



RENEWABLES USA 3rd Q. 09

Newsletter of the German American Chambers of Commerce

EVENT CALENDAR

Columbus, OH; Ann Arbor, MI;
Chicago, IL -
September 1 to 3, 2009
Renewables & Energy Efficiency
Roadshow

Minneapolis, MN - September 15,
2009
Renewable Energy Opportunities
in Germany

Orlando, FL - September 29, 2009
3rd German American Solar
Energy Conference

Atlanta, GA - October 5-9, 2009
International Environmental Trade
Mission

Germany - October 6-11, 2009
Business Delegation Trip to
Germany for Wind Companies

Germany, October 19-24, 2009
Architecture Multiplier Trip to
Germany for Architects and
Building Professionals

Houston, TX - October 21, 2009
Green Initiative Networking Event

Germany, November 3-6, 2009
U.S. Solar Business Delegation to
Germany

Houston, TX - November 10, 2009
The Future of Green Buildings:
2nd German American Energy
Efficiency Conference

Chicago, IL/Colorado -
November 9-13, 2009
WindEnergy Conference and
Delegation

Berlin, Germany - March 2010
2nd German American Energy
Days

Welcome to the Renewables Newsletter of the German American Chambers of Commerce (GACC). The German American Chamber network promotes bilateral trade relations between the United States and Germany. With offices in Atlanta, Chicago, Houston, New York, and San Francisco all running programs to increase dialog and trade in the renewable energy industry, we are pleased to present our newsletter to provide updates on those programs and opportunities for U.S. and German companies. Below are details on upcoming Chamber programs and past initiatives for solar energy, wind power, bioenergy, and energy efficient building technologies.

Upcoming Events

GACCoM's Renewables & Energy Efficiency Roadshow

Columbus, OH; Ann Arbor, MI; Chicago, IL - Sept 1 to 3, 2009. The German American Chamber of Commerce of the Midwest (GACCoM), together with the Consulate General of the Federal Republic of Germany Chicago, invite you to the 2nd Annual Renewables & Energy Efficiency Roadshow. The Roadshow is presented as part of the "Transatlantic Climate Bridge" Initiative.

Each stop along the Roadshow will feature an afternoon conference featuring *Supply Chains in the Renewable Energy Industry* and *Energy Efficiency* panels, followed by a networking reception. The primary objective of the event is to present opportunities for cooperation between the U.S. and Germany. A key focus will be to demonstrate how companies can take advantage of the U.S. market for renewable technology and where money can be saved by employing energy efficient processes and products.

Keynote speakers include among others, German Ambassador to the U.S. Dr. Klaus Scharioth; Matthias Machnig, State Secretary of the German Federal Ministry for the Environment, Nuclear Safety and Nature Conservation; and Mark Shanahan, Executive Director, Ohio Air Quality Development and Energy Advisor to Governor Ted Strickland of Ohio.

For more information and to register for the roadshow, please visit GACCoM's Green Corner or contact Bernadett Steiner at steiner@gaccomm.org or (312) 494-2180.

Renewable Energy Opportunities in Germany

Minneapolis, MN - September 15, 2009. Germany's progressive policies and advances in the promotion of renewable energy have attracted the envy of many countries around the world. So has the country's ability to innovate and commercialize emerging technologies in wind, solar, and biomass energy production. Whether you are considering setting up operations in Germany, looking for a German partner, exploring export sales opportunities, or seeking an understanding of the landscape, "Renewable Energy Opportunities in Germany" will highlight the many opportunities the German energy market offers to Minnesota companies.

This event is hosted by the German American Chamber of Commerce of the Midwest - Minnesota Chapter, Minnesota Trade Office, Germany Trade & Invest and Fredrikson & Byron, P.A.

For more information on this event, please visit www.gaccomm-mn.org.



JOIN OUR MAILING LIST



CLICK HERE

NEW PUBLICATION: WIND
ENERGY MARKET 2009



+++++++ CONTACT ++++++

GACCoM - Chicago

401 N. Michigan Ave.
Suite 3330
Chicago, IL 60611
Tel.: +1 (312) 644-2662
Fax: +1 (312) 644-0738
renewables@gaccomm.org

Bernadett Steiner
Renewables Project Manager
steiner@gaccomm.org
Tel.: +1 (312) 494-2180

3rd German American Solar Energy Conference in Orlando, FL



Orlando, FL - September 29, 2009. The German American Chamber of Commerce of the Southern United States (GACC South) is holding a one-day conference on solar energy, followed by a 2-3 day business trip for German companies around Florida. This event is organized in conjunction with the Solar Energy Industries Association (SEIA), the Florida Solar Energy Industries Association (FlaSEIA), as well as Enterprise Florida.

