

CLEANOVATION 2011

The Annual Clean Technology Event
of the Texas-Israel Chamber of Commerce & Israel Economic Mission

September 14, 2011

Hotel ZaZa
5701 Main Street
Houston, TX 77005
(713) 526-1991

<http://texasisrael-cleantech.org/cleanovation-conference-2011/>

Agenda as of July 14, 2011

Tuesday, September 13, 2011

5:30 pm – 8:30 pm	Private Reception for Sponsors, Speakers, Board Members, Special Guests <ul style="list-style-type: none">• Minute Maid Baseball Park at Mezzanine/Club Seats (501 Crawford St, Suite 400, Houston, TX 77002) – Houston Astros vs. Philadelphia Phillies Event Hosted by Waste Management – by invitation only
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Wednesday, September 14, 2011

Timing	#Minutes /Speaker	EVENT Topics & Panels	Comments
7:30 am – 8:25 am		General Registration & light breakfast <ul style="list-style-type: none">• Hotel ZaZa	
8:30 am	• 3	• Welcome - Ari Reubin, Cleanovation Chairman, Executive Managing Director, Darwin's Beagle, Inc.	Hotel Rooms available at \$169
8:40 am	• 3-4	• Roe Madai, Consul for	

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		Economic Affairs, Government of Israel Economic Office; "Israel at the Forefront of Energy"	
8:45 – 9:15 am	<ul style="list-style-type: none"> • 3 • 7 • 7 • 7 • 7 • 7 	<p>General Session:</p> <ul style="list-style-type: none"> • MC: David Ronn, Sponsor, and Partner with international law firm of McGuireWoods, LLP • Sponsor Welcome: David Steiner, CEO, / Waste Management; (TBC) • Texas Government Welcome & Legislative note (Keynote #1): Mr. Barry Smitherman, Commissioner, Railroad Commission of Texas (Former Chairman, Public Utility Commission of Texas) <p><u>Theme of Keynote #1:</u> Texas legislation vs. actualization to effect viable transactions</p> <ul style="list-style-type: none"> • Multinational Corporate Presenter • Multinational Corporate Presenter 	Obstacles and opportunities in completing Cross-border transactions
9:15-10:30 am		<p><u>Panel #1</u></p> <p>Featured Company & Public Sector Presentation: "New Challenges in</p>	<ul style="list-style-type: none"> ○ New ways for diverse organizations and the military to create clean

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		<p>Protecting Critical Infrastructure and Remotely Generating Energy and Water." Focus is also on key component protection, understanding external threats, smart-grid protection and more.</p> <ul style="list-style-type: none">• Moderator: <i>Jon Shapiro, CEO, Texas Institute:</i>• Topics:<ul style="list-style-type: none">○ <i>Military, aerospace, aviation:</i> Energy efficiency, storage and innovative solutions for soldiers.○ AT&T Services: Securing the Grid and other Critical Energy Infrastructure -○ Ernst & Young LLP○ Stephen Watzeck, Strategy Development Leader and Chief Marketing Officer Water & Process Technologies, GE Power & Water○ Kurt Preston, Environmental Services Chief, United States Army Research Office, Department of Defense	<p>water, electricity and power generation</p> <ul style="list-style-type: none">○ How to use renewable energy more effectively○ Focus on key component protection, understanding external threats, smart-grid protection and more
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		<ul style="list-style-type: none"> ○ Joseph Paritzki, former Israeli Minister of Energy (today National Infrastructures). Mr. Paitzky is a businessman focusing on energy, oil & gas, pipelines & infrastructure and innovative solutions. ○ Lior Frenkel, CEO, Waterfall Security Solutions Ltd (Israel) 	
9:45-10:30 am		<p>Concurrent Breakout Session “Hot Topics”</p> <ul style="list-style-type: none"> ● Moderator Neal Dikeman, Partner, Jane Capital: <ul style="list-style-type: none"> ○ Understanding Energy Use in the Texas Market ○ Energy efficiency and storage ○ Utilities & Cleantech ○ Advances in Wind Energy Technology ○ Electric Vehicles 	
10:30 – 10:55 am		BREAK & RESERVED MEETINGS	
11 am – 12:15 pm		<p><u>Panel Discussion #2:</u></p> <ul style="list-style-type: none"> ● Moderator: Christoph Inauen, Director, Business Development at Nokia Siemens Networks: ● <u>Theme of Panel Discussion #1:</u> 	<p>Amending to include additional Israeli representative company:</p> <ul style="list-style-type: none"> ○ What is SmartGrid? Benefits

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		<p><i>Lessons Learned from Smart Grid Deployments, inclusive of Payback, Performance, and Sources of Energy Production.</i></p> <p>Panel Participants and Their Panel:</p> <ul style="list-style-type: none"> • Christoph Inauen, NSN, Director, Business Development New Markets NAM (panel host) • Clint Wheelock, Pike Research, President • Eedo Lifshitz, Alvarion (Israel), Director Business Development • Carl MacKinnon, GE Digital Energy, Global Sales Director Communications • Louis Finkel, Vice President of McGuireWoods Consulting 	<ul style="list-style-type: none"> – why do we need it? ○ Where do we stand with the rollout? What can we expect going forward? ○ How is Smart Grid changing things for utilities and their customers? ○ How is the Government influencing decisions? ○ What are the biggest challenges and hurdles that need to be overcome? ○ What is the situation with industry standards? ○ How do Electric Vehicles influence the grid? ○ How does energy storage play into Smart Grid?
11:30 am – 12:15 pm		<p>Concurrent Breakout Session: “Water Reuse Experiences in Israel and Texas”</p> <ul style="list-style-type: none"> • MC: Jorge Arroyo, Texas Water Development Board • Invited (TX): San Antonio Water System, Tarrant Regional Water Authority, Upper Colorado River 	

