

**THE DEPARTMENT OF COMMERCE RENEWABLE ENERGY AND ENERGY EFFICIENCY  
ADVISORY COMMITTEE**

October 21, 2015

Honorable Penny Pritzker  
Secretary  
U.S. Department of Commerce  
1401 Constitution Avenue, NW  
Washington, DC 20230

Dear Secretary Pritzker,

As members of the Department of Commerce Renewable Energy and Energy Efficiency Advisory Committee (*the REEEAC*) we understand and recognize the importance and necessity of promoting and supporting business initiatives that help drive American exports in new and growing sectors of the economy. Rarely is there a business opportunity that provides profits for manufacturers and suppliers, and value and savings for customers, while enhancing the environment. But the market for smart cities technologies and services offers this rare opportunity.

When it comes to the solutions that enable cities to meet the goals of citizens, business, and the environment, U.S. firms have a distinct competitive advantage. Therefore, it is critical that we capitalize on the full potential of U.S. government trade promotion programs targeting this emerging sector. Trade missions promoting American-made smart cities solutions are an excellent opportunity to achieve our goals.

Based on our research – combined with the experience of committee member participation in previous trade missions – we have developed step-by-step recommendations for successful trade missions in the unique area of smart cities. The framework that follows highlights the upcoming India Smart Cities Trade Mission, but it has the potential to be a model that can be duplicated for smart cities trade missions to any market.

This initiative is about “PEOPLE, PROFITABILITY, and the PLANET.”

We look forward to working with you.

Sincerely,



Scott Sklar, Chair  
Renewable Energy and Energy Efficiency Advisory Committee

## **"Business Development Mission to India-Smart Cities"**

### **Trade Mission India**

**February 8-12, 2016**

**Cities that have been chosen to participate in the Trade Mission in India:**

- New Delhi**
- Mumbai**
- Chennai**

#### **Step 1:**

**Contact the following organizations and agencies and review the programs in the US that are active in promoting and supporting the smart/green city concept, for the purpose of obtaining information and identifying participating US cities, qualified companies, programs, products, technologies and services.**

- Nist Global City Teams Challenge**
- Doe Clean Cities**
- Smart Cities Council**
- Rockefeller Foundation 100 Resident Cities**
- Energy Central's Smart Cities Community**
- Bloomberg Philanthropies**

**Timeframe to complete due diligence and respond with information and recommendations is November 15, 2015.**

#### **Step 2:**

**Initiate communications with US Commerce/Embassies and Agencies in the 3 Indian cities to solicit their support and to strategize with them to create an effective action plan for the upcoming trade missions.**

**Timeframe to initiate Communications, November 15, 2015, than on going joint participation throughout trade missions.**

#### **Step 3:**

**Initiate communications with Indian governmental agencies and organizations to identify agencies, organizations, programs and qualified companies that will support and participate in trade missions. Strategize with them and create an effective action plan.**

**Timeframe to initiate communication November 20, 2015, than on going joint participation throughout trade missions.**

**Step 4:**

**Implementation phase. Review all information, documents and recommendations compiled from steps 1-3. Develop and implement an action plan and agenda for trade missions. Identify all US and Indian government agencies, organizations and qualified companies that could participate in the trade mission trade shows.**

**Send out official invitations to all of the listed governmental agencies, organizations and qualified companies to participate in trade mission trade shows.**

**Timeframe to finalize implementation of action plan and agenda:  
December 10, 2015.**

**Timeframe for invitations to be sent out: December 55, 2015 requesting a response by January 10, 2016.**

**Step 5:**

**Review responses, update on all activities and complete any required final preparations for trade missions, including facilitating business-to-business meetings between US and Indian Agencies and Companies.**

**Timeframe: January 25, 2016**

**Step 6: Post Trade Missions**

**Review all Trade Mission activities and communications.  
Make recommendations for an action plan to promote and the implementation of increasing business activities between US Governmental Agencies & Companies with Indian Governmental Agencies & Companies.**

**Timeframe: March 15, 2016**