Keynote speakers will present the newest cutting-edge technologies from Germany and the U.S. Also, up to 8 German solar energy companies will be in attendance, with the intention of establishing business relationships with Florida's solar companies. This conference has been formed in response to recent regulation changes, such as profitable rebates that will stir interest in consumers.

The GACC South invites manufacturers, retailers, and contractors as well as real estate agencies, property developers, government and association representatives to register for this event. The potential relationships with the German solar energy companies will enable Florida's companies to more effectively cater to the state's increasing solar industry demands. The conference will be held at the Embassy Suites Orlando Downtown in Orlando, FL.

This conference is sponsored by the German Federal Ministry of Economics and Technology. Participation in this conference is therefore complimentary.

For more information and to register for this event, please visit www.gacctexas.com or contact Thomas Schwegmann at tschwegmann@gaccsouth.com or (832) 384-1204.

International Environmental Trade Mission



Atlanta, GA - October 5 to 9, 2009. Due to the success of the last International Environmental Trade Mission, the GACC South is proud to announce that the event will be repeated. The International Environmental Trade Mission is organized by the GACC South in cooperation with Greener Atlanta, the Quebec Government Office, the Consulate General of Canada, the British American Business Group, the Atlanta Development Authority, the City of Atlanta and the Metro Atlanta Chamber of Commerce.

This trade mission will focus on clean water and wastewater systems, innovative waste management and cutting edge technologies for green building. It is the perfect opportunity for German companies to introduce their products and services to a targeted audience and to meet with potential business partners, both business-to-business and business-to-municipalities.

Many reasons why you should attend:

- One-on-one matchmaking meetings with corporate leaders and government officials in the Metro Atlanta area
- Special workshops with experts in the environmental industry to introduce German companies to the specifics of the U.S. market, e.g. LEED certification
- Meet experts of the top three universities in Atlanta (Emory University, Georgia Institute of Technology and Georgia State University) to learn about their current research. The laboratory of Georgia Institute of Technology specifically researches how to develop products that are recyclable. They are in particular working on biofuels and on reviewing different methods for conversion, mostly plant and tree life (cellulosic)
- Networking opportunities at different receptions

For more information on this event, please visit www.environmentaltrademission.org or contact Aryan Zandieh at azandieh@gaccsouth.com or (404) 586-6837.

Business Delegation Trip to Germany for Wind Energy Companies



Germany - October 6-11, 2009. The "Business Delegation Trip to Germany for Wind Energy Companies", organized by the German American Chamber of Commerce of the Midwest (GACCoM) and the Canadian German Chamber of Industry and Commerce, provides a unique opportunity to learn more about recent market and product developments in the wind energy industry. This substantial and varied program includes visits to three leading turbine manufacturer sites, showcasing 5 MW turbine technology, a visit to a wind park with demonstrations of state-of-the-art blade servicing and tower foundation technologies, and much more. Develop valuable business relationships with German manufacturers and suppliers and gain hands-on experience with the long standing world leader in the wind energy industry!

The business delegation trip is open to a *selected group of 10 American and Canadian companies* from the wind energy industry, especially to project developers, wind farm operators, top tier manufacturers and suppliers of the industry.

- Gain a competitive edge by learning more about the recent market and product developments in the German wind energy industry
- Experience best practice technology and solutions first hand
- Meet German manufacturers and suppliers selected according to your criteria and develop business relations with them
- Hold initial talks with German experts

Please register by August 21, 2009. For further details on the business delegation please visit [GACCoM's Green Corner](#) or contact Bernadett Steiner at steiner@gaccomm.org or call (312) 494-2180.

