



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern



## 2. Deutsch- Amerikanische Energietage 2010

**Promising Markets for Renewables  
and Energy Efficiency**

## 2nd German American Energy Conference 2010



# Grußwort Welcome Note



**Stephan Kohler**

Vorsitzender der Geschäftsführung,  
Deutsche Energie-Agentur GmbH (dena)  
Chief Executive,  
Deutsche Energie-Agentur (dena) -  
German Energy Agency

Sehr geehrte Damen und Herren,

Deutschland nimmt im Bereich der Umwelttechnologien im internationalen Vergleich eine Vorreiterrolle ein. Die Politik fördert gezielt erneuerbare Energien und Energieeffizienz. Innovative Unternehmen entwickeln hochwertige Produkte, die weltweit große Nachfrage finden. So liegt die Exportquote der deutschen Windindustrie bei rund 80 Prozent, die der Photovoltaikindustrie bei rund 50 Prozent.

Die Wirtschaftskrise hat auch die Cleantech-Branche getroffen. Die Kreditklemme und die unsicheren Aussichten haben zur Verschiebung zahlreicher Investitionen geführt. So investierten nach einer dena-Umfrage Ende 2009 nur noch rund 30 Prozent der produzierenden Unternehmen in Deutschland in Energieeffizienz. Vor der Krise waren es fast doppelt so viele.

Dass es sich lohnt, ist jedoch den meisten klar. Und nach der Krise wollen sie ihr Engagement wieder aufnehmen. Denn Energieeffizienz bedeutet mehr als nur Kosteneinsparung. Für Unternehmen steigert sie auch die Wettbewerbsfähigkeit dank innovativer Produkte, Anlagen und Systeme. Energieeffizienz und erneuerbare Energien sind Schlüsselindustrien für das 21. Jahrhundert. Deshalb setzen Deutschland, die USA und andere OECD-Länder mit ihren Konjunkturprogrammen bewusst auf diese Märkte.

Die Dynamik, die die US-Regierung unter der Präsidentschaft Barack Obamas in den Bereichen erneuerbare Energien und Energieeffizienz angestoßen hat, eröffnet deutschen Unternehmen gute Perspektiven. Deshalb organisiert die dena zusammen mit den Deutsch-Amerikanischen Handelskammern (AHK USA) zum zweiten Mal die Deutsch-Amerikanischen Energietage. Dabei soll insbesondere deutschen Herstellern und Dienstleistern die Gelegenheit gegeben werden, mehr über ihre Chancen auf dem US-Markt zu erfahren.

Ich freue mich auf spannende Diskussionen und wünsche allen Teilnehmern viel Erfolg.

A handwritten signature in black ink, appearing to read "S. Kohler".

**Stephan Kohler**

Dear ladies and gentlemen,

In the international arena, Germany stands as a clear leader in the field of environmental technology. The government uses targeted funding for renewable energies and energy efficiency to encourage growth. Innovative companies develop valuable products that enjoy large markets worldwide. This is obvious from the approx. 80 percent rate of exports in the German wind industry and approx. 50 percent in the photovoltaics industry.

The recent economic crisis has also affected the clean tech industry. The 'credit crunch' and the uncertain outlook have led to the delay of numerous investments. According to a survey by the Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency, at the end of 2009, only around 30 percent of production companies in Germany made investments in energy efficiency during the year. Before the crisis, the number was twice that.

It's clear to most that the investments are worthwhile. And companies want to continue growing in this area once the crisis is over. Energy efficiency means more than just cost savings. It raises the competitiveness of companies by leading to innovation in products, facilities, and systems. Energy efficiency and renewable energies are essential industries for the 21st century. This is why Germany, the U.S., and other OECD countries are focusing their economic efforts on these markets.

The dynamic that the Obama administration has awakened in the renewable energy and energy efficiency industries opens a range of opportunities for German companies. For this reason, the dena in cooperation with the German American Chambers of Commerce (GACCs) have organized the German American Energy Conference for a second time. This conference is especially focused on allowing German manufacturers and service providers to learn more about their opportunities in the U.S. market.

I look forward to a stimulating discussion and wish all participants the greatest success.

# Grußwort Welcome Note



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern



**Simone Pohl**

Geschäftsführerin,  
Deutsch-Amerikanische Handelskammer  
des Mittleren Westens, Chicago  
President & CEO, German American  
Chamber of Commerce of the Midwest, Inc.

Sehr geehrte Damen und Herren,

die Synergien und Geschäftspotenziale, die sich aus dem Erneuerbare Energien-Boom in den USA und dem deutschen Technologievorsprung in diesem Sektor ergeben, sind längst kein Geheimnis mehr.

Deutschen Unternehmen stellt sich daher nicht die Frage ob, sondern wann, wie und wo sie den Einstieg in den US-Markt wagen sollen. Die Zeit drängt, denn immer mehr ausländische Hersteller erkennen, dass sie vor Ort am besten vom Wachstum der Clean Energy Branche profitieren. Der Zeitpunkt für den Aufbau einer US-Präsenz ist zudem besonders günstig, da zur wachsenden Nachfrage auch Anreize aus den Konjunkturprogrammen der Obama-Administration kommen. Insgesamt hat die Regierung über \$70 Milliarden zur Förderung Erneuerbarer Energien und Energieeffizienz zur Verfügung gestellt.

Deutsche Investoren sollten diese Gelegenheit gezielt nutzen: Kürzlich wurde bekannt, dass im Rahmen des \$2,3 Milliarden schweren Recovery Act Advanced Energy Manufacturing Tax Credits Programms \$750 Millionen an ausländische Firmen vergeben wurden – hiervon konnten sich deutsche Bewerber mit \$359 Millionen den Löwenanteil sichern. Staatliche Förderprogramme sind einer der Schwerpunkte der 2. Deutsch-Amerikanischen Energietage, die in diesem Jahr außerdem um den Themenkomplex Energieeffizienz erweitert wurden.

