

| Invitation |



European Business and Technology Centre

European Business & Research Delegation to India

Opportunities for EU technologies in the Indian renewable energy market



The European Renewable Energy Council (EREC) and the European Business and Technology Centre (EBTC) invite interested companies and researchers to join the pan-European business & research delegation to New Delhi, India, surrounding the Delhi International Renewable Conference (DIREC) 2010.



Event - where & when?

New Delhi, India

26 – 29 October 2010

EBTC is a programme co-funded by the European Union



and coordinated by



EUROCHAMBRES

Should you participate?

Participation in this mission is open to EU companies and researchers operating in the clean energy sector. The purpose of the delegation is to understand the Indian renewable energy market and explore business opportunities in areas such as Wind, Waste to Energy, Hydro and Solar.

Mission benefits

- A customized schedule of one-on-one business meetings with pre-screened Indian partners, agents, distributors and licensees
- Attend the Delhi International Renewable Energy Conference (DIREC) 2010
- Participate in networking and information sessions with government officials and top players of the Indian renewable energy sector
- Showcase your technology solution at the 'European Cleantech Pavilion' in the trade show exhibition area
- Company/site visits

Market Drivers

- India is the most developed renewable energy market in South Asia, with an annual turnover of about \$500 million.
- India is the third most attractive country to invest in renewable energy, according to Ernst & Young.
- The demand-supply gap in power is currently at 8% and is one of the key drivers of renewable energy in the country.
- The utilization of renewable energy sources is still relatively low in India, thus presenting excellent business potential.
- The Indian Government expects the renewable energy sector to grow to \$19 billion from 2008 to 2012, with renewables making up 20% of the 70,000 MW of total additional energy planned from 2008-2012.
- India is emerging as one of the largest potential sources of Certified Emission Reduction (CER).
- The Launch of National Solar Mission has given a big impetus to solar energy in India, leading to an installed capacity of 20,000 MW by the end of the 13th Five Year Plan in 2022.

Day 1 (Tuesday, 26 October 2010)

09:15 – 10:00 hrs

Delegate Briefing Session

This introductory session will provide a programme overview, highlight important logistical details, and introduce delegates to staff of the EBTC and EREC who will be available to assist delegates during the 4-day mission.

Venue: tbc; Transportation for the delegates will be provided

10:00 – 13:00 hrs

High Level Seminar: Opportunities for EU - India collaboration in Renewable Energy

Objective of this high-level seminar is to present an overview of the EU and Indian Renewable Energy market, highlight specific opportunities for EU technologies, and share the latest technologies and best practices of European companies in the field of clean energy. Delegates will have the opportunity to exchange views with Indian government officials, leaders of India's top public-sector undertakings and their senior counterparts from Indian companies. The seminar will be jointly organized by the Confederation of Indian Industry (CII), EREC and EBTC.

Venue: tbc

13:00 – 13:45 hrs

Official MoU Signing Ceremony

Signing of Memorandum of Understanding between CII and EUROCHAMBRES: 'Enhancing EU – India collaboration through the European Business and Technology Centre'. The MoU Signing Ceremony will be followed by a Press Conference.*

13:45 – 14:30 hrs

Networking Lunch

17:00 hrs

Official Opening Ceremony: Delhi International Renewable Energy Conference (DIREC) 2010

Venue: tbc; Transportation for the delegates will be provided

19:00 hrs

Welcome reception of the Delhi International Renewable Energy Conference (DIREC) 2010

Cultural evening arranged by Indian Council for Cultural Relations (ICCR) - hosted by the Minister of New and Renewable Energy

Venue: Fort or Indian Art Centre; Transportation for the delegates will be provided

* EUROCHAMBRES: Created in 1958, EUROCHAMBRES is the European Association of Chambers of Commerce and Industry and forms one of the key pillars of business representation to the European institutions. EUROCHAMBRES voices the interests of over 20 million member enterprises in 45 European countries through a network of 2000 regional and local Chambers represented by 45 national and one transnational organisations.

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 115 years ago, it is India's premier business association, with a direct membership of over 8100 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

Day 2 (Wednesday, 27 October 2010)

10:30 – 12:00 hrs

Parallel Sectoral Roundtables

- **Roundtable 1: Wind energy** (Chair: Representative, Indian Wind Energy Association, INWEA)
- **Roundtable 2: Solar** (Chair: Representative, Solar Energy Society India, SESI)
- **Roundtable 3: Waste to Energy** (Chair: tbc)

Delegates will divide into three groups for roundtable discussions with industry experts and a representative from the Ministry of New and Renewable Energy. This session will give insights into the Indian Government's policies and priorities in the relevant subsectors, and offer information on specific opportunities for European firms.

Venue: 'European Cleantech Pavilion', Trade show floor, DIREC

13:00 hrs

Inauguration of the 'European Cleantech Pavilion'

The 'European Cleantech Pavilion' in the exhibition area of DIREC 2010 will showcase EU's excellence in renewable energy and sustainable development. Delegates will have the opportunity to exhibit, network and promote their innovative product and technology solutions whilst helping increase their visibility in the fast growing Indian renewable energy market. More than 600 companies and organizations from all renewable energy sectors representing over 40 countries will host booths and pavilions on the Trade Show Floor.

