



NORDIC GREEN II

April 27th & 28th, 2010, Silicon Valley, CA, USA

Presented by:



greentechmedia:

Hosted by:



Venue:

SRI International Building
Menlo Park, California

Registration

www.greentechmedia.com/
events/live/nordic-green-ii

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Sign up now!! Registration is open for Nordic Green II

Nordic Green II is a follow up on the widely successful Nordic Green 2008 and is a two day conference covering a broad spectrum of green technologies where Nordic companies have world leading innovations. Nordic Green II is the premier forum for Nordic companies to gain exposure and connect with the VCs, entrepreneurs, industry leaders, potential customers, researchers, and experts in the dynamic Silicon Valley innovation ecosystem.

The Opportunity

Cleantech has emerged as a major investment category for venture capital with over \$15 billion invested in the US over the past 3 years, establishing green technology as a major VC segment together with ICT and life sciences. Additionally the over \$43 billion in government support and an emerging regulatory framework favorable to renewable energy and conservation have begun to fuel rapid expansion.

California's landmark greenhouse gas legislation, strong energy efficiency standards, renewable portfolio standard and green building initiatives have laid a new foundation for the surging green technology market, and have positioned the world's 8th largest economy as a leading market for technologies that enable these objectives.

Seize the day!

Over many years Nordic companies have developed valuable expertise in green technology which has led to competitive advantages in many areas and recognition as worldwide market leaders. However, with such a great opportunity lying ahead, competition is intensifying as innovation within the sector accelerates. Nordic Green II is a gateway for Nordic companies looking for opportunity in the US and a place where US innovators can learn about how to get involved with the latest innovations coming out of this world leading region.

What to Expect:

- * A 2-day showcase of Nordic green technology to Silicon Valley industry leaders
- *Keynotes and interactive panels on California's key market trends
- *Green tech exhibitions
- *Start-up pitching opportunities to leading VCs
- *Cutting edge research presentations

- *Technology focused best practices and go-to-market strategies
- *Networking with Silicon Valley business leaders and entrepreneurs
- *High level panel discussions covering key industry segments
- *Prominent media coverage from leading members of the industry press and blogging community

Who Participates in Nordic Green

Nordic startups and market-leading companies are invited to showcase their green tech products and initiatives in any of the following sectors:

- *Solar
- *Green Building / Materials
- *Wind
- *Energy Efficiency
- *Intelligent Energy Management
- *Biofuels and Biochemicals
- *Biomass / Biogas
- *CO2 Sequestration
- *Fuel cells and Energy Storage
- *Water

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Nordic Green Draft II Agenda

In line with GreentechMedia's ongoing live conference series, Nordic Green II will bring together established industry leaders and entrepreneurs to showcase technology and solutions and discuss the emerging trends and opportunities within green technology.

The program is still developing and subject to change. For the latest conference details and the most recent speaker and sponsorship additions visit the event homepage <http://www.greentechmedia.com/events/live/nordic-green-ii/>

Tuesday April 27

- 7:00 *Registration and Breakfast*
- 8:00 **Welcome and opening remarks**
- 8:15 **Nordic keynote: Why Nordic Green?** – A brief look at how the Nordic Region became a Cleantech leader and the opportunities lying ahead.
- 8:45 **Panel: Nordic Green Tech Strongholds** - Market leaders, entrepreneurs, and investors chart the future for the Nordic region's most promising global innovations
- 9:50 *Coffee Break and Networking*
- 10:20 **Panel: California Green Tech Opportunity** – Silicon Valley VCs and thought leaders discuss California and the global market for clean technology
- 11:30 **Executive Showcases** — Nordic companies present their innovative solutions, future visions and partnering goals in short pitch sessions.
- 12:00 *Lunch break and opening of the Nordic Green Tech Exhibition*
- 1:30 **Panel: Intelligent energy infrastructure** — The Nordic countries have high penetration of renewable energy and anticipate rapid adoption of EVs. What are the challenges and opportunities as they prepare to accelerate this process?
- 2:30 **Keynote: Renewable Energy** –The search for a sustainable and clean option
- 3:00 **Executive Showcases**
- 3:30 *Afternoon Break, Networking and Green Tech Exhibition*
- 4:00 **Panel: Future Buildings** — Energy efficient buildings and homes have long been a part of life in the Nordics. What are the latest innovations and how can they be applied in the US?
- 5:15 **Keynote: Global Innovation in Cleantech**
- 6:00 **Cocktail Reception:** Networking over food and drinks

Wednesday April 28

- 7:00 *Registration and Breakfast*
- 8:00 **Panel: Global Partnerships for Global Markets** - Companies successful in both California and the Nordic countries discuss strategic alliances, dynamic value chains, and new opportunities and challenges to business in a globalized world
- 9:15 **Silicon Valley Keynote: Steve Jurvetson**
- 9:45 **Executive Showcases**
- 10:15 *Coffee Break, Networking and Green Tech Exhibition*
- 10:45 **Panel: Green Data Centers** – New opportunities for green, energy efficient data centers
- 11:45 **Keynote:** Danisco Genencor's vision of the future bio based economy
- 12:15 *Lunch, Networking and Green Tech Exhibition*
- 1:30 **Panel: Biofuels and Biochemicals** - Experts and market leaders discuss their progress in 2nd generation biomass conversion
- 2:30 **Panel: Innovation in Water Technologies** - From energy efficient pumping and intelligent water management to water filtration and treatment, Nordic companies are delivering a host of new water innovations
- 3:30 *Coffee Break and Networking*
- 3:45 **Fireside Interview: Fuel Cells** – 10 years away or just around the corner?
- 4:00 **Panel: Piloting a Sustainable Future** – More than just research, find out how these pilots will have far reaching impacts throughout the world.
- 5:00 **Closing Remarks**

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