Ebenfalls zum ersten Mal haben die AHK USA in Kooperation mit Roland Berger Strategy Consultants im Vorfeld der Deutsch-Amerikanischen Energietage eine Umfrage unter deutschen und amerikanischen Unternehmen zur derzeitigen Situation des Marktes für Erneuerbare Energien und Energieeffizienz in den USA durchgeführt. Die Kernaussagen der Erhebung werden bei Konferenzauftakt als aktuelle Anknüpfungspunkte für den transatlantischen Dialog präsentiert.

Wir freuen uns auf einen intensiven Austausch und wünschen Ihnen einen gewinnbringenden Konferenzverlauf.

**Simone Pohl**

Ladies and gentlemen:

It is hardly a secret anymore that the renewable energy boom in the United States and Germany's technological edge and experience with renewables offer a tremendous amount of opportunities.

Thus, for German companies the question is no longer whether or not to enter the U.S.-Market, but rather when, where, and how to take the first steps. As more and more foreign producers realize that a local presence is required to get the most out of the American market, timing is becoming critical for their German peers. Additionally, massive incentives from the Obama administration's stimulus package make this the perfect time to enter the U.S.-Market. A total of over \$70 billion is being spent on the promotion of renewable energies and energy efficiency.

German investors should seek to take advantage of these exceptional opportunities. As recently disclosed, \$750 Million worth of tax credits from the \$2.3 billion Recovery Act Advanced Energy Manufacturing Tax Credits Program were granted to non-American companies – with German firms securing the lion's share of \$359 million thereof. One of the main objectives of this year's German American Energy Conference, which for the first time also covers Energy Efficiency topics, is to inform participants about the current government incentive programs available in the American market.

Another new introduction is a survey conducted by the GACCs and Roland Berger Strategy Consultants. The survey covered German and American companies, monitoring current developments in the Renewable Energy and Energy Efficiency industry in the United States. The results will be presented at the conference and shall provide an ideal point of reference for transatlantic dialog.

We are happy to welcome you to Berlin and look forward to a productive and stimulating conference!

# Montag, 22. März 2010

## Eröffnung

# Monday, March 22, 2010

## Opening

Vorträge in Deutsch und Englisch mit Simultanübersetzung.

Presentations in German and English with simultaneous translation.

8.00 Uhr Registrierung

8.00 am Registration

### Begrüßung

### Welcome Speech

9.00 Uhr **Dr. Martin Wansleben**,  
Hauptgeschäftsführer, Deutscher Industrie-  
und Handelskammertag (DIHK)  
**Dr. Werner Schnappauf**,  
Hauptgeschäftsführer und Mitglied des Präsidiums,  
Bundesverband der Deutschen Industrie e.V. (BDI)  
**Andreas Jung**,  
Geschäftsführer,  
Deutsche Energie-Agentur GmbH (dena)

9.00 am **Dr. Martin Wansleben**,  
CEO, Association of German Chambers of  
Industry and Commerce (DIHK)  
**Dr. Werner Schnappauf**,  
Director General and Member of the Presidential  
Board, Federation of German Industries (BDI)  
**Andreas Jung**,  
Managing Director, Deutsche Energie-Agentur  
GmbH (dena) - German Energy Agency

### Moderatorin:

**Klaudia Martini**,  
Rechtsanwältin und ehemalige Staatsministerin für  
Umwelt und Forsten des Landes Rheinland Pfalz

### Moderator:

**Klaudia Martini**,  
Attorney and former Minister of State for Environment  
and Forestry of the State Rheinland Pfalz

### Eröffnungsreden

### Opening Speeches

9.20 Uhr „Erneuerbare Energien und Energieeffizienz -  
Schlüssel für eine nachhaltige Energie-  
versorgung in den USA und Deutschland“  
**Rainer Brüderle**, Bundesminister  
für Wirtschaft und Technologie (BMWi)  
9.40 Uhr „Auswirkungen der Energiepolitik Barack  
Obamas auf die Marktentwicklungen  
nachhaltiger Technologien in den USA“  
**Philip D. Murphy**,  
Botschafter der Vereinigten Staaten von  
Amerika in Deutschland  
10.00 Uhr „Energiepolitik in den USA und Deutschland -  
Die Zukunft hat schon begonnen“  
**Dr. Peter Ammon**,  
Staatssekretär des Auswärtigen Amts  
10.20 Uhr Kaffeepause & Networking

9.20 am “Renewable Energies and Energy Efficiency -  
Keys for a sustainable energy supply in the  
U.S. and Germany”  
**Rainer Brüderle**, Federal Minister  
of Economics and Technology (BMWi)  
9.40 am “Impact of Barack Obama’s Energy Policy  
on the Development of the Sustainable  
Technologies Market in the USA”  
**Philip D. Murphy**,  
United States Ambassador to Germany  
10.00 am “Energy policy in the United States and Germany -  
The future has already begun”  
**Dr. Peter Ammon**,  
State Secretary, Federal Foreign Office  
10.20 am Coffee Break & Networking

### Podiumsgespräch

### Podium Discussion

10.50 Uhr Impulsvortrag  
**Richard L. Morningstar**,  
Sonderbeauftragter von US-Präsident Barack  
Obama für Energiefragen in Europa und Asien,  
U.S. Department of State  
11.00 Uhr „Die USA und Deutschland im Dialog zu  
einer nachhaltigen Energiewirtschaft“  
**Rainer Brüderle (tbc)**, Bundesminister für  
Wirtschaft und Technologie (BMWi)  
**Dr. Peter Ammon**,  
Staatssekretär des Auswärtigen Amts  
**Richard L. Morningstar**,  
Sonderbeauftragter von US-Präsident Barack  
Obama für Energiefragen in Europa und Asien,  
U.S. Department of State  
**Michael Eckhart**, President, American Council  
on Renewable Energy (ACORE)  
**Dr. Axel Nitschke**,  
Stellvertretender Hauptgeschäftsführer und Leiter  
des Bereiches International - AHK, Deutscher  
Industrie- und Handelskammertag (DIHK)  
**Prof. Dr. Utz Claassen**,  
Vorstandsvorsitzender, Solar Millennium AG  
12.30 Uhr Mittagspause & Networking

