



# Eilat - Eilat

## International Renewable Energy Conference & Exhibition

Technologies, Investments, Implementations and Regional Development

February 16-18, 2010 | Herods & Dan Hotel, Eilat, Israel

### Pre-conference Events 15.2.10

17:30-19:00 | **Laurence Hall-Herods Hotel**

Roundtable with International Experts in the Presence of **Dr. Uzi Landau**, Minister of National Infrastructures - *International Collaboration in RE Innovation* (by Invitation Only)

Chair: **Dr. Shlomo Wald**, Chief Scientist, Ministry of National Infrastructures

### Day 1 - 16.2.10

8:00-10:30

**Registration +  
Coffee +  
Exhibition**

#### Pre-Conference Special Events (By Invitation Only)

- 8:00 Kibbutz Samar – The Solar Breakfast at the AORA Solar Tower (By Invitation Only)
- 9:00 Kibbutz Ketura - Launching of the Arava Technologies Validation Center, **Dr. Uzi Landau**, Minister of National Infrastructures, presiding (By Invitation Only)

#### Plenary Sessions

10:30-12:15

**Big Blue Hall-Dan Hotel**

#### The Central Platform for Technological Innovation in Renewable Energy Greetings and Introduction

Chair: **Noam Ilan & Dorit Banet**, Eilat-Eilat Renewable Energy Administration

**Prof. Daniel HersHKovitz**, Minister of Science and Technology

**MK Ayoob Kara**, Deputy Minister, Office of Development of the Negev & the Galil

**Meir Yizhak Halevi**, Mayor of Eilat

**Prof. Moti Herskowitz**, Vice President, Ben Gurion University of the Negev

*Eilat-Eilat Renewable Energy Project, Four Years of Continued Success*

**Udi Gat**, Chairman, Hevel Eilat Regional Council

#### Keynote Addresses

*The Israeli Government Sustainable Energy Plan*

**Dr. Uzi Landau**, Minister of National Infrastructures

*U.S - Israel Sustainable Energy Collaboration*

**Steve Israel**, Congressman, NY, USA

*Economic Benefits of Renewable Energy*

**Dr. Herman Scheer**, Pres., EUROSOLAR; General Chairman, World Council for Renewable Energy (WCRE); Pres., International Parliamentary Forum on Renewable Energy; Member, German Bundestag; Author



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**12:15-13:15** | **Session 1: Policy Panel - Is Israel Doing Enough to Meet Its Renewable Energy Goals?**

Chair: **Amnon Samid**, Executive Chairman, AGS Group

**Shaul Zemah**, Director General, Ministry of National Infrastructures

**Dr. Yossi Inbar**, Director General, Ministry of Environmental Protection

**Amnon Shapira**, Chairman, Israeli Public Utility Authority

**Oded Distel**, Director, National Water & Renewable Energy Plan, Ministry of Industry, Trade & Labor

**Moshe Bachar**, Vice CEO, Israel Electric Company

Comments: **Zippy Issar Itzik**, Israeli Union for Environmental Defense; **Amir Levy**, CEO, Shicun u'Binui Environment



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13:15-14:45 Lunch + Exhibition

Concurrent Sessions

The Prime Stage for Presenting Israeli Renewable Energy Innovation and Startups

14:45-16:00 | **The Kings Hall-Herods Hotel**

**2A: Panel - Land, the Main Constraint for RE Growth in Israel**

Chair: **Dorit Banet**, Eilat-Eilat Regional Renewable Energy Project

**Greetings:**

**Shimon Ifrah**, Min. of Interior

**Efi Shtenzler**, Chairman, JNF

**Panel Moderator:**

**Amir Ben-David**, Correspondent, Energy & Environment, Yedioth Aharonoth

**Panel Members:**

**Udi Gat**, Chairman, Hevel Eilat Regional Council

**Efraim Shlain**, Senior Director, Planning, Min. of Interior

**Ruti Frum**, Min. of Agriculture

**Yardena Plaut**, Min. of National Infrastructures

**Yael Cohen Paran**, CEO, Israel Energy Forum

**Iris Hann**, SPNI- Society For Protection of Nature in Israel

**Eitan Parnass**, CEO, Renewable Energy Association of Israel

**Israel Gilad**, Arava Power

*Double Uses of Land for Solar*

**Kobi Dinar**, CEO, Sunday Energy

**Prof. Yohay Carmel**, Faculty of Civil & Env'l Engineering, Technion; Chair of the Israel Society of Ecology & Env'l Science