Venue: 'European Cleantech Pavilion', Trade show floor, DIREC

13:15 hrs

Press Conference at the Pavilion

14:00 hrs

Business Partnering Session – Individual B2B meetings with Indian counterparts

B2B meetings will be organized in cooperation with the Confederation of Indian Industry (CII). Each delegate will have approx. 4-6 individual meetings with pre-screened Indian counterparts. The meetings will be held within the Pavilion.

Venue: 'European Cleantech Pavilion', Trade show floor, DIREC

Parallel Session: CEO Roundtable (official DIREC event)

Coordinated by EREC, ACORE, CREIA and Indian Renewable Energy Association

Venue: Conference area, DIREC

18:00 hrs

Official DIREC side event – 'Matching EU policy and practical experience with India's potential'

This high level event will explore how EU level and EU Member States policy initiatives are fostering development and investment in renewable energy and initiate a debate on how the EU's experience and lessons learned can help unleash India's potential in this area. Moderated by Dr R K Pachauri, Director General, Tata Energy & Resources Institute (Teri), delegates will have the opportunity to interact with high-level policy makers and get an in-depth insight into the political framework for EU-India collaboration in Renewable Energy.

Venue: Conference area, DIREC

Day 3 (Thursday, 28 October 2010)

10:00 -12:30 hrs

Know-how for New Market Entrants – Information Session for Delegates

This information session is intended to give delegates the knowledge, practical information and hands-on advice to capitalize on the lucrative opportunities that the Indian clean energy market presents. This will include:

- Insight into the current financial landscape for Renewable Energy in India
- Analysis of potential market entry options & pitfalls to avoid
- Case Study – key factors of success for EU companies in India
- Detailed information on Protection of Intellectual Property Rights (IPR)

Speakers include representatives from the Ministry for New and Renewable Energy (MNRE), Indian Renewable Energy Development Agency (IREDA), the World Bank, and corporate decision makers of established EU companies in India.

15:00 – 19:00 hrs

B2B meetings or attendance of DIREC 2010

Delegates to select preferred option for B2B meetings:

- Companies to schedule their own one-on-one meetings
- EBTC to approach specific Indian counterparts on their behalf

Venue: B2B meetings can either be carried out in the Pavilion area or directly at the corporate office of the Indian company/ies. Transportation will be provided.

or

Company/ site visit

Delegates will have the opportunity to visit the manufacturing facility of a leading Indian Solar company.

Day 4 (Friday, 29 October 2010)

09:00 – 11:00 hrs

Wrap-up breakfast & Debrief

Venue: hotel of the delegates

Afternoon

Attendance of DIREC 2010

Free disposal



About EBTC

The European Business and Technology Centre (EBTC) assists the Business, Science & Research Community - in Europe and India - to work together towards generating new business opportunities in clean technology transfer. EBTC's efforts focus on 4 sectors: Biotechnology, Energy, Environment and Transport – all highly relevant sectors to address the climate change challenges in India, and all offering enormous scope for EU – India collaboration. Alongside this sectoral focus, EBTC devotes special attention to market access issues. Through a vibrant series of B2B matchmaking activities, seminars and workshops, EBTC is offering the ideal platform for EU-India commercial interaction.

About DIREC 2010

DIREC 2010 is the fourth in the series of the International Renewable Energy Conferences, which followed from the initiative taken at the 2002 World Summit on Sustainable Development in Johannesburg, acknowledging the significance of renewable energies for sustainable development. DIREC 2010 will bring together the world's leaders in the field of renewable energy from governments, civil society, and private sector and provide an interactive forum for them to discuss and exchange their visions, experience, and solutions for accelerating the global scale up of renewable energy. It will build upon the success of the previous events in Washington in 2008, Beijing in 2005 and Bonn in 2004. A Trade Show Exhibition will be co-located with the conference, covering an area of more than 20,000m². The Trade Show will be the largest business-to-business exhibition ever held on all renewable energies in India. It will provide renewable energy companies an unparalleled opportunity to interact to develop new projects, explore investment possibilities, and set up joint ventures.

About EREC

EREC, the European Renewable Energy Council, was created in the year 2000 as the strong voice of the European renewable energy industry. As umbrella organization of the leading European renewable energy industry, trade and research associations active in the sectors of photovoltaic, wind, small hydropower, ocean energy, bioenergy, concentrated solar power, solar thermal and geothermal energy, EREC represents the entire renewable energy sector which currently has an annual turnover of € 70 billion and employs more than 550.000 people.

How to participate?

EU companies and researchers interested in joining the mission are invited to submit their 'Expression of Interest' and send it to delhi@ebtc.eu or fax to +91-(0)11 4517 2209. Final date of submission: 20 September 2010

Participation in the Business & Research Delegation is free of cost. Please note that delegates will be required to book and pay for their own costs for international flights, airport transfers and hotels. EBTC delegates will be able to take advantage of discounted hotel rates.



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