+++++++ CONTACT ++++++

GACC NY - New York

75 Broad Street
21st Floor
New York, NY 10004
Tel.: +1 (212) 974-8830
Fax: +1 (646) 405-1017

Matthew Allen
Green Energy Consulting Services
mallen@gaccny.com
Tel.: +1 (212) 974-8856

Architecture Multiplier Trip to Germany for U.S. Architects, Building Professionals, and Urban Planners

Freiburg, Stuttgart, Darmstadt, Duisburg, Düsseldorf, Köln (and Berlin) - October 19-24, 2009 - (October 22-24 optional)

Organized by the German American Chamber of Commerce of the Midwest (GACCoM), this architecture multiplier trip provides a unique opportunity to learn more about recent market developments and building solutions in the energy efficiency field. The program includes an introduction to Passive House design and a presentation at Behnisch Architects, visits to the Freiburg Solar Info Center and the Duisburg Fraunhofer inHaus Center, fascinating site-visits with leading architects and engineers showcasing their intelligent building systems with features such as geothermal energy, energy efficient facades, innovative climate engineering and much more. Develop valuable business relationships with German companies and experts and gain hands-on experiences with the world-leader in energy efficient and sustainable building technology!



The business trip is open up to a *selected group of 10 American building professionals*, such as architects, engineers, developers, building product distributors, urban planners, city and municipal-level representation and other building professionals and multipliers in this field.

If you want to gain a competitive edge by learning more about the recent market in the German green building sector, experience best practice technology and solutions in the field of energy efficiency and urban development first hand, and meet suppliers of innovative German building technologies, German architects, building professionals, as well as industry association representatives and R&D contacts and develop business relations with them, this the right trip for you.

Please register by August 28, 2009. For further details on the Architecture Multiplier trip to Germany and how you can participate, please visit [GACCoM's Green Corner](#) or contact Daniela Daus at daus@gaccomm.org or call (312) 494 2177.

Green Initiative Networking Event

Houston, TX – October 21, 2009. The goal of this Green Initiative Event is to stimulate the exchange of ideas and expertise between American and German "green" interests and to establish contact with like-minded individuals and organizations in Texas.



We are very proud that our keynote speaker at this event will be Mr. Michael P. Scott, Managing Director of ENVIRON. He will provide an update on the state of the U.S. carbon markets including the voluntary market and the limited compliance regimes that exist to date, and preview current developments affecting the growth of the market and its future direction. Recent estimates put the value of the carbon market in the U.S. at between \$13 billion and \$20 billion by 2020. Other topics to be addressed will include the role of carbon offsets in the future cap and trade legislation – the Waxman-Markey Bill currently includes provision for 1 billion tons/year of domestic offsets - and the types of projects that are likely to gain more support including forestry and geological sequestration. Also, if you are considering purchase of offsets, what are the

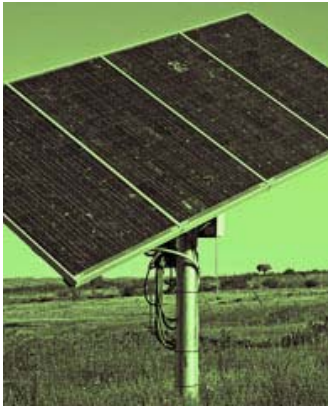


+++++++ CONTACT ++++++

GACC NY - California Branch

201 California Street
Suite 450
San Francisco, CA 94111
Tel.: +1 (415) 248-1240
Fax: +1 (415) 627-9169

Ute Huelse
Consultant
shuelse@gaccny.com
Tel.: +1 (415) 248-1245



criteria to consider in making your selection?

Mr. Michael P. Scott is Managing Director with ENVIRON in Princeton, New Jersey. He coordinates ENVIRON's firm wide carbon and energy practice and has been extensively involved in the carbon markets for the last five years. ENVIRON is an international consultancy, working with clients to help resolve their most demanding environmental and human health issues.

For more information and to register for this event, please visit www.gacctexas.com or contact Simone Glueck at sglueck@gaccsouth.com or (832) 384-1206.

U.S. Solar Business Delegation to Germany

Germany - November 3-6, 2009. The "U.S. Solar Business Delegation to Germany" will provide ten U.S. companies the unique opportunity to learn about the German solar energy market, to engage in political and business networking and to meet German companies engaged in the field of solar energy. The delegation is funded by the German government and thus is free of charge, except for travel expenses.



The event consists of a half-day conference with speakers covering political, R&D and business aspects of the solar market in Germany, and one-and-a-half days of tours to:

- Companies like Concentrix Solar GmbH and Solar Fabrik AG, both manufacturers of state-of-the-art solar modules.
- Research institutes such as the Fraunhofer Institute for Solar Energy Systems and the Center for Solar Energy and Hydrogen Research, Baden-Württemberg.
- Examples of remarkable solar architecture like the "Sonnenschiff Project" or the "Heliotrope Building"

Also on the agenda is a full day of meetings between the U.S. delegates and German companies aimed at promoting transatlantic business opportunities.