**Big Blue Hall-Dan Hotel**

**2B: Vision - Innovation for Enhanced Energy Security and Sustainability**

Chair: **Dr. Eitan Yudilevich**, Executive Director, BIRD Foundation

*Israel's RE Technological Center; Positioning Israel as a Leader in RE Innovation*

**Avi Feldman**, Director, Negev and Galilee Development Center, Ministry of Industry, Trade and Labor

**Mario Mancuso**, Former Under Secretary of Commerce, United States of America

**Prof. Stuart Licht**, Institute of Basic Energy Science & Technology, George Washington University

**Arnold Goldman**, Pioneer in Implementing Solar Energy for Electricity

**Dr. Yom Tov Samia**, President and CEO, ICG

**Meir Ukeles**, Partner, Israel Cleantech Ventures

**Matt Ganatt**, Partner, Silicon Valley, Battery Ventures



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16:00-17:15

#### The Kings Hall-Herods Hotel

**3A: Implementation Panel - CEOs of Israel's Leading Solar Developers on Business Opportunities in the Israeli Solar Market**

Chair: **Eitan Parnass**, CEO, Renewable Energy Association of Israel

**Yogev Gavri**, CEO, Paz Solar

**Alon Tamari**, CEO, Solar Power

**Jonathan Cohen**, CEO, Arava Power

**Jean Scemama**, CEO, IC Green Projects

**Tali Nehoshtan**, CEO, Solaria

17:15-17:45

#### The Queens Hall-Herods Hotel

#### The Art of Energy Load Management

#### Demand Side Management (DSM)

Presenting: **Ofer Keren** Development manager at Nidan

**Kobi Dinar**, CEO, Sunday Energy

**Gilad Yavetz**, EnLight

**Koby Balassiano**, V.P Business Development, Nextcom Group

#### Big Blue Hall-Dan Hotel

**3B: Innovation - Leading Institutes for Testing & Commercializing Solar Innovation**

Chair: **Oded Distel**, Director of Israel NEWTECH, Ministry of Industry Trade & Labor

**Francisca Rubio Berenguel**, R&D Director, ISFOC, Spain

**Dr. Ana R. Lagunas-Alonso**, PV Department Director, CENER, Spain

**Doron Tamir**, CEO, Israel Standards Institute

**Gabriel Marquette**, President, EUROGIA+

**Dr. Irit Chen-Zamero**, Chair, Solar Energy Solution Consortium

**Prof. David Faiman**, Blaustein Institute for Desert Research, Ben-Gurion Univ.; Director, Ben-Gurion National Solar Energy Center, Sede Boqer, Israel

#### Tarshish Hall-Dan Hotel

**3C: Innovation - Algae Biofuels**

Chair: **Dr. Isaac Berzin**, Founding Director, Institute for Renewable Energy Policy (IREP), Interdisciplinary Center (IDC) Herzliya

*Suitability of Macroalgae as a Source for Biofuel*

**Dr. Amir Neori**, Israel National Center for Mariculture

*Breaking the Light Barrier*  
**Dr Michael Kagan**, CTO, Algaenesis

**Daniel Chinn**, CEO, Seambiotic Ltd.

*Algae Domestication for Energy and Feed Market*  
**Shai Einbinder**, VP, R&D TransAlgae Ltd.



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### Concurrent Sessions

### The Prime Stage for Presenting Israeli RE Innovation and Startups

17:45-19:15

#### The Kings Hall-Herods Hotel

##### 4A: R&D Panel - Academia's Role in Achieving Game-Changing Technological Innovation

Chair: **Prof. Gershon Grossman**, Samuel Neaman Institute, the Technion

**Prof. Stuart Licht**, Institute of Basic Energy Science & Technology, George Washington Univ.

**Prof. Moti Herskowitz**, Ben Gurion University

**Prof. Jacob Karni**, Weizmann Institute

**Prof. Avi Kribus**, Tel Aviv University

**Prof. David Faiman**, Blaustein Institute for Desert Research, Ben-Gurion Univ.; Director, Ben-Gurion National Solar Energy Center, Sede Boqer, Israel

