

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. 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. 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

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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Many countries in the CEE are also behind in the Renewables market due to unadjusted national and municipal laws and an outdated power transmission network.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!

Network with industry leaders dealing in this expanding market!

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

Networking Opportunities:

- Extended networking breaks for exhibition viewing
- Gala evening drinks reception

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

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

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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 Constraints
 • Global Best practice examples
Speaker: Dr. Serge Younes, Sustainability Services Director, WSP Group, United Kingdom
- 10:25 Networking coffee break

Investment Insight

- 10:50 Investing in Renewable Projects
 • Ways to increase the viability of Renewable projects to investors
 • Supplying 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, Belgium
- 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 Chairman's Closing Remarks
Speaker: Mr. Clifford J. Aron, President, GreenMax Capital Advisors, Poland
- 17.50 Gala Cocktail Reception

Not able to attend?

Then why not buy the conference documentation?

Nothing compares to "being there" but you don't have to completely miss out. You can purchase the **CEE Renewable 2010: It's time to invest in a Renewable future for Central Eastern Europe!** conference documentation for £230. Simply tick the box on the booking form, send it with payment, and access for full documentation and conference presentations will be granted to you after the conference.

Past Event Attendees:

4 Energia
A&M Consultancy & Investments
Alpha Management; Aray Solar
Austrian Energy Agency
Biris Goran
Boson Energy SA
bpv Braun Haškovcová
British Embassy
Bulboaca & Asociatii SCA
Carbon Capital Markets
CEZ
Clifford Chance
Desmet Ballestra Oleo
DLA Piper
Ecofys
ECO2 Limited
EDF ENDevelopment
Eevershed Lupicinio
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Embassy of Slovenia
Emerging Energy Research
ENBW Transportnetz AG
EnerCap Capital Partners
Energy Institute Hrvoje Pozar
ERM Germany
Ernst & Young
ESHA
Evelop International B.V.
Eversheads
Eversheds Lupicinio
EWEA-European Wind Energy Association
Factor 3C
Finpro Hungary
FMO
Garrad Hassan and Partners
GE Energy
GE Energy Financial Services
Global Wind Power A/S
GME
Green Energy Prague s.r.o.
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One Carbon
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Red Union Fenosa
Research Innovation Group Ltd
Roedl & Partner
RTS International
Society for Promotion of Renewable
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Statkraft Energi As
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T&D Europe
Taiga Mistral
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UniCredit CAIB Poland S.A.
UniCredit CAIB Securities UK Ltd
UniCredit Global Leasing S.p.A
United Partners Corporate FinanceAS
Uria Menendez
Vattenfall AB Nordic
Verbund
Vestas
VTU engineering
WSP Environment & Energy



Dr Wolfgang Pospischil Poyry 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/Valuation & 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 energy policy and market design projects for international organizations. After he finished his academic career with a PhD in Natural Sciences at the University of Vienna, he kept close contact to the developments in the solar industry being involved in several feasibility studies for PV and CSP. He has over 12 years of experience in the energy industry and consultancy 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 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 and 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. Previously Bethan worked in the European Commission,

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 advisor 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 WSPGroup 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 and member of A. T. Kearney's global Sustainability and European Energy Practice. He served numerous strategic engagements for major clients in the European power and gas

sector with a particular focus on renewable energy market development and portfolio strategies. He is managing A.T. Kearney's internal sustainability commitment to offset its entire carbon footprint and serves clients worldwide as subject matter expert in renewable energy and carbon market related issues. He 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 environmental 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 energy sector finance and 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 of Europe and Africa. Cliff has led the development of products throughout the CEE region for the financing of energy efficiency in residential blockhouses that have resulted in more than Euro 100 million in housing renovation investments. Prior to his involvement in international energy projects, Cliff was a leader in restructuring of the power sector in New York. Earlier, he spent thirteen years leading BEI Energy Corp., a successful New York-based ESCo he founded in 1982. As one of the pioneers of the US 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 in New York State. Cliff also was actively involved in gaining regulatory approval for the implementation of Demand Side Management programs and the competitive acquisition of DSM Resources by electric and gas utilities in New York State. In 1989, his firm delivered 3.5MW of reduced power consumption or "negawatts" to Con Edison. Cliff's company also operated a variety of DSM programs for area utilities and government agencies on a contract basis and installed, financed and operated 22 small gas-fired co-generation units.



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 the Control Centre of the GDR after finishing his study in 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 Networks in Prague and 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 TSO Cooperation department. The biggest challenges he accompanied were the grid connection of the Central Eastern Systems to UCTE in 1995 and the work with the integration management office in the merger process of Vattenfall Europe in 2000-2002. The TSO-business was span off into Vattenfall Europe Transmission in 2002 according to the unbundling concept. Michael Kranhold is an optimist and a convinced international "net worker".



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 Energías Renovables, a Spanish listed company. CEO and owner GreenMax Capital Advisors Iberia and GreenMax Minnesota. Multicultural

experience having led renewable and energy efficiency projects in: United States, Poland, Czech Republic, Slovak Republic, Estonia, Lithuania, Latvia, Spain, Argentina, Dominican Republic, Chile and Hungary. Currently leading the international business development of Fersa Energías Renovables S.A. A Spanish stock listed company that was only present in Spain in the first half of 2006, when I joined the company. Today Fersa has generating and pipeline assets in: China, India, Russia, Poland, Estonia, France, Italy, Panamá, Montenegro. Fersa current international project pipeline 9,000 MW. At the end of 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. Crossborder education that includes a MBA from University of Chicago, Graduate School of Business and Masters in Engineering from Universidad Politécnica de Madrid. Fluent in Spanish, English, German and French. Basic knowledge of Russian.



Mr. Dominik Strzałkowski Furtek Komosa Aleksandrowicz, Poland

Dominik Strzałkowski is an attorney at law in the Firm's corporate department. He specialises in the legal aspects of regulated business operations, in particular the power sector (including renewable energy) and financial institutions. He has advised

power sector companies on company law, mergers and acquisitions, energy law, competition law, financial law, greenfield investments, zoning and environmental protection. He is fluent in Polish and English.



Mr. Dominik Strzałkowski Furtek 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 25 years and has lived in Poland for the last eight years. He

founded the Hazardous Waste Treatment Council trade association in the US and was on the Congressional Office of Technology assessment Advisory Committees for Superfund and RCRA. Mr. Mott is the founder and CEO of CEERES 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, Poland, and is the Polish national reporter for the European Environmental Law Institute (Asser), the Hague.

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



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We look forward to welcoming you!

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