



# 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

For Sponsorship  
Info contact:

**Denmark:**

**Alex Portilla**  
Innovation Center Denmark  
alp@innovationcenterdenm  
ark.com

**Sweden:**

**Sofie Gyllenhammar**  
Swedish Trade Council  
sofie.gyllenhammar@swedi  
shtrade.se

**Iceland:**

**Hlynur Gudjonsson**  
Trade Council of Iceland  
hlynur@mfa.is

**Finland:**

**Mirja Kaarlela**  
Finnnode / Tekes  
mirja.kaarlela@tekes.fi

**Norway:**

**Lisbeth Smestad**  
Innovation Norway  
lisbeth.smestad@invanor.n  
o

**Estonia:**

**Andrus Viirg**  
Enterprise Estonia  
Andrus.Viirg@eas.ee

## 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

### Current Sponsors



**GENENCOR®**  
A Danisco Division



**CLEANTECH**  
FINLAND



## 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: After COP 15** - What happened, what does it mean and where do we go from here?  
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:**  
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:**  
6:00 **Cocktail Reception:** Networking over food and drinks

### Wednesday April 28

---

- 7:00 *Registration and Breakfast*  
8:00 **Silicon Valley Keynote**  
8:30 **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  
9:45 **Executive Showcases**  
10:15 *Coffee Break, Networking and Green Tech Exhibition*  
10:45 **Panel: Solar in the Nordics** – The sun shines on PV and solar thermal innovation up North  
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 2<sup>nd</sup> 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: Looking toward the future** – A sampling of potential game changers in the pipeline at Nordic research centers  
5:00 **Closing Remarks**

#### Current Sponsors



**GENENCOR**<sup>®</sup>  
A Danisco Division



**CLEANTECH**  
FINLAND