**Dr. Tareq Abu Hamed**, Arava Institute Center for Renewable Energy and Energy Conservation

**Dr. Carmel Rotschild**, MIT

**Dr. Alon Kuperman**, Ariel University Center of Samaria

Session continued below

17:45-18:45

#### Big Blue Hall-Dan Hotel

##### 4B: Innovation - Can Israel Become a Player in the Global PV Market?

##### Innovative Israeli PV Technologies in Eilat Eilat Technology Center, Israel's Leading RE Commercialization Platform

Chair: **Noam Ilan**, Eilat Eilat Technology Center

**Guy Sella**, CEO, SolarEdge

**Gonen Fink**, CEO, Pythagoras Solar

**Yossi Kofman**, CEO, B-Solar

**Yossi Fisher**, CEO, Solaris

**Eyal Richter**, CEO, Verilite

**Ariel Ben-Porath**, VP, Marketing & Products, BrightView

#### Tarshish Hall-Dan Hotel

##### 4C: Innovation - Raising Funds through the Stock Exchange: Accessing Alternative Sources of Cleantech Capital

Chair: **Hilel Milo**

**Raymond King**, Senior Manager, Listings Business Development Toronto Stock Exchange

**Steve Winokur**, Managing Director, Cleantech Investment Banking Canaccord Adams

**David Shore**, Senior VP, Technology Analyst Research Capital Corporation

**Dan Phaure**, VP, Investment Banking Jacob Securities Inc.

**Jason Saltzman**, Partner, Corporate Finance & Securities Law Gowlings Lafleur Henderson LLP

**Jay Vieira**, Partner, Corporate Finance & Securities Law Fogler, Rubinoff LLP



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17:45-19:15

**The Kings Hall-  
Herods Hotel**

**4A: R&D Panel  
- Academia's  
Role in Achieving  
Game Changing  
Technological  
Innovation**

Session continued from  
above

18:45-19:30

**Big Blue Hall-Dan  
Hotel**

**5B: Innovation -  
Israeli Solar Thermal  
Technologies -Before  
Breakthrough**

Chair: **Dr. Avraham  
Arbib**,  
Ministry of National  
Infrastructures

**Haim Fried**, CEO,  
AORA Solar

**Dr. Ory Zik**, Heliofocus

**Dr. Gur Mittelman**,  
CTO, ASP

**Tarshish Hall-Dan Hotel**

**5C: Innovation - Intellectual  
Property & Collaboration for  
Innovation**

Co-Chairs: **Walter Hanchuk &  
John P. Squires**, Chadbourne &  
Parke LLP

**Prof. Mark Schwartz**, Business  
Ethics, Toronto Univ, Canada

**Elisabetta Andreani**,  
International Dept. in Compagnia  
delle & Enterprise Europe Network  
Project

*From Lecture Hall to Production  
Floor*

**Larry Loev**, Director of Business  
Development Engineering &  
Physical Sciences, Ramot, Tel Aviv  
Univ.

19:30-20:30

**Dan Hotel**

**Israeli German Synergy**

**A chill out evening hosted by the Israeli German Chamber of Industry  
& Commerce, the German Embassy and the Israeli Clean Energy  
Alliance, in the Presence of Dr. Uzi Landau, Israel's Minister of National  
Infrastructures, and Dr. Herman Scheer, MdB, President of EUROSOLAR &  
General Chairman of WCRE, the World Council for Renewable Energy  
(by invitation only)**

20:30

**Herods Forum**

**Gala Evening -- Performance by The Shemesh Band**

**Keynote Speaker: Prof. Robert J. (Yisrael) Aumann**, Hebrew  
University; Nobel Prize Laureate, Economics 2005

Incentives: How Can We Turn Environmental Concerns into a Win-Win Situation?

