



TRADE TALK: SMART GRID

FEBRUARY 28, 2014

LINKING U.S. BUSINESSES TO GLOBAL SMART GRID OPPORTUNITIES

Ustda business center | 1000 Wilson Boulevard, Suite 1500, Arlington, va 22209

Agenda Overview (subject to change)

- | | |
|------------------------|---|
| 12:30 – 1:00 PM | <i>Registration and Light Refreshments</i> |
| 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 | <i>Networking Break</i> |
| 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.