This trip will be tailored to the needs of U.S. solar companies including solar cell and module manufacturers, project developers and business distributors. This delegation is a unique opportunity to learn about Germany's highly developed and market leading solar industry. Hurry up as places have filled quickly in past delegations.

For more information, please [click here](#) or contact Ute Huelse at uhuelse@gaccny.com or (415) 248 -1245.

+++++++ CONTACT ++++++

GACC South - Atlanta

530 Means Street
Suite 120
Atlanta, GA 30318
Tel.: + 1 (404) 586-6800
Fax: +1 (404) 586-6820

Aryan Zandieh
Consultant, Green Initiative
azandieh@gaccsouth.com
Tel.: + 1 (404) 586-6837



The Future of Green Buildings: 2nd German American Energy Efficiency Conference

Houston, TX - November 10, 2009. In the United States alone, buildings account for 72% of electricity consumption, 39% of energy use, 38% of all carbon dioxide (CO2) emissions and 14% of potable water consumption. In their Green Outlook 2009, McGraw Hill Construction predicts that the overall green building market (both non-residential and residential) is likely to more than double from today's \$ 36-49 billion to \$ 96-140 billion by 2013. „Green Buildings“ are becoming a critical success factor for economical and environmental development. That is why the demand for energy efficient technologies is growing with an impressive speed in the U.S.



This conference is organized by the German American Chamber of Commerce of the Southern U.S in cooperation with the U.S. Green Building Council – Austin Energy's Green Building Program, the Texas Renewable Energy Industries Association (TREIA) as well as the American Institute of Architects (AIA).

Leading German and U.S. experts will inform attendees about current trends in energy efficiency in buildings. Forum attendees will gain valuable knowledge about energy efficiency "Made in Germany", Germany's success in its industry growth. German and U.S. companies also have the chance to discuss the potential of energy efficiency projects around the U.S. and can use this conference as a unique networking opportunity.

For more information and to register for this event, please visit www.gacctexas.com or contact Julia Zimmermann at jzimmermann@gaccsouth.com or (832) 384-1202.

+++++++ CONTACT ++++++

GACC South - Texas Office

1900 West Loop South
Suite 880
Houston, TX 77027

Jan Christoph Wiedemann
Managing Director
jwiedemann@gacctexas.com
Tel: +1 (832) 384-1201

WindEnergy Conference and Delegation

Chicago, IL/Colorado - November 9-13, 2009. The German American Chamber of Commerce of the Midwest, Inc. (GACCoM) will be hosting another WindEnergy Conference on Tuesday, November 10, 2009 in Chicago.



The primary objective of the conference is to open a dialogue for partnership between companies from two of the world's leading countries in wind energy technologies. The event includes a one-day conference that gives U.S. and German experts the opportunity to present current developments, innovations and perspectives in both countries. The conference will be followed by 1-on-1 partnering opportunities between the German delegation companies and U.S. industry representatives ranging from technology suppliers, system and component manufactures, developers, investors and other stakeholders that have an interest in the wind energy industry. A special highlight for the German delegation companies will be a stopover in Colorado for visits at manufacturers and wind energy sites.



For more information, please visit [GACCoM's Green Corner](#). German companies that are active in the wind energy industry and interested to take part in the conference and delegation are encouraged to contact Bernadett Steiner at steiner@gaccomm.or or (312) 494 2180.

IMPRINT / UNSUBSCRIBE

Publisher: German American
Chambers of Commerce
Contact: news@ahk-usa.com
If you wish to be removed from the
mailing list, please [click here](#).

SAVE THE DATE: 2nd German American Energy Days

Berlin - March 2010. Building on the success of the 1st German American Energy Days in March 2009, organized by the German American Chambers of Commerce together with the German Energy Agency GmbH (dena), we are proud to announce the repeat of this very successful event, which will take place in Berlin again in March 2010. In addition to Renewable Energies, the 2nd German American Energy Days will also cover topics on Energy Efficiency.

This time, special focus will be on the current situation of federal and state incentives, as well as current developments, opportunities and challenges in the wind, solar, bioenergy and energy efficiency sector. The German American Energy Days are the primary event in the transatlantic context when it comes to Renewables and Energy Efficiency, which are not to be missed!