**Award Presentations**

**Award for Lifelong Contribution to Sustainable Energy** to **Dr. Zvi Tabor**,  
Presented by **Yehuda and Dita Bronizky**, Ormat

The **Bryan Medwed Award** for Contribution to Renewable Energy in Eilat – Eilat  
and Israel to **AORA Solar and Kibbutz Samar** Presented by **Lorri Kushner**, Co-  
Chair, Eilat-Eilat/Toronto Patnership 2000



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### Day 2 - 17.2.10

#### Plenary Sessions

9:00-10:00 | **Big Blue Hall-Dan Hotel**

#### **Session 1: Policy & Technology - Energy Efficiency - The Quiet Giant**

Chair: **Governor George E. Pataki**, Counsel, Chadbourne & Parke LLP, Former Governor, State of New York

*Israel's Energy Efficiency Plan*

**Dr. Uzi Landau**, Minister of National Infrastructures

**Ambassador Richard H. Jones**, Deputy Executive Director, International Energy Agency (IEA)

**Kateri Callahan**, President, Alliance to Save Energy (ASE)

**Guido Bartels**, General Manager, Global Energy & Utilities, IBM; Chairman, Grid-Wise Alliance

10:00-11:00 | **Session 2: Senior Executives talk on Policy & Technology - Centralized or Distributed? Can Utility Scale Solar Energy Production Make the Difference?**

Chair: **Jonathan Walters**, Manager, Energy and Transport, Middle East & North Africa Region, World Bank

Keynote: **Michael R. Peevey**, President, California Public Utilities Commission (CPUC)

*\$400M - The First Major Renewable Energy "Exit" in Israel - Is the Siemens/Solel Deal a Sign for a Bright Future for Utility Scale Solar Energy Production?*

**Rene Umlauf**, Division CEO, Renewable Energy, Sector Energy, Siemens

**Avi Brenmiller**, CEO, Siemens CSP (Formerly Solel)

*Can PV Compete? The Case for Utility Scale PV*

**Howard Wenger**, President, Global Business Units SunPower Corporation

*Is the Door Open for Financing Utility Scale Solar Energy Production?*

**Dominik Thumfart**, Managing Director, Head of Renewable Energy, Deutsche Bank



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11:00-11:30 Coffee Break + Exhibition

11:30-12:30 | **Solar Plenary Session**  
**Big Blue Hall-Dan Hotel**

### 3A&B Implementation - The Roadmap Towards Implementing Renewable Energy in Israel

Chair: **Dr. Amit Mor**, CEO, Eco Energy

*The Regulation Road Map*

**Dr. Ilan Suliman**, Vice Chairman, Israel Public Utilities Authority

*The Budget Road Map*

**Haran Lavot**, Min. of Finance  
*The Technological Road Map*

**Prof. David Faiman**, Blaustein Institute for Desert Research, Ben-Gurion Univ.; Director, Ben-Gurion National Solar Energy Center, Sede Boqer, Israel

