

07-14-2009 Munich, Germany

## **"Green Building" in the Southern U.S. - Energy Efficiency-Boom & Business Opportunities for German Companies**



The German American Chamber of Commerce of the Southern US, Inc., Texas Office organized a road show in three different German cities. The topic was „Green Building“ in the Southern U.S. Energy Efficiency-Boom & Business Opportunities for German Companies.

This road show was an activity within the Export Initiative Energy Efficiency and was sponsored by the German Federal Ministry of Economics and Technology (BMWi) and was supported by the U.S. Department of Energy (DoE), the German Industry Association for Building Equipment, Energy and Environmental Technology (BDH) as well as regional Chambers of Commerce (IHK) and Energy Agencies.

Main topics were:

- Current political and legal developments in regards to energy efficiency including the American Recovery and Reinvestment Act 2009 (ARRA)
- LEED-Certification of „Green Buildings“
- Testimonials of German energy efficiency companies who have already entered the US market.
- Key factors for a successful US 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 US market. German as well as U.S. experts presented their knowledge and answered questions in regards to the U.S. market.

These experts were:

- Decision makers from German and American Companies from the energy efficiency industry
- Representatives from leading research institutes
- Representatives from government departments and associations

**Location:** Conference Center Munich, Lazarettstraße 33, 80636 Munich, Germany

**Date:** Tuesday, July 14, 2009

**Time:** 9:00 am - 5:00 pm

**RSVP by:** June 26, 2009

**Entry fee:** complimentary (space is limited)

Please [click here](#) to download the program.

**Speakers:**

- Carsten Dittmar, German Industry Association House, Energy and Environmental Technology
- Thilo Ebert, Partner, Ebert-Consulting Group GmbH & Co. KG
- Katie Jensen, LEED AP, PMP, Programm Coordinator, Austin Energy Green Building
- Scott Gregory Minos, Policy and Communications Analyst, Energy Technology Specialist, United States Department of Energy, Office of Energy Efficiency and Renewable Energy
- Keith Reihl, LEED AP, Sustainable Engineer, U.S. Green Building Council Houston, Texas
- Stefan Tiessen, Partner, Smith, Gambrell and Russell, LLP
- Julia Zimmermann, Manager, German American Chamber of Commerce of the Southern US, Inc. - Texas Office

**Presentations:**

Please click on the title to download the presentation.

- [Recent Developments in Energy Efficiency in Germany. Carsten Dittmar](#)
- [Ebert-Consulting Group in the US-Market. Thilo Ebert](#)
- [Energy Efficiency Programs in Utilities. Katie Jensen](#)

- [Introduction Export Initiative Energy Efficiency, Julia Zimmermann](#)
- [The U.S. Department of Energy's Role in Commercial and Residential Building Efficiency, Scott Minos](#)
- [Improving Operational Strategies to Enhance Building Energy Performance, Keith Reihl](#)
- [Leed Certification, Keith Reihl](#)
- [Legal and Fiscal Conditions for a U.S. Market Entry, Stefan Tiessen](#)
- [Factors for a Successful US Market Entry, Julia Zimmermann](#)

## **Photos**

[Please click here](#) to view pictures of this event.

## **Contact:**

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