is a graduate of Georgetown University Law Center, JD, with a BA from the University of Iowa, double honors in pol. sc. and history. He practiced law in Washington DC and New York City for fourteen years. In 1993, Michael Mott joined Fersa Energias Renovables S.A., a Spanish stock listed company that was founded in 1985 when I joined the company. Today Fersa has generating and pipeline assets in: China, India, Russia, Poland, Estonia, France, Italy, Panama, Montenegro. Fersa current generating capacity is 2,356MW in operation and 193MW in the development pipeline. In 2006 that international portfolio was zero MW. Navigate successfully the operational methods of large multinationals such as Honeywell, while keeping his entrepreneurial spirit and as founder of GreenMax Capital Iberia. Mr. Bobes is a graduate in Business and Masters in Engineering from Universidad Politécnica de Madrid. Fluent in Spanish, English, German and French. Basic knowledge of Russian.
### Booking Form

- **YES! Please register me for ____ place(s)**
- **Full fee:** £990
- **Early Bird fee:** £790 (offer valid until February 12th 2010)
- **I cannot attend the conference but wish to buy the conference documentation.**

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**Accommodation and Travel:**
The registration fee does not include hotel accommodation and travel.

**Cancellations:**
Cancellation received in writing before and on 19th Oct 2009 will be subject to a service charge of £250 per delegate. The service charge is completely non-refundable and non creditable. The full conference fee remains payable after 19th Oct 2009 and is non refundable. No refunds, part refunds or alternative offers shall be made. Non-payment or nonattendance does not constitute cancellation. Substitutions are welcome at any time, and are subject to an administration fee of 10% of the total invoice.

It may be necessary for reasons beyond the control of the organiser or for any other reason to change the content or timing of the agenda, speakers or venue, which is subject to change without notice. In the unlikely event that an event is cancelled, EastEuro Link shall endeavour to reschedule, but will not be liable for any costs incurred by delegates in connection with their attendance.

All Invoices are due for payment within 7 days of receipt of invoice. Any invoice outstanding beyond this period will be subject to surcharge of 15% plus VAT to recover the collection costs incurred. This surcharge together with all other charges and legal fees incurred will be the responsibility of the customer and will be legally enforceable. By submitting this form you confirm that you have read and agreed to the terms and conditions of this conference contract. This agreement is governed by English Law and the parties submit to the exclusive jurisdiction of the English Courts in London. However, EastEuro Link only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client’s office is located.

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### PAYMENT DETAILS

Please send me an invoice OR please charge my debit/credit card:

#### Payment by debit/credit card:

- **☐** MAESTRO  **☐** MASTER CARD  **☐** VISA  **☐** SOLO

**Account Number:** ________________  **Expiry Date:** __________/________

**Issue No:** ________________  **Security Code** (Last 3 digits at the back of strip) __________

**Account Holder’s Name as it appears on the Card:** ________________

**Billing address:** ________________________________________

**Signature:** ________________________________________  **Date:** __________

**PLEASE NOTE,** credit card payments will incur an additional 3.5% processing charge, applied by the credit card service provider. This is NOT applicable should you choose to pay by invoice, bank transfer, debit card or cheque.

A 10% service charge will be added to all conference fees and is inclusive of programme materials, luncheon and refreshments.

#### Payment by cheques:

Cheques payable to: EastEuro Link Ltd and sent to EastEuro Link Ltd, Office 13 Hiltongrove, 14 Southgate Road, London N1 3LY

#### Payment by Bank Transfer:

- **Account Name:** EastEuro Link Ltd, **Account No:** 28005791, **Sort Code:** 60-12-14

**SWIFT ADDRESS** for overseas payments: NWBK GB 2L

**IBAN:** GB46 NWBK 6012 1428 0057 91

**NatWest Bank, King’s Cross Branch, Pentonville Road, London N1 9NA**

Please quote delegate’s name and Invoice No.

**Payment terms are strictly 7 days and Invoice No. must be quoted**

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**FOR PAYMENT BY INVOICE**

**Contact person in the Accounts Department:** ____________________________

**Tel:** ____________________________  **Fax:** ____________________________

**E-mail:** ____________________________