Comments: **Adv. Uri Noy**, Senior Partner, Erdinast Ben Natan

Comments on Innovation: **Guy Sella**, CEO, SolarEdge

**Energy Efficiency Track**  
**The Kings Hall-Herods Hotel**

### 3C: Innovation - Energy Efficiency

Chair: **Ofir Pines**, Former Head, Knesset Environmental Lobby

**Zvi Segal**, CEO, Metrolight

**Yoav Ben Ya'acov**, Phoeibus Energy

**Eran Tagor**, CEO, PowerSines

**Boaz Maman**, Meshik Axima

**Arie Trinker**, CEO, TridNetwork

**Peter Vandermeulen**, Pres. & CEO, 7Solar Technologies, Inc



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### Concurrent Sessions

12:30-13:30

#### Solar Energy Sessions

##### Big Blue Hall-Dan Hotel

#### Solar Implementation

**4A: Implementation - Implementing Government Policy Through Solar Thermal Energy**

Chair: **Hezi Kugler**, Chairman, The Israeli Clean Energy Alliance

##### Part I: The Public Perspective

*Update on Timna*  
**Noam Ilan**, Co-Manager, The Eilat-Eilat RE Administration

*Update on Ashalim*  
**Uzi Levin**, Inbal

##### Part II: The Perspective of the Business Community

**Moshe Tamir**, VP of Sales, Marketing and Business Development, Siemens Concentrated Solar Power (Formerly Solel)

**Gilbert E Cohen**, President, ELIASOL Energy, LLC And Ext. Senior Advisor for ACCIONA S.A

**Craig Windram**, Manager International Business Development Abengoa Solar S.A

##### Tarshish Hall-Dan Hotel

#### Solar Technology

**4B: Technology - More than Just Grid Connection**

Chair: **Prof.J. Appelbaum**, Tel Aviv University

**Frank Neumann**, Sales New Markets, SMA Solar Technology

**Lior Handelsman**, VP Product Strategy & Business Dev., SolarEdge Technologies

**Shlomo Osrtravsky**, Advice Electronics

*Cables & Connector Effects on ROI*

**Max Goldi**, Product Marketing Manager Solar, Low Frequency, HUBER+SUHNER AG

#### Energy Efficiency Track

##### The Kings Hall-Herods Hotel

**4C: Implementation - Energy Efficiency**

Chair: **Eddi Bet H zavdi**, Energy Conservation Department, Min. of Nat. Infrastructures

*Solar Water Heating – On Verge of a Revolution: Local or Global?*

**Shlomo Perry**, Sales Manager, Chromagen

*Taming the Silent Energy Guzzlers*

**Yigal Schneider**, CEO, Alexander Schneider Ltd.

*Decision Support Systems for Saving Electricity Saving in Industrial Facilities*

**Yakov Gabai**, Baran Group

*Total Energy Management: Principles & Implementation in the Israel Air Force*

**Joel Weill**, M.Sc., CEO, M&S – Management and Sustainability Ltd

*Development of a Demand-side Energy & Water Saving Program in Israel*

**Nick Tuchband & Gali Glatt**, Aviv Green Home



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### 13:30-15:00 Lunch + Exhibition

#### 15:00-16:00 | **Big Blue Hall-Dan Hotel** **Session 5A: Financing - Government & Private Sector Project Financing**

Chair: **Tomer Reshef**, VP Project Finance & Investments, Zenith Green Energy

**Bernd Fislage**, Managing Director, Head PCA Europe & Americas, Deutsche Bank

**Itay Zetelny**, Partner, Cleantech Advisory Leader & Global Incentives Advisory Leader, Ernst & Young, Israel

**Jonathan Melmed**, Partner, Chadbourne & Parke

**Liami Visman**, Head of energy and interior sectors

**Yuval Harari**, CEO Credit finance, Klal Finance Business Credit

#### **Tarshish Hall-Dan Hotel** **5B: Technology PV - Market Leaders on State of the Art Products and Know How**

Chair: **Alon Tamari**, CEO, SolarPower

*Bird's-eye view On the Global PV Industry and Innovation*

**Dan Shuger**, CEO, Solaria

**Stefan Thiel**, Director Sales Key Accounts BOSCH Solar Energy AG Bosch

**Andreas Hahn**, Director, Sales South-East Europe / MENA, Schott Solar

**Holly Wu Who**, Marketing Director, APMEA, Suntech

#### **Energy Efficiency Track**

#### **The Kings Hall-Herods Hotel**

#### **5C: Policy - Market Barriers: Solutions & Policy**

Chair: **Ze'ev Gross**, Min. of Nat. Infrastructures Resource Management

**Kateri Callahan**, President, Alliance to Save Energy

*If Energy Efficiency is Economical for the Energy Market and for the Consumers - Why Doesn't it Happen?*

**Yael Cohen Paran**, CEO, Israel Energy Forum

*Window Films & US Policy on Energy Upgrade Subsidies & Tariffs*

**Daryl Smith**, President, IWFA, Rep. American Energy Saving Groups, USA (TBC)

Israel Public Utilities Authority (TBD)



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### Concurrent Sessions

16:00-17:00

#### Big Blue Hall-Dan Hotel

**Session 6A:**  
**Implementation – How to Manage a Large Scale Project - Independent Utility Scale Solar Projects in Israel**

Chair: **Yael Har Even**, CEO, Baran Raviv  
*The Regulatory Process*  
**Oded Agmon**, Israel Public Utilities Authority  
**Sean Murphy**, Chief Technological Strategist, SunRay  
**Doron Liban**, Zealim Thermo Solar Project, Shikun Binui  
**Schaller Stephan**, Head of Business Development Renewable Energy, Siemens  
 Comments: **Yosi Abromovitz**, Arava Power