10.50 am Introductory Speech  
**Richard L. Morningstar**,  
Special Envoy for Eurasian Energy Affairs,  
U.S. Department of State  
11.00 am “The German-American Dialogue Towards a  
Sustainable Energy Industry”  
**Rainer Brüderle (tbc)**, Federal Minister  
of Economics and Technology (BMWi)  
**Dr. Peter Ammon**,  
State Secretary, Federal Foreign Office  
**Richard L. Morningstar**,  
Special Envoy for Eurasian Energy Affairs,  
U.S. Department of State  
**Michael Eckhart**, President, American Council  
on Renewable Energy (ACORE)  
**Dr. Axel Nitschke**,  
Deputy Chief Executive Officer and Managing  
Director International Economic Affairs,  
Association of German Chambers of Industry  
and Commerce (DIHK)  
**Prof. Dr. Utz Claassen**,  
CEO, Solar Millennium AG  
12.30 pm Lunch Break & Networking

# Montag, 22. März 2010

## Nachmittag: Block I

Vorträge in Deutsch und Englisch, Simultanübersetzung ins Englische.

### Block I: Erneuerbare Energien

**Moderator: Bruce Greenwood**, Direktor Europa, Massachusetts Büro für Internationalen Handel und Investitionen  
Präsident, Council of American States in Europe (C.A.S.E.)

#### Politische Unterstützung für Erneuerbare Energien in den USA

- 14.00 Uhr „Aktuelle Förderinstrumente auf Bundes und bundesstaatlicher Ebene für Erneuerbare Energien in den USA“  
**Michael Eckhart**, President,  
American Council on Renewable Energy (ACORE)
- 14.20 Uhr „Verbindung föderaler und bundesstaatlicher Förderinstrumente“  
**Don Wichert (tbc)**,  
Director Renewable Energy Programs, Wisconsin Energy Conservation Cooperation (WECC)
- 14.40 Uhr „Entwicklung des Renewable Portfolio Standard (RPS) auf föderaler Ebene: der Renewable Energy Standard (RES)“  
**David Campbell**,  
Director of Trade Policy, Representative of German Industry and Trade (RGIT)
- 15.00 Uhr „Unterstützung für den Markteinstieg in den USA durch die Exportinitiative Erneuerbare Energien“  
**Christina Wittek**,  
Ministerialrätin, Leiterin Referat Erneuerbare Energien, Bundesministerium für Wirtschaft und Technologie (BMWi)
- 15.20 Uhr Fragen und Antworten
- 15.40 Uhr Kaffeepause & Networking

**Moderatorin: Claudia Vogel**, Bereichsleiterin Regenerative Energien, Deutsche Energie-Agentur GmbH (dena)

#### Umsetzung Erneuerbare Energien-Projekte in den USA

- 16.00 Uhr „Stand und jüngste Entwicklungen bei Projektfinanzierungen im Bereich der Erneuerbaren Energien in den USA“  
**Dr. Stefan Schmitz**,  
Partner, McDermott Will & Emery UK LLP
- 16.20 Uhr „Projektrealisierung in den USA: Unterschiede zum deutschen Markt“  
**Dr. Sven Schubert**, LL.M., Partner, Corvel LLP  
**Stephen Hall**, Partner, Stoel Rives LLP
- 16.40 Uhr „Integration Erneuerbarer Energien in das Stromnetz - Netzausbau, Speicherung und Smart Grids“  
**Richard O'Neill**,  
Chief Economic Adviser,  
Federal Energy Regulatory Commission (FERC)
- 17.00 Uhr „Erfahrungen deutscher EE-Unternehmen in den USA - aktuelle Studienergebnisse“  
**Jürgen Reers**, Managing Partner,  
Roland Berger Strategy Consultants
- 17.20 Uhr Fragen und Antworten

### Abendveranstaltung

- 18.15 Uhr Offizielle Eröffnung der Abendveranstaltung  
**Dr. Norbert Röttgen**,  
Bundesminister für Umwelt, Naturschutz und Reaktorsicherheit (BMU)

# Monday, March 22, 2010

## Afternoon: Block I

Presentations in German and English, simultaneous translation into English.

### Block I: Renewable Energy

**Moderator: Bruce Greenwood**, Director Europe, Massachusetts Office of International Trade and Investment  
President, Council of American States in Europe (C.A.S.E.)

#### Political Support for Renewable Energy in the USA

- 2.00 pm “Current National and State Incentives for Renewable Energy”  
**Michael Eckhart**,  
President, American Council on Renewable Energy (ACORE)
- 2.20 pm “Relationship Between Federal and State Incentive Policies”  
**Don Wichert (tbc)**,  
Director Renewable Energy Programs, Wisconsin Energy Conservation Cooperation (WECC)
- 2.40 pm “The Development of the Renewable Portfolio Standard (RPS) at the National Level: the Renewable Energy Standard (RES)”  
**David Campbell**,  
Director of Trade Policy, Representative of German Industry and Trade (RGIT)
- 3.00 pm “Supporting Market Entry into the U.S. through the Renewable Energies Export Initiative”  
**Christina Wittek**,  
Head of Division Renewable Energies, Federal Ministry of Economics and Technology (BMWi)
- 3.20 pm Q & A Session
- 3.40 pm Coffee Break & Networking

**Moderator: Claudia Vogel**, Head of Division Renewable Energies, Deutsche Energie-Agentur GmbH (dena) - German Energy Agency

#### Realization of Development Goals for Renewable Energy in the USA

- 4.00 pm “Current State and Recent Developments in Project Financing of Renewable Energy Projects in the U.S.”  
**Dr. Stefan Schmitz**,  
Partner, McDermott Will & Emery UK LLP
- 4.20 pm “Project Realization in the U.S.: What are the differences compared to the German Market”  
**Dr. Sven Schubert**, LL.M., Partner, Corvel LLP  
**Stephen Hall**, Partner, Stoel Rives LLP
- 4.40 pm “Integration of Renewables into the National Grid - Extension of Power Grids, Storage and Smart Grids”  
**Richard O'Neill**,  
Chief Economic Adviser,  
Federal Energy Regulatory Commission (FERC)
- 5.00 pm “Research Results - Experiences of Renewable Energy Enterprises in the U.S. Energy Market”  
**Jürgen Reers**, Managing Partner,  
Roland Berger Strategy Consultants
- 5.20 pm Q & A Session

### Evening Event

- 6.15 pm Official opening of the evening event  
**Dr. Norbert Röttgen**,  
Federal Minister of Environment, Nature Conservation, and Nuclear Safety (BMU)

# Montag, 22. März 2010

## Nachmittag: Block II

# Monday, March 22, 2010

## Afternoon: Block II

Vorträge in Deutsch und Englisch, Simultanübersetzung ins Englische.