Please contact Bernadett Steiner at steiner@gaccomm.org or (312) 494-2180 to find out how you can get involved.



Past Events

"Green Building" in the Southern U.S.

Germany - July 14-16, 2009. The German American Chamber of Commerce of the Southern U.S. organized a road show in three different German cities: Munich, Stuttgart and Berlin. The road show was an event within the Export Initiative Energy Efficiency, was sponsored by the German Federal Ministry of Economics and Technology (BMWi) and was supported by the U.S. Department of Energy (DoE), the U.S. Green Building Council (USGBC), the German Industry Association for Building Equipment, Energy and Environmental Technology (BDH) as well as regional Chambers of Commerce (IHK) and Energy Agencies.

The main topics were:

- Current political and legal developments in regards to energy efficiency including the American Recovery and Reinvestment Act 2009
- LEED-Certification of „Green Buildings“
- Testimonials of German energy efficiency companies who have already entered the U.S. market
- Key factors for a successful market entry
- Presentation of the Export Initiative Energy Efficiency



This road show was designed for German companies offering energy efficient products or services and that are interested in entering the market. German as well as U.S. experts presented their knowledge and answered questions in regards to the U.S. market.

For more information about this road show and to view some pictures, please visit www.gacctexas.com

or contact Julia Zimmermann at jzimmermann@gaccsouth.com or (832) 384-1202.

InterSolar North America 2009: Successful collaboration between PowerSol GmbH and the GACC South

San Francisco, CA - July 14-16. For PowerSol GmbH, the InterSolar North America 2009, which took place the second full week in July in San Francisco, proved the perfect opportunity to increase awareness of the company's presence on the American market. The CEO of PowerSol GmbH Ralf Luxenhofer cited the show as being a great success.



PowerSol's participation in the trade show exemplifies the company's smooth transition into the US market, which was aided in part by the GACC South's competent consulting team and their combined international experience. A Representative from the GACC South supported PowerSol in their presence at the InterSolar.

In the United States, the demand for turnkey solutions is high, and the GACC South is aware of the potential and the role that German companies can play in fulfilling it, especially as the US attempts to catch up with other countries leading in solar power, such as Germany.

PowerSol opened its office in Atlanta at the beginning of 2008, and with the help of the GACC South has been growing ever since. With its strong network of contacts, the GACC South has made it possible for PowerSol to not only connect to both regional and international experts, but also to decision makers. Together, the GACC South and PowerSol performed a thorough analysis of the American solar market, which included research on certifications necessary in the U.S. and made contact to national dealers and solar industry associations in the United States.

The Solar Rating and Certification Corporation (SRCC) certificate was one finding during the market research; this certificate is a prerequisite in order to sell solar collectors via specialist dealers throughout the United States. SRCC certification is equally important for the dealers, installers, and end consumers, according to Luxenhofer, as it provides guidance and brings uniformity to the market. This vital SRCC certification has become easier for German solar companies that will set up shop in the United States to attain. Products can now be tested at four different sites in Germany. This fundamental change has made it one step easier for solar companies, such as PowerSol, headquartered in Germany to enter the American market.

For more information, please contact Aryan Zandieh at azandieh@gaccsouth.com or (404) 586-6837.

German American Bioenergy Conference

Syracuse, NY - June 23, 2009.

The German American Chamber of Commerce, Inc. (GACC) hosted its second Bioenergy Conference in Syracuse, NY on June 23rd. With the support of local organizations like New York State's Creative Core and National Grid, the German American Bioenergy Conference was an overwhelming success. This year's conference built on the relationships with companies and organizations in central New York State to establish new contacts with German companies in the field.



The four visiting German bioenergy companies attended over 25 successful one-on-one business meetings during the conference and on the following day. Besides networking, the conference offered a unique information sharing opportunity with presentations from German and American experts in bioenergy technology as well as a forum on sustainable communities. The conference also received impressive media coverage with two television networks and the local daily newspaper reporting.

The GACC New York looks forward to continuing its series of renewable energy events.

For details about about upcoming events please visit www.gaccny.com and click on Events at the top of the page. For more information on the GACC's energy programs, please contact Matthew Allen at mallen@gaccny.com or (217) 974-8856.