#### Tarshish Hall-Dan Hotel

**6B: Technology - Solar Thermal - Emerging Technologies for the Utility Market, Can They Compete with Trough?**

Chair: **Dr. Ory Zik**  
**Jim Clyde**, Vice President of Sales and Marketing, Infinia  
**Milena Marinova**, Senior Director, Strategy and International Development, Esolar  
**Binyamin Koretz**, BrightSource  
**Gobieta Alonso Franc**, Abengoa Solar, SA (PS 20)

#### Energy Efficiency Track

#### The Kings Hall-Herods Hotel

**6C: Policy - Financing**

Chair: **Yael Cohen Paran**, CEO, Israel Energy Forum  
*System Benefits Charge*  
**Michael R. Peevey**, President, CPUC  
 Representative, Ministry of Finance  
**Daniel Rozner**, Israel Electric Corporation  
  
*Announcement:*  
 Ministry of Finance Accountant office, **Noa Yehezkel**



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### Concurrent Sessions

17:30-18:30 **Big Blue Hall-Dan Hotel**

**Session 7A: Policy Panel - Is the U.S. on its Way to Becoming the Global Leader in RE Innovation & Implementation?**

Chair: **John Berenyi**, JAB Tech Transfer Advisors

**Michael R. Peevey**, President, California Public Utilities Commission (CPUC)

**Mark Riedy**, Mintz-Levin

**John F. Mizroch**, Former Acting Assist. Secretary, Depart. of Energy, Office of Energy Efficiency & Renewable Energy (EERE)

**Mark Levenson**, Chair, Corporate Real Estate Group, Sills Cummis & Gross p.c.00

**Tarshish Hall-Dan Hotel**

**7B: Technology - CPV, Latest Development in Commercialization & Implementation**

Chair: **Prof. Avi Kribus**, Tel Aviv University

**Francisca Rubio Berenguel**, Director, R&D, ISFOC, Spain

**Dr. Ana R. Lagunas Alonso**, PV Department Director, CENER, Spain

**Jaime Ferreira Silva**, MagPower, Portugal

**Henning von Barsewisch**, Chief Sales Officer, Concentrix, Germany

**Christian Herrero de Egaña**, Managing Director Europe, Middle East & Africa, SolFocus

**Roy Rosenstreich**, VP R&D, MS

**Energy Efficiency Track**  
**The Kings Hall-Herods Hotel**

**7C: Policy & Implementation**  
**Energy Efficiency in Cities**

Chair: **Ron Moskovitch**, Director General, Union of Local Authorities in Israel

*The Other Form of Energy Efficiency*

**Prof. Eduardo De Oliveira Fernandes**, FEUP - Universidade do Porto - Portugal

*An Example of an Energy Efficiency Tender for Cities*

**Roy Cohen**, Local Government Economic Services

*Model for Low Carbon Emission Cities - Examples from China & Russia*

**Dagan Mochly**, Dagan Mochly Architects; iConsortium

*Encouraging Energy Efficiency in Local Authorities*

**Asher Dahan**, Senior VP, Customers, Israel Electric Corp.



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18:30-19:15 | **Big Blue Hall-Dan Hotel**

### Session 8: Major Challenges after the Climate Summit in Copenhagen

Chair: **Adv. Alona Shefer**, Chief of Staff to the Minister of Environmental Protection

**Jonathan Walters**, Manager, Energy and Transport, Middle East & North Africa Region, World Bank

**Bruce M. Kahn**, Director and Senior Investment Analyst, Deutsche Bank Climate Change Advisors

*Israel Plans to Reduce Greenhouse Gases Following the McKinsey Report*

**Shuli Nezir**, Director, Air Quality and Climate Change Department, Ministry of Environmental Protection

*The Solar Mediterranean Plan*

**Philippe LOREC**, Ministry for Ecology, Energy, Sustainable Development and Marine Affairs, France

19:15-19:45 | **Main Exhibition Hall**

**The Solar Cocktail and Business Card Swap, Hosted by the Renewable Energy Association of Israel at the Main Exhibition Hall**

**Awarding Ilan Suliman, Retiring Vice Chairman of the Israeli Public Utility Authority for long lasting contribution to Renewable Energy in Israel**

20:15 | **Lauremce Hall-Herods Hotel**

**Networking cocktail organized by the Economic Department of the French Embassy in Israel and Ubifrance, with the support of Crédit Agricole Corporate & Investment Bank (by invitation only)**

