Agenda Overview (subject to change)

12:30 – 1:00 PM  Registration and Light Refreshments

1:00 – 1:15 PM  U.S. Trade & Development Agency Opening Remarks

1:15 – 1:50 PM  Technical, Regulatory & Commercial Challenges & Prospects in the Global Smart Grid Market

1:50 – 2:10 PM  Industry Feedback

2:10 – 2:30 PM  Networking Break

2:30 – 4:00 PM  U.S. Company Case Studies: Leveraging U.S. Government Support to Enhance Smart Grid Opportunities Overseas

4:00 – 5:00 PM  Next Steps & Ideas on Further U.S. Government Support for the U.S. Smart Grid Industry

The U.S. Trade and Development Agency (USTDA) helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.
12:30 – 1:00 PM Registration and Light Refreshments

1:00 – 1:15 PM U.S. Trade & Development Agency Opening Remarks

The Honorable Leocadia I. Zak, Director, USTDA

1:15 – 2:10 PM Technical, Regulatory & Commercial Challenges & Prospects in the Global Smart Grid Market

Moderator: Verinda Fike, Electricity Transmission & Distribution Team Leader, USTDA

Panelists: Dan Ton, Program Manager of Smart Grid R&D, U.S. Department of Energy
Patrick Gannon, President, Smart Grid Interoperability Panel
Drew Bennett, International Trade Administration, U.S. Department of Commerce

Questions about the future of Smart Grid in the global energy landscape are critical to U.S. companies seeking to strengthen their competitiveness in emerging markets. Technical innovation, as well as regulatory barriers and incentives, create opportunities and challenges for U.S. companies in this rapidly growing market.

- What are the technical trends that will present the greatest impacts to the Smart Grid markets overseas?
- What are some common regulatory barriers and incentive structures that U.S. companies may encounter?
- What are the key commercial opportunities for U.S. companies seeking to expand their business overseas?

2:10 – 2:30 PM Networking Break

2:30 – 4:00 PM U.S. Company Case Studies: Leveraging U.S. Government Support to Enhance Smart Grid Opportunities overseas

Moderator: Geoff Jackson, Director for Policy & Program, USTDA

Panelists: Jay Sparling, Director for Global Business Development, Honeywell International
Nader Farah, President, ESTA International
Terry Mohn, CEO, General MicroGrids
Gene Eckhart, Senior Director for International Trade, National Electrical Manufacturers Assoc.
Nand Ramchandani, Director for Governmental Affairs, OSIsoft

The U.S. Government actively supports the development and integration of Smart Grid technologies, both in the United States and abroad. The U.S. Government partners with leading U.S. companies to pilot cutting-edge technologies with the goal of catalyzing innovation while promoting potential business opportunities. This session will showcase selected U.S. company case studies from around the world as an opportunity to learn from their experiences.

- Describe the experience working in the specific country.
- In what ways has the U.S. Government supported efforts to expand business opportunities overseas?
- What should other U.S. companies know when they are looking to explore similar opportunities?

4:00 – 5:00 PM Next Steps & Ideas on Further U.S. Government Support for the U.S. Smart Grid Industry

Moderator: Carl B. Kress, Energy Sector Team Leader, USTDA

Building on the conversation from the previous sessions, this session provides an open forum to discuss how the U.S. Government can better support U.S. firms’ international business development goals within the Smart Grid market.