

U.S. COMMERCIAL SERVICE

# DISCOVER GLOBAL MARKETS

BUSINESS FORUM SERIES **2015**

## SUSTAINABLE SOLUTIONS

SILICON VALLEY • FEBRUARY 9-11



The **U.S. Commercial Service**, in cooperation with **NASA**, will host a dynamic, business forum in Silicon Valley, February 9-11, 2015, focused on opportunities for U.S. companies to meet global demand for sustainable solutions. The conference will address the link between advanced research and innovation, global business and planetary sustainability. Countries and companies worldwide are implementing standards, developing new technology, and implementing business practices to conserve energy, preserve clean air and water, and use land more efficiently – and U.S. companies can take advantage of these trends by offering world-class technologies, services and products.

In order to effectively compete internationally, U.S. firms require specialized market knowledge and contacts. **Discover Global Markets: Sustainable Solutions** will provide the access, information and forum for U.S. companies to discover new international market opportunities, and also the tools and business relationships to effectively pursue them with success.

### *Consultations with U.S. Commercial Diplomats from Around the World*

Sign up for pre-scheduled, individual meetings with U.S. commercial diplomats serving in key international markets. Whether your company is involved in power generation, energy conservation, land use, water treatment, advanced transportation, or sustainable supply chain, you will want to seize the unique opportunity to gather real-time market intelligence. Experts serving in the following countries/regions have been invited to attend:

<i>Advocacy Center</i>	<i>Chile</i>	<i>Germany</i>	<i>Mexico</i>	<i>U.A.E.</i>
<i>Australia</i>	<i>China</i>	<i>India</i>	<i>The Nordics</i>	<i>U.K.</i>
<i>Brazil</i>	<i>EU Market Strategy</i>	<i>Japan</i>	<i>Saudi Arabia</i>	<i>World Bank</i>
<i>Canada</i>	<i>EU Standards</i>	<i>Kenya</i>	<i>Singapore</i>	
<i>Central America</i>	<i>France</i>	<i>Korea</i>	<i>South Africa</i>	

### **What to Expect**

- Plenary sessions led by top execs addressing the business case for sustainability
- Break-out sessions featuring market insights on advanced transportation, water and land use, green regulations, smart grid, and more
- International market intelligence from seasoned U.S. commercial diplomats working on the ground in top international markets
- Technical sessions on IP protection, venture and project financing, winning foreign government contracts, and implementing sustainable supply chains
- Formal and informal networking opportunities

<http://export.gov/california/sustainablesolutions/>

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**SUSTAINABLE SOLUTIONS**

February 9-11, 2015

Santa Clara Convention Center

5001 Great America Parkway

Santa Clara, CA

For more information:

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## Conference Agenda

### February 9, 2015

- 8:00-12:00 Display/Exhibit Set-Up
- 1:00-5:00 Registration
- 2:00-5:00 Individual Appointments w/ U.S. Commercial Diplomats Begin & Continue Daily
- 5:30-7:00 Reception

### February 10, 2015

- 7:30-8:30 Registration & Continental Breakfast
- 8:40-8:55 Opening Remarks
- 8:55-9:15 **Opening Plenary:** The Business Case for Sustainability – The View from NASA
- 9:30-10:45 **How a Billion Future Commuters Will Get to the Office:** Advanced Transportation Trends in China and Japan  
**Nourishing Nations:** Solving Agricultural Challenges in Africa and Asia  
**Understanding Green Regulations and Standards:** Navigating Country Requirements from the EU to China
- 10:45-11:00 Networking Break
- 11:00-12:15 **Connecting a Continent:** The Modernized Grid in the European Union  
**Water, Water, Everywhere:** How the Middle East is Reclaiming a Precious Natural Resource  
**Navigating Uncharted Waters:** Assessing Emerging Business Risk Across the Supply Chain
- 12:30-2:00 Luncheon Plenary
- 2:15-3:30 **Developing Space to Sustain Humanity:** A Special Panel Featuring NASA Experts  
**Moving Millions:** How Brazil and Mexico Manage Hyper-Urbanization  
**The Future of Clean Tech Venture Capital:** How Corporations Are the Newest Funding Source
- 3:30-4:00 Networking Break
- 4:00-5:15 **Juicing the Grid:** Alternative Energy Generation & Storage in India  
**Fields, Factories and Faucets:** Ensuring Safe and Reliable Water for Future Generations in Asia  
**Getting Your Foot in the Door:** Leveraging Government Resources to Win Foreign Contracts
- 5:30-7:00 Networking Reception

### February 11, 2015

- 7:30-8:30 Registration & Continental Breakfast
- 8:40-8:55 Opening Remarks
- 8:55-9:15 **Opening Plenary:** Setting the Context for Financing Global Sustainability
- 9:30-10:45 **Ubiquitous Commuting:** The Software Revolution in the Global Auto Market  
**Making Rain:** Financing Sustainability Around the Globe  
**Battering Down the Hatches:** Strategies for Protecting Your Company's Assets Around the World
- 10:45-11:00 Networking Break
- 11:00-12:15 **Razing the Roof:** Bringing Solar to the Masses  
**Powering a Continent:** Financing Clean Tech Deployment in Africa  
**From Green to Gold:** Implementing Sustainability in Manufacturing Processes and the Supply Chain
- 12:30-2:00 Luncheon Plenary
- 2:00-2:15 Networking Break
- 2:15-5:00 Consultations w/ U.S. Commercial Diplomats Continue
- 5:00 Conference Concludes

## Three Panel Tracks