22:00 | **Tarshish Hall-Dan Hotel**

**EcoCinema NGO presents, with courtesy of the French Embassy in Israel, Home, a film about the beauty and complexity of Planet Earth (93 min, French with Hebrew subtitles only)**





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### Day 3 - 18.2.10

#### Plenary Sessions

9:00-10:00 | **Big Blue Hall-Dan Hotel**

#### **Plenary Session 1: Sun Power, Soft Power: Linking Energy Independence, Regional Development & Accelerated Business with Emerging Markets**

Chair: **David Schwartz**, President, iConsortium

Greetings by **Binaymin Ben Eliezer**, The Minister of Industry, Trade and Labor

**Dov Raviv** *MST - A Plan to Produce 50% of Israel's Required Energy by Solar: Energy within 15 Years*

*Opening Remarks for smart Grid session:* **Bazmi Husain**, Head of Smart Grids, ABB

*Renewable Energy in Africa and the Middle East*

Greetings by the **Hon. William Ngeleja** (MP) Minister of Energy and Minerals The United Republic of Tanzania

Greetings in the name of the Ministry of Foreign Affairs: **Rafael Harpaz**, Director, Economic Department 1 America & Africa, Ministry of Foreign Affairs

*Renewable Energy in Jordan: the Current Status and Future Prospective*

**Walid Shahin**, Acting President, NERC/**Salah Azzam**, NERC

*Renewable Energy in Africa*

**Dr. Yao Azoumah**, Head of Solar Energy and Energy Saving Laboratory, Institut International d'Ingénierie de l'Eau et de l'Environnement, Burkina Faso



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### Concurrent Sessions

10:00-11:00

#### Big Blue Hall-Dan Hotel

**Session 2A: Implementation - Solar – Learning from Global Experience**

Chair: **Dr. Daryl Temkin**, Founder & Director, The Israel Institute; Chai Planet USA

**Gunka Wilfried**, International Director, Austrian Business Agency  
**Jean-Claude Estival**, Energy Business Manager, Schneider Electric France SAS

*The Potential for PV Manufacturing in Israel*  
**Nikolai Dobrot**

*Thin Film PV – Why Global Giants are taking Over*  
**Benny Shoham**, CEO, BrightView Systems

**2B: Solar & Beyond**

Chair: **David Waiman**  
**Dr. Jonathan Goldstein**, Pres. 3GSolar

**Prof. Emanuel Peled**, EnStorage

**Dr. Arie Meitav**, CTO, ETV Motorts

*LCPV Solar Curtain Wall*  
**Oren Aharon**, CTO, SolarOr

*Beyond Electricity: Solar Chemistry Steps Forward*  
**Dr. Hanna Helena Klein**, EZKlein Partners

#### Energy Efficiency Track Tarshish Hall-Dan Hotel

**2C: Implementation - Energy Efficiency - Models for Integration**

Chair: **Karni Govreen Segal**, CEO, GreenAgenda; iConsortium

**Wilfried Telkämper**, Director of Department Industrie- und Transformationsländer Industrialized and Transition Countries, InWEnt –Capacity Building International, Germany

**Uzi Zaharoni**, VP, Sales, Al-Sorag; iConsortium

*Integration of Energy Efficient Technologies in Buildings*

**Rafi Aharoni**, CTO, Assa Aharoni, Engineers; iConsortium

**Yael Bar Ilan**, Livnim - Green Building Consultants

*Energy Efficient Projects in the Household & Commercial Sectors*

**David Knafo**, Knafo Architects

Meeting Room -Dan Hotel  
**Wind Measurement Workshop**  
 Moderated by **Hanan Levy**



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11:00-11:30 Coffee Break

### Concurrent Sessions

#### Big Blue Hall-Dan Hotel

11:30-12:30

#### Session 3A: Innovation - Wind

Chair: **Prof. Aviv Rozen**

*Opportunities of Small Wind Turbine Technology*  
**Lorenzo Battisti**,  
Turbomachinery  
Associate Professor,  
Mechanical and Structural  
Engineering Department,  
University of Trento, Italy