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		Authority <ul style="list-style-type: none">• Invited (Israel): IDE, Desalitech, and many others	
12:20 – 1:15 pm		Luncheon Session: <ul style="list-style-type: none">• MC: David Ronn, Partner with McGuireWoods, LLP• Video: Economic Impact of Israeli Clean-Tech (3-4 Min) Keynote #2: Booky Oren, Chairman & CEO of Booky Oren, Global Water Technologies, and Chairman of WATEC Israel 2011 (20,000 person global water technology conference in Israel) Theme of Keynote #2: "i-2-i – innovation to implementation in the global water sector" and the increasing appeal of doing business with Israeli companies; including access to innovation, highest-quality engineering, low-risk, proven ROI	
1:30 pm – 3 pm		Emerging Israeli growth company presentations Moderators:	

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	<ul style="list-style-type: none"> 6-8 	<ul style="list-style-type: none"> Meital Stavinsky, Esq., Attorney and Israel Specialist at Law Firm of Greenberg Traurig, P.A. Matt Blanton, CEO, StarTech Early Ventures Numerous & dynamic company presentations <p>(refer to Sponsor Sheet)</p>	
2:30 pm – 3:15 pm	10	<p>Concurrent Breakout Session "Hot Topics" (refer to Sponsor Sheet)</p> <ul style="list-style-type: none"> Moderator: Mr. Oded Distel, Director, Israel NewTech, Government of Israel <ul style="list-style-type: none"> Innovative solutions for waste industry Oil & gas drilling Bio-fuels, Bio-mass Solar Energy Advances Panelist: Dr. Scott Nguyen, VP-Technology, IEI, Ltd. Topic: Unlocking Israel's Unconventional Resources 	
3 pm – 3:15 pm		BREAK & RESERVED MEETINGS	

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<p>3:15 pm – 4:30 pm</p>		<p><u>Panel Discussion #3:</u></p> <p>Moderator: Brett Perlman, President, Vector Advisors, and former Chairman of Public Utility Commission, per appointment by George W. Bush</p> <p><u>Theme of Panel Discussion #3:</u> <i>Nexus Between Energy and Water;</i> the impact of water in energy production and the development of new “clean technologies.”</p>	
		<ul style="list-style-type: none">● Panelists:<ul style="list-style-type: none">○ Dr. Carey King, Research Associate, <u>Jackson School of Geosciences</u> and Kelly Twomey, <u>NSF Graduate Research Fellow University of Texas at Austin</u> (Provide overview of the energy –water nexus)○ Cris Eugster, Chief Sustainability Officer, <u>CPS Energy</u> (Discuss a utility’s perspective of the energy-	<p>The events at Japan’s Fukushima Nuclear plant show the key importance of water as a cooling medium in nuclear power operations. Similarly, the prime role of water in recovering natural gas from shale formations has highlighted potential environmental issues with using large amounts of water for energy production.</p> <p>This panel will explore the role of water in the production of our energy resources. Current</p>

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		<p>water nexus)</p> <ul style="list-style-type: none">○ Randy Fernandez, <u>Terra-Bon</u> (Describe new water technologies and their role in energy production)○ Jack Levy, <u>Israel Cleantech Ventures</u> (Describe the impact of Israeli water technologies and potential applications to energy production)○ Kent Turner, President, <u>IDE Americas</u>, US & Israel operations (Discuss clean water for oil & gas drilling, desalination, industrial evaporation)○ Stephen Watzeck, Strategy Development Leader and Chief Marketing Officer Water & Process Technologies, GE Power & Water	<p>thermo-electric generation technologies, whether nuclear, coal or gas, are the largest single user of water in Texas and in the United States. Water use will also play a critical input for the growth and production of biofuels and in the development of new “clean coal” technologies. Water will be the key determining criteria in whether some renewable technologies, such as carbon capture, and concentrating solar power can be deployed in some areas of the country.</p> <p>In addition, technology will play a role in the development of water usage in energy technologies since improving water efficiencies necessitates the need for water. Israel’s world leadership in the development of efficient water technologies can have an important impact in this area.</p> <p>This panel will focus on the following the questions:</p>
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			<ul style="list-style-type: none">○ What is the role of water in power generation technologies?○ How will new energy technologies, such as concentrating solar, hydro fracking for shale and new nuclear plant designs, impact water usage?
4:30 pm – 5:30 pm	• 5	Closing comments BREAK & RESERVED MEETINGS	
5:30 pm – 7 pm		Hosted Reception: Sponsor To Be Confirmed (...)	

Thursday, September 15, 2011

All day event	Rice Alliance 9th Annual Energy & Clean Technology Venture Forum Showcasing the Most Promising Emerging Energy Technology Companies

Please watch for agenda updates and speaker / panel details at:
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