Presentations in German and English, simultaneous translation into English.

### Block II: Energieeffizienz in der Industrie

### Block II: Energy Efficiency in Industry

#### Politische Unterstützung für Energieeffizienz in den USA

#### Political Support for Energy Efficiency in the USA

- 14.00 Uhr „Aktuelle Förderinstrumente auf Bundesebene für Energieeffizienz in den USA“  
**Scott Gregory Minos**,  
Senior Policy & Communications Specialist,  
U.S. Department of Energy, Office of Energy Efficiency & Renewable Energy
- 14.30 Uhr „Energieeffizienz-Förderprogramme dargestellt am Beispiel eines US-Energieversorgers“  
**William Clemens**,  
Manager Energy Optimization, DTE Energy
- 14.55 Uhr „Implementierung von Energieeffizienz-Förderprogrammen auf Versorger- und Konsumentenebene“  
**Brian Keane**,  
President, SmartPower
- 15.20 Uhr „Energieeffizienz made in Germany - energiepolitischer Hintergrund“  
**Dr. Wolfgang Stinglwagner**,  
Ministerialrat, Leiter Grundsatzfragen der rationellen Energienutzung und Energieeffizienz, Bundesministerium für Wirtschaft und Technologie (BMWi)
- 15.40 Uhr Kaffeepause & Networking

- 2.00 pm “Current National Incentives for Energy Efficiency in the USA”  
**Scott Gregory Minos**,  
Senior Policy & Communications Specialist,  
U.S. Department of Energy, Office of Energy Efficiency & Renewable Energy
- 2.30 pm “Energy Efficiency Programs from the Perspective of a U.S. Utility Provider”  
**William Clemens**,  
Manager Energy Optimization, DTE Energy
- 2.55 pm “Energy Efficiency On Main Street: Implementing Programs for the Consumer”  
**Brian Keane**,  
President, SmartPower
- 3.20 pm “Energy Efficiency made in Germany - Energy Policy Perspective”  
**Dr. Wolfgang Stinglwagner**,  
Head of Division “General issues of rational energy use and energy efficiency”, Federal Ministry of Economics and Technology (BMWi)
- 3.40 pm Coffee Break & Networking

#### Podiumsdiskussion

#### Panel Discussion

- 16.00 Uhr „Aktuelle Themen zur Energieeffizienz“  
**Brian Keane**,  
President, SmartPower  
**Scott Gregory Minos**,  
Senior Policy & Communications Specialist,  
U.S. Department of Energy, Office of Energy Efficiency & Renewable Energy  
**William Clemens**,  
Manager Energy Optimization, DTE Energy  
**Dr. Jürgen Holdhof**,  
Geschäftsführer, EDUR-Pumpenfabrik  
Eduard Redlien GmbH & Co. KG

- 4.00 pm “Current Topics in Energy Efficiency”  
**Brian Keane**,  
President, SmartPower  
**Scott Gregory Minos**,  
Senior Policy & Communications Specialist,  
U.S. Department of Energy, Office of Energy Efficiency & Renewable Energy  
**William Clemens**,  
Manager Energy Optimization, DTE Energy  
**Dr. Jürgen Holdhof**,  
CEO, EDUR-Pumpenfabrik  
Eduard Redlien GmbH & Co. KG

#### Abendveranstaltung

#### Evening Event

- 18.15 Uhr Offizielle Eröffnung der Abendveranstaltung  
**Dr. Norbert Röttgen**,  
Bundesminister für Umwelt, Naturschutz und Reaktorsicherheit (BMU)

- 6.15 pm Official opening of the evening event  
**Dr. Norbert Röttgen**,  
Federal Minister of Environment, Nature Conservation, and Nuclear Safety (BMU)

# Montag, 22. März 2010

## Nachmittag: Block III

# Monday, March 22, 2010

## Afternoon: Block III

Vorträge in Deutsch, keine Übersetzung.

Presentations in German, no translation.

### Block III: Markteinstieg

**Moderator: Kristian Wolf**, CEO & President, German American Chamber of Commerce of the Southern US, Inc.

#### Markteinstieg für deutsche Unternehmen in den USA

- 14.00 Uhr „Rechtliche Rahmenbedingungen für einen erfolgreichen US Markteinstieg“  
**Hans-Michael Kraus**,  
Partner, Smith, Gambrell & Russell
- 14.20 Uhr „Steuerliche Rahmenbedingungen für einen erfolgreichen US Markteinstieg“  
**Dr. Ullrich Kämmerer**,  
WP, StB, RA, Rödl & Partner
- 14.40 Uhr „Unterstützung durch US Bundesstaaten beim Markteinstieg“  
**Anke Goebel de Mendez**, Director, State of Iowa - European Office & C.A.S.E. Representative  
**Mike Blouin**, President,  
Greater Dubuque Development Corporation
- 15.00 Uhr „Unterstützung für den Markteinstieg in den USA durch die AHK USA“  
**Johannes Buchholz**,  
Managing Director, German American Chamber of Commerce, California Branch  
**Jan Christoph Wiedemann**,  
Managing Director, German American Chamber of the Southern US, Inc. - Texas Office  
**Mark Tomkins**, Vice President, German American Chamber of Commerce of the Midwest, Inc.
- 15.20 Uhr „Unterstützung für den Markteinstieg in den USA durch die Exportinitiativen Erneuerbare Energien und Energieeffizienz“  
**Wilhelm Berg**, AHK-Projekte, Koordinator der Exportinitiativen Erneuerbare Energien und Energieeffizienz, Deutscher Industrie- und Handelskammertag (DIHK)
- 15.40 Uhr Kaffeepause & Networking