**Eli Klazkin**, Winflex

**Dr. Daniel Farb**, CEO  
& Founder, Leviathan  
Energy

**Gideon Ziegelman**,  
Founder, CEO, IQWind

#### 3B: Implementation & Innovation - How is Smart Grid Technology Going to Reinvent the Electric Power Network

Chair: **Dr. Dan Weinstock**, Better Place

*Smart Grid for Smarter Planet*  
**Guido Bartels**, General  
Manager, Global Energy  
& Utilities Industry, IBM;  
Chairman, GridWise  
Alliance

*The First Steps  
towards Smart Grid  
Implementation in  
Israel* **Dr. Koby Yahav**,  
Operation Department  
Manager, Israel Electric  
Company

*Solution Architecture for  
Smarter Energy Utility*  
**Louis de Bruin**,  
Communications Sector  
Solutions Sales, IBM  
Software Group

#### Energy Efficiency Track Tarshish Hall-Dan Hotel

#### 3C: Policy & Implementation - Changing Habits, the Secret Way to Save Energy

Chair: **Nilli Grossman**,  
Energy Campaigner,  
GreenPeace

**Kateri Callahan**,  
President, Alliance to Save  
Energy

*Use Tariffs to Promote  
Behavioral Changes*

**Dr. Shahar Dolev**, Head  
Researcher, Israel Energy  
Forum

*City Energy Efficiency  
Competition*

**Ben Taube**, Executive  
Director, Southeast  
Energy Efficiency Alliance,  
Atlanta U.S.A

**Tamar Goldman**,  
Founder, Neo-Urbanist

*Make it or Break it -  
Decisions & Behavioral  
Changes at the Crux of  
Implementing Energy  
Efficiency & Sustainable  
Business Practices*

**Karni Govreen Segal**,  
CEO, Green Agenda;  
iConsortium



# Eilat - Eilat

## International Renewable Energy Conference & Exhibition

Technologies, Investments, Implementations and Regional Development

February 16-18, 2010 | Herods & Dan Hotel, Eilat, Israel

12:30-13:15

### Big Blue Hall-Dan Hotel

#### Session 4A: Policy & Implementation - Wind

Chair: **Avi Zeira**

Special Award for Life long Contribution to Wind Measuring in Israel to **Dr. Alexander Manes**

*Wind Energy Regulation Issues*

**Moshe Shitrit**, Israel Public Utilities Authority

*Zoning Issues for Wind Projects in Israel*

*Tenders for Land for Wind Projects in Southern Israel (Israel Land Authority)*

**Maksim Rakov**, Technospin

#### 4B: Implementation & Innovation - Israeli Smart Grid Activities

Chair: **Yosi Shneck**, VP Information Systems & Communication, Israel Electric Company

*The Proposed US Israel Smart Grid Initiative*

**Ronny Bassan & Amir Sternhell**, American Israel Chamber of Commerce

*Scalable Energy Control for Utilities*

**Avner Cohen**, CEO, Greenlet Technologies

*Smart Energy Management*  
**Eli Doron**, CEO, Computerized Electricity Systems (CES)

*"Smart Metering" & "Smart Grid" Implementations*

**Yakov Dar**, CEO, Powercom

*High Temperature Superconducting Fault Current Limiting Devices*

**Yoram Valent**, Co-founder and CEO, GridON

### Tarshish Hall-Dan Hotel

#### 4C: Biomass

Chair: **Dorit Banet**

*Converting Municipal Solid Wastes & Biomass into SynGas, Electricity & Bio Fuels*

**Jonathan Saar**, Plasma Recycling Ramat Hovav Ltd.

*Waste to Energy: Converting a Major Environmental Problem to a Source of Renewable Energy*

**Prof. Jack Lauber**, Head, Earth Engineering Center, Columbia University, NY

*Biomass as a Backup Fuel for Solar Hybrid Power,*  
**Arik Ring**

13:30 **Herods Hotel / Dan Hotel - Parking Lot**

**Departure for the Eilat-Eilat RE Sites Tour (includes Boxed Lunch)**

14:30 The Arava RE Validation Center at the Arava Institute for Environmental Studies, Kibbutz Ketura, Currently Home to Four Innovative Israeli Solar Technologies

16:00 The Yotvata Restaurant Solar Parking Lot

16:30 Kibbutz Samar - The AORA Solar Tower - The First Fully Operational Solar Thermal "Power to the Grid" Plant in Israel

17:30 Return to Eilat