The Future of Industrial Energy: Efficiency as the Competitive Edge for Manufacturers

Southfield, MI - June 23, 2009. Germany is a leader in the field of industrial energy efficiency with a wealth of experience and expertise in technologies for the manufacturing sector.

Building upon this expertise the German American Chamber of Commerce of the Midwest (GACCoM) held a conference on industrial energy efficiency featuring German and U.S. industry and policy experts, to help manufacturers in the U.S. counteract ever-increasing energy costs and take advantage of the ARRA stimulus package.



The conference was part of a delegation visit of eight German companies that supply innovative and high quality products to increase energy efficiency in the industry, such as air and water pumps, light reflectors, pneumatic systems and drives.

Supported by the Export Initiative for Energy Efficiency from the German Federal Ministry of Economics and Technology, the intention of this delegation visit was not just to introduce these innovative products and technologies to the U.S. market but also to explore potential partnerships with U.S. manufacturers, energy consultants and public policy makers. The program was a great success for the delegation. "Thank you to you all for your work for this Business Delegation. For me it was the first time to come to the USA and it was a real help, not to stand alone. The delegation visit laid the foundation for our decision whether to expand onto the U.S. market," said KEC founder Roland Kretschmer after participating in the delegation.

In addition to the conference, with more than 130 guests in attendance and another 90 viewers of the online webcast, as well as the dozens of 1-on-1 meetings that were arranged for the delegation, GACCoM also organized a high-level roundtable discussion with leading industry experts.

For more information and presentations given at the conference, please visit [GACCoM's Green Corner](#) or contact Virginia Attaway at attaway@gaccomm.org or (312) 494 -2163.

5th Germany California Solar Day

San Francisco - June 18, 2009. More than 320 guests, the highest attendance ever at a GACC California event, were present at the "5th Germany California Solar Day" at PG&E on June 16th, 2009. One highlight of the day was the keynote speech of California State Senator Lou Correa, head of the Senate Select Committee on European Trade, who emphasized the common interest of Germany and California in the solar industry: "I am pleased that the GACC is hosting this '5th Germany California Solar Day' event to highlight the unique global leadership role that both play in fostering more opportunities in solar technology through the innovations and business acumen of both California and German solar enterprises."



Senator Correa further emphasized, in addressing the ten German delegate companies, that he is here to extend his hand to do business. One of the key components of the event were the business-to-business meetings that the GACC organized for the German delegate companies. This year 48 business meetings occurred on the event day and over 110 total meetings took place throughout the week. Overwhelmingly positive feedback was received after the meetings, with many companies planning follow-up meetings at future trade events.

For more information on this event, please [click here](#) or contact Sabine Zimmermann at szimmermann@gaccny.com or (415) 248-1240.

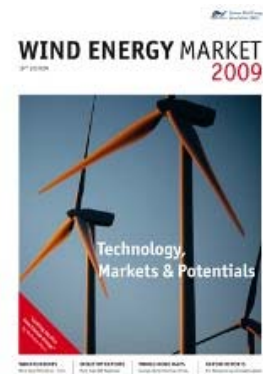
Publications

New Publication: Wind Energy Market 2009

Every year the German Wind Energy Association (BWE) publishes its market survey „Wind Energy Market“. It is a comprehensive overview on the international wind energy industry. We are proud to announce that we offer the newest edition of this survey now for North America.

Over the past years, this BWE Market Survey has established its position as both, an extremely valuable and highly appreciated tool for keeping track of the steadily growing wind energy market. On more than 250 pages this standard work of reference includes:

- Technical data from over 70 wind turbines
- Data collected from certified measurements of more than 40 wind turbines
- A classified directory of approx. 400 company entries
- The novelty of world wind maps giving an overview of wind



potential for instance in Canada, the Middle East, Central America, East Asia, etc

- A guest article by Lord Nicholas Stern about principles for limiting the risks from climate change
- Articles about the political conditions at the Spanish and German wind energy market.
- An overview about the development in the global market.
- Information about the use of small wind turbines.
- The Power Supply 2020 with the focus on wind energy

This publication can be purchased for \$ 75.00 plus shipping and handling. [Please click here for more information and to purchase this publication.](#)

The German American Chamber of Commerce (GACC) gives no warranty nor accepts responsibility for the accuracy or the completeness to the information contained in this newsletter. The GACC cannot and does not make any representations or warranties with respect to any information, product or service available through any third party site.