**Moderator: Dr. Michael Blank**, Vice President, German American Chamber of Commerce, Inc. (New York)

#### Podiumsdiskussion

- 16.00 Uhr „Unternehmensbeispiele für einen erfolgreichen Markteintritt in den USA“  
**Hans-Michael Kraus**,  
Partner, Smith, Gambrell & Russell  
**Dr. Ullrich Kämmerer**,  
WP, StB, RA, Rödl & Partner  
**Markus Schyboll**,  
CEO, Schunk of North America Inc  
**Dr. Lars Podlowski**,  
Chief Technical Officer, Solon SE
- 16.40 Uhr Fragen & Antworten

### Abendveranstaltung

- 18.15 Uhr Offizielle Eröffnung der Abendveranstaltung  
**Dr. Norbert Röttgen**,  
Bundesminister für Umwelt, Naturschutz und Reaktorsicherheit (BMU)

Bitte beachten Sie, dass die Blöcke am Nachmittag zeitlich parallel stattfinden.  
Sie können entweder Block I, Block II oder Block III besuchen.

### Block III: Market Entry

**Moderator: Kristian Wolf**, CEO & President, German American Chamber of Commerce of the Southern US, Inc.

#### Market Entry for German Companies into the U.S. Market

- 2.00 pm “Roadmap to the USA: Legal Considerations for Incorporating in the U.S.”  
**Hans-Michael Kraus**,  
Partner, Smith, Gambrell & Russell
- 2.20 pm “Roadmap to the USA: Taxation Considerations for Incorporating in the U.S.”  
**Dr. Ullrich Kämmerer**,  
WP, StB, RA, Rödl & Partner
- 2.40 pm “Market Entry Support from U.S. States”  
**Anke Goebel de Mendez**, Director, State of Iowa - European Office & C.A.S.E. Representative  
**Mike Blouin**, President,  
Greater Dubuque Development Corporation
- 3.00 pm “Support for Market Entry in the U.S. through the German American Chambers of Commerce (GACCs)”  
**Johannes Buchholz**,  
Managing Director, German American Chamber of Commerce, California Branch  
**Jan Christoph Wiedemann**,  
Managing Director, German American Chamber of the Southern US, Inc. - Texas Office  
**Mark Tomkins**, Vice President, German American Chamber of Commerce of the Midwest, Inc.
- 3.20 pm „Supporting Market Entry into the U.S. through the Renewable Energies and Energy Efficiency Export Initiative“  
**Wilhelm Berg**, AHK-Projects, Coordinator Renewable Energies and Energy Efficiency Export Initiatives, Association of German Chambers of Industry and Commerce (DIHK)
- 3.40 pm Coffee Break & Networking

**Moderator: Dr. Michael Blank**, Vice President, German American Chamber of Commerce, Inc. (New York)

#### Panel Discussion

- 4.00 pm “Examples of Successful Entry into the U.S.-Market”  
**Hans-Michael Kraus**,  
Partner, Smith, Gambrell & Russell  
**Dr. Ullrich Kämmerer**,  
WP, StB, RA, Rödl & Partner  
**Markus Schyboll**,  
CEO, Schunk of North America Inc  
**Dr. Lars Podlowski**,  
Chief Technical Officer, Solon SE
- 4.40 pm Q & A Session

### Evening Event

- 6.15 pm Official opening of the evening event  
**Dr. Norbert Röttgen**,  
Federal Minister of Environment, Nature Conservation, and Nuclear Safety (BMU)

Please note that the afternoon program blocks occur simultaneously.  
You may attend either Block I, Block II, or Block III.

# Tuesday, March 23, 2010

## Wind Energy



Presentations and presentation materials are in English.

8.00 am Registration

**Moderator: Mark Tomkins**, Vice President,  
German American Chamber of Commerce of the Midwest, Inc.

### Political Requirements and Capabilities

9.00 am Welcome Speech

**Simone Pohl**,  
President & CEO,  
German American Chamber of  
Commerce of the Midwest, Inc.

9.10 am "Wind Energy in Germany - Current  
Developments, Capabilities and Challenges"

**Hermann Albers**,  
President,  
German Wind Energy Association

9.30 am "Current Overview of the Wind Market and  
Incentives in the U.S."

**N.N.**, American Wind Energy Association (AWEA)

10.00 am "Current Situation in the U.S. Wind Energy Market  
from the Perspective of the State of Texas"

**Greg Wortham**,  
Executive Director,  
Texas Wind Energy Clearinghouse &  
Mayor of Sweetwater, Texas

10.30 am Coffee Break & Networking

### Panel Discussion

11.00 am "Developments in the Market: Grid Integration,  
Project Development & Financing"

**Kelly Lloyd**,  
General Manager, PNE Wind USA, Inc  
**Jim King**,  
Senior Vice President, Head Structured Finance  
Americas, Bayerische Landesbank New York  
**Prof. Dr. Ing. Hans-Peter Beck**,  
Chairman, Energie-Forschungszentrum  
Niedersachsen

**Dan Yarano**,  
Chair, Fredrikson & Byron's Energy Practice Group

12.00 pm Q & A Session

12.30 pm Lunch Break & Networking

**Moderator: Jan Christoph Wiedemann**, Managing Director,  
German American Chamber of the Southern US, Inc. -  
Texas Office

### Supply Chain Structures

2.00 pm "General Overview of Supply Chain  
Structures in the USA"

**John Colm**,  
President & Executive Director,  
WIRE-Net/ Great Lakes Wind Network

2.30 pm "Challenges facing the U.S. Renewables and  
Wind Supply Chain"

**Manfred Hader**,  
Partner,  
Roland Berger Strategy Consultants

2.55 pm "Supplier Situation in the U.S. Wind Energy  
Market with Special Focus on Iowa"

**Mike Blouin**,  
President,  
Greater Dubuque Development Corporation

3.20 pm Q & A Session

3.40 pm Coffee Break & Networking

### Successful U.S. Market Entry

4.00 pm "Entering the U.S. Wind Market -  
Challenges and Experiences of a German  
Renewable Energy Developer"

**Dr. Marie-Luise Pörtner**,  
Managing Director, juwi Wind GmbH

4.20 pm "Market Entry Perspectives from a Supplier"

**Bernd Becker**,  
President, SIAG Aerisyn LLC

**Jörn Letschert**,  
Head of Business Development,  
SIAG Schaaf Industrie AG

4.40 pm "Experiences of a German Wind  
Energy Company upon Entering the U.S. Market"

**Tobias Hang**,  
Business Development, Winergy AG

5.00 pm "The Supply Chain and Business  
Opportunities for German Suppliers"

**Markus Schyboll**,  
CEO, Schunk of North America Inc

5.20 pm Q & A Session

5.40 pm End of the Conference

# Tuesday, March 23, 2010

## Solar Energy



Presentations and presentation materials are in English.

8.00 am	Registration	10.30 am	Coffee Break & Networking
<b>Moderator: Prof. Eicke R. Weber</b> , Director, Fraunhofer ISE		11.00 am	"Snapshot of the German Solar Markets" <b>Thomas Chrometzka</b> , Head of International Affairs, German Solar Industry Association (BSW)
<b>Political Requirements and Capabilities</b>			
9.00 am	Welcome Speech <b>Dr. Michael Blank</b> , Vice President, German American Chamber of Commerce, Inc. (New York)	11.20 am	"Potential in the U.S. Solar Market - Opportunities for German Companies" <b>Hilary Flynn</b> , Project Consultant, Meister Consultants Group, Inc.
9.10 am	"Solar after Copenhagen - Opportunities and Risks for Germany and the U.S." <b>Prof. Eicke R. Weber</b> , Director, Fraunhofer ISE	11.40 am	"The Path from a Start-up to a Successful International Solar Company" <b>Adam Farrell</b> , CEO, Silicon Solar
9.40 am	"U.S. Solar Market Outlook in Light of the Current Political Situation" <b>Matthew Horowitz</b> , Manager Government Affairs, Solar Energy Industries Association (SEIA)	12.00 pm	Q & A Session
10.10 am	"Gainesville, Florida - an Example of a U.S. Feed-In Tariff" <b>Pegeen Hanrahan</b> , Mayor, Gainesville, Florida	12.30 pm	Lunch Break & Networking

The following program blocks occur simultaneously.  
You may attend either the [Photovoltaic](#) or the [Solar Thermal](#) Session.

<b>Parallel Session A: Photovoltaic</b>	
<b>Moderator: Markus A. W. Hoehner</b> , CEO, EuPD Research	
<b>Financing and Successful Market Entry into the U.S. Photovoltaic Market</b>	
2.00 pm	"Project Development in the U.S. during an Economic Downturn" <b>G.J. Pierman</b> , Director of Business Development, WIRSOL Solar Colorado Inc.
2.20 pm	"Current Developments in CPV Research" <b>Hansjörg Lerchenmüller</b> , CEO, Concentrix Solar GmbH
2.40 pm	"Certification and Bankability of PV Devices in the U.S." <b>Matthias Heinze</b> , Director Technology, TÜV Rheinland PTL, LLC
3.00 pm	"Current Development of the Solar Incentive System - Significance for the U.S. Market" <b>Gerhard Stryi-Hipp</b> , Head of Energy Policy, Fraunhofer ISE
3.20 pm	"Legal Requirements for Solar PV Companies in the U.S." <b>Dr. Alexander P. Imberg</b> , Partner, Carroll, Burdick & McDonough LLP
3.40 pm	Coffee Break & Networking
<b>Photovoltaic - Best Practices of German Companies - Panel Discussion</b>	
4.00 pm	"Experiences of a German Solar Company upon Entering the U.S. Market" <b>Jyl Safier</b> , Director of Marketing, Conergy AG
4.15 pm	"Success Story of a Company in both Europe and the U.S." <b>Phillip Kunze</b> , Managing Director, Solaria Corporation
4.30 pm	"U.S. Approach to Encouraging Development in the PV Market - a Panel Discussion" <b>Pegeen Hanrahan</b> , Mayor, Gainesville, Florida <b>Hansjörg Lerchenmüller</b> , CEO, Concentrix Solar GmbH <b>Jyl Safier</b> , Director of Marketing, Conergy AG <b>Phillip Kunze</b> , Managing Director, Solaria Corporation
5.40 pm	End of the Conference

<b>Parallel Session B: Solar Thermal</b>	
<b>Moderator: Bärbel Epp</b> , Managing Director, solrico	
<b>Financing and Successful Market Entry into the U.S. Solar Thermal Market</b>	
2.00 pm	"Current Developments in the Solar Thermal Market in the U.S." <b>Ed Murray</b> , Treasurer, CALSEIA, President and CEO Aztec Solar and ELM Distribution
2.20 pm	"Entry into an Emerging U.S. Solar Thermal Market from the Point of View of an OEM-Manufacturer" <b>Oliver Drücke</b> , Head of Sales & Marketing, KBB Kollektorbau GmbH
2.40 pm	"Legal Requirements for Solar Thermal Companies in the U.S." <b>Dr. Siegmund Pohl</b> , Attorney-at-Law, Carroll, Burdick & McDonough LLP
3.00 pm	"Technological Improvements for Solar Thermal Power Plants in the U.S." <b>Dr. Thomas Thaufelder</b> , Managing Director, Flagsol GmbH
3.20 pm	"Certification of Solar Thermal Devices in the U.S." <b>Ulrich Fritzsche</b> , Renewable Energies, TÜV Rheinland Immissionsschutz und Energiesysteme GmbH, TÜV Rheinland Group
3.40 pm	Coffee Break & Networking
<b>Solarthermal - Best Practices of German Companies - Panel Discussion</b>	
4.00 pm	"Experiences of a German Solar Thermal Company upon Entering the U.S. Market" <b>Axel Buchholz</b> , CEO, FLABEG Holding GmbH
4.15 pm	"Successful Entry into the U.S. Market by a German Solar Thermal Company" <b>Raoul von der Heydt</b> , CEO, Phoenix Sonnenwärme AG
4.30 pm	"Opportunities and Challenges of the U.S. Solar Thermal Market" <b>Axel Buchholz</b> , CEO, FLABEG Holding GmbH <b>Raoul von der Heydt</b> , CEO, Phoenix Sonnenwärme AG <b>Josef Eichhammer</b> , President & COO, Solar Trust of America LLC & CEO, Solar Millennium LLC <b>Ed Murray</b> , Treasurer, CALSEIA, President and CEO Aztec Solar and ELM Distribution <b>Adam Farrell</b> , CEO, Silicon Solar, Inc.
5.40 pm	End of the Conference

# Tuesday, March 23, 2010

## Bioenergy



Presentations and presentation materials are in English.

- 8.00 am Registration
- 9.00 am Welcome Speech  
**Jan Christoph Wiedemann**,  
Managing Director, German American Chamber  
of Commerce of the Southern US, Inc. -  
Texas Office

**Moderator: Thomas Schwegmann**, Manager, German  
American Chamber of Commerce of the Southern US, Inc. -  
Texas Office

### Political Requirements and Capabilities

- 9.10 am "Bioenergy in Germany - Current Developments,  
Potentials, and Challenges"  
**Helmut Lamp**,  
Chairman of the Executive Board,  
German BioEnergy Association (BBE)
- 9.30 am "Current Overview of the U.S. Bioenergy Market"  
**Bill Drake**,  
Senior Technical Advisor,  
Alternative Fuels and Technologies
- 9.50 am "Current Bioenergy Programs of  
the U.S. Department of Energy"  
**Scott Gregory Minos**,  
Senior Policy & Communications Specialist,  
U.S. Department of Energy, Office of Energy  
Efficiency & Renewable Energy
- 10.10 am "Georgia as an Example of the Current Situation  
in the U.S. Bioenergy Market"  
**Jill Stuckey**,  
Director, Georgia Center of Innovation for Energy
- 10.30 am Coffee Break & Networking

**Moderator: Bill Drake**, Senior Technical Advisor,  
Alternative Fuels and Technologies

### Biomass and CHP - Panel Discussion

- 11.00 am "Opportunities for German Biomass Companies  
in the U.S. Market"  
**Ross Harding**,  
Managing Partner, Energy Launch Partners LLC  
**Scott Gregory Minos**,  
Senior Policy & Communications Specialist,  
U.S. Department of Energy, Office of Energy  
Efficiency & Renewable Energy  
**Stephanie Schlegel**,  
Fellow, Coordinator Bioenergy, Ecologic Institute  
**Günter Natus**,  
Sales Director Wood Division,  
Dieffenbacher GmbH & Co. KG  
**Jill Stuckey**,  
Director, Georgia Center of Innovation for Energy
- 12.10 pm Q & A Session
- 12.30 pm Lunch Break & Networking

**Moderator: Bill Drake**, Senior Technical Advisor,  
Alternative Fuels and Technologies

### Biofuels

- 2.00 pm "Current Developments in the U.S.-Biofuels  
Market - Opportunities and Challenges"  
**Bob Dinneen (tbc)**,  
President, Renewable Fuels Association (RFA)
- 2.20 pm "Overview of the R&D Incentive Programs for  
Biofuels with Special Focus on Iowa"  
**Mike Blouin**,  
President, Greater Dubuque Development  
Corporation
- 2.40 pm "U.S. Biofuels Gold Rush -  
Opportunities for the Supply Chain"  
**Ross Harding**,  
Managing Partner, Energy Launch Partners LLC
- 3.00 pm "Future Fuels for Sustainable Mobility"  
**Prof. Dr. Wolfgang Steiger**,  
Group Research Director Powertrain,  
Volkswagen AG
- 3.20 pm Q & A Session
- 3.40 pm Coffee Break & Networking

**Moderator: Michael Herr**, Project Director Renewable  
Energies, Deutsche Energie-Agentur GmbH (dena) -  
German Energy Agency

### Biogas

- 4.00 pm "Current Overview of the Biogas Market -  
An Introduction"  
**Sandra Rostek**,  
Project Manager Renewable Energies,  
Deutsche Energie-Agentur GmbH (dena) -  
German Energy Agency
- 4.15 pm "General Overview of the Current Incentives and  
Political Requirements for Biogas in the USA -  
with Special Focus on Wisconsin"  
**Don Wichert**,  
Director Renewable Energy Programs,  
Wisconsin Energy Conservation Cooperation  
(WECC)
- 4.40 pm "Comparison of German and American  
Biogas Processing"  
**Ralf Weigel**,  
CEO, Demetron Deutschland AG
- 5.00 pm "Entering the U.S. Biogas Market -  
Experiences and Challenges"  
**Bill Drake**,  
Senior Technical Advisor,  
Alternative Fuels and Technologies
- 5.20 pm Q & A Session
- 5.40 pm End of the Conference

# Tuesday, March 23, 2010

## Energy Efficiency



Presentations and presentation materials are in English.

- 8.00 am Registration
- 9.00 am Welcome Speech  
**Annegret-Cl. Agricola**,  
Head of Division Energy Systems and Energy Services, Deutsche Energie-Agentur GmbH (dena)  
- German Energy Agency

**Moderator: Steffen Joest**, Deputy Head of Division Energy Systems and Energy Services, Deutsche Energie-Agentur GmbH (dena) - German Energy Agency

### Energy Efficiency Approach - A Comparison Between Two Continents

- 9.10 am "Transatlantic Transfer of Experience in the Field of Energy Efficiency"  
**Dale Medearis**,  
Senior Environmental Planner,  
Northern Virginia Regional Commission
- 9.30 am "U.S. Best Practices in Delivering the Full Potential of Energy Efficiency"  
**Meg Gottstein**,  
Principal, The Regulatory Assistance Project
- 9.50 am "The European Top-Runner-Strategy: Linking Energy-Use Labeling and Minimum Energy Efficiency Standards to Increase Energy Efficiency"  
**Annegret-Cl. Agricola**,  
Head of Division Energy Systems and Energy Services, Deutsche Energie-Agentur GmbH (dena)  
- German Energy Agency
- 10.10 am Q & A Session
- 10.30 am Coffee Break & Networking

### Energy Efficiency Standards and Certifications

- 11.00 am "Standards for Energy Management and Energy Services in the Industrial Sector"  
**Christoph Graser**,  
Section Leader Standardization & Regulation Management, Steam Turbine Engineering, Siemens AG
- 11.30 am "Strategies for Entering Global Growth Markets with Energy Efficiency Products: The American ENERGY STAR Program and LEED-Standards as an Example"  
**Chris Granda**,  
Principal Consultant, Grasteu Associates
- 12.00 pm "A Comparison between American and European Standards in Energy Efficiency"  
**Frank Klinckenberg**,  
Special Adviser, Collaborative Labeling and Appliance Standards Program (CLASP) Europe
- 12.30 pm Lunch Break & Networking

**Moderator: Wilfried Fischer**, Vice Chairman German Section, Institute of Electrical and Electronics Engineers (IEEE)

### Energy Efficiency in Industry

- 2.00 pm "Contracting Services in the American industry"  
**Philip Mosenthal**,  
Partner, Optimal Energy
- 2.20 pm "Efficiency Programs within the Industrial Technologies Platform"  
**Douglas Kaempf**,  
Program Manager,  
U.S. Department of Energy (DoE)
- 2.40 pm "Strategies to Improve Energy Efficiency in Industry"  
**Dr. Hermann Hühwels**,  
Director Environment, Energy and Consumer Protection Division European Union, Environment, Energy, Association of German Chambers of Industry and Commerce (DIHK), Brussels

### Panel Discussion

- 3.00 pm "How To Increase Efficiency Capabilities in Industry"  
**Christoph Graser**,  
Section Leader Standardization & Regulation Management, Steam Turbine Engineering, Siemens AG
- Chris Granda**,  
Principal Consultant, Grasteu Associates
- Frank Klinckenberg**,  
Special Adviser, Collaborative Labeling and Appliance Standards Program (CLASP) Europe
- Philip Mosenthal**,  
Partner, Optimal Energy
- Douglas Kaempf**,  
Program Manager,  
U.S. Department of Energy (DoE)
- Dr. Hermann Hühwels**,  
Director Environment, Energy and Consumer Protection Division European Union, Environment, Energy, Association of German Chambers of Industry and Commerce (DIHK), Brussels
- 3.40 pm Coffee Break & Networking

### Energy Efficiency Best Practices

- 4.00 pm "Best Practices of a German Heating Technology Supplier"  
**Thomas Humpf**,  
Executive Vice President International Sales, Viessmann Werke GmbH & Co KG
- 4.25 pm "Market Entry Experiences from a Pump Technology Supplier in the USA"  
**Thomas Halstrick**,  
Senior Vice President, Wilo SE
- 4.50 pm "Energy Efficiency Best Practices - an Overview"  
**Jürgen Reers (tbc)**,  
Managing Partner,  
Roland Berger Strategy Consultants
- 5.15 pm Q & A Session
- 5.40 pm End of the Conference

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# Kontaktinformation Contact Information



## VERANSTALTUNGSORT / LOCATION

Haus der Deutschen Wirtschaft  
House of German Business  
Breite Straße 29  
10178 Berlin

## ANMELDUNG / REGISTRATION

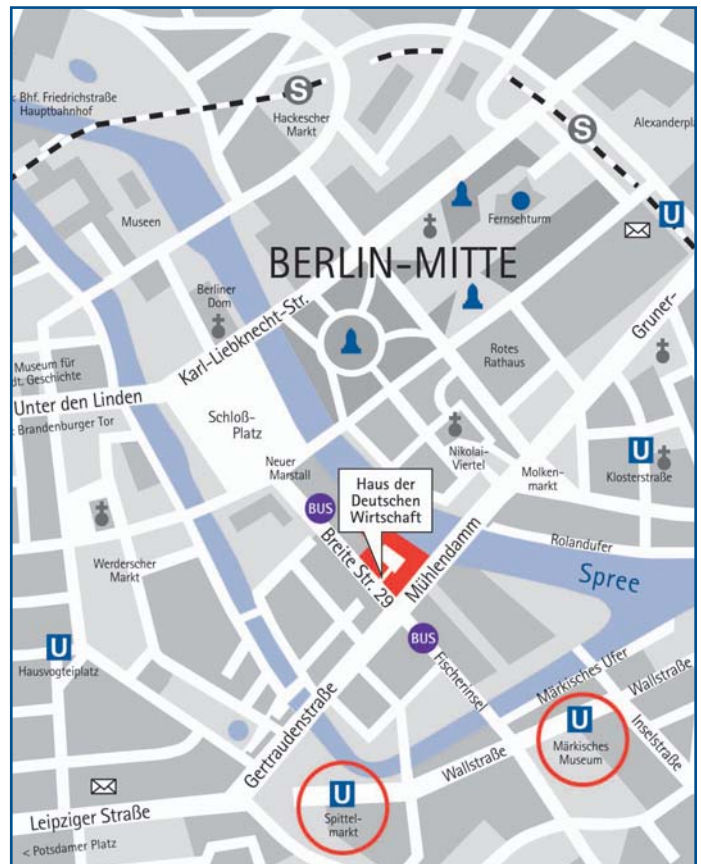
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Deutsche Energie-Agentur GmbH (dena)  
German Energy Agency  
Stephanie Nsom  
Renewable Energies  
Chausseestrasse 128a  
10115 Berlin, Germany  
Tel: +49 (0)30 72 61 65-782  
Fax: +49 (0)30 72 61 65-699  
nsom@dena.de  
www.dena.de

Deutsch-Amerikanische Handelskammern (AHK USA)  
German American Chambers of Commerce (GACCs)  
Bernadett Steiner  
Renewables Project Manager  
401 N. Michigan Avenue, Suite 3330  
Chicago, Illinois 60611-4212  
Phone: +1 (312) 494-2180  
Fax: +1 (312) 644-0738  
steiner@gacom.org  
www.ahk-usa.com/en



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