

EE GLOBAL 2010

Talking Points

Overview of the Event

- The Energy Efficiency Global Forum & Exposition (EE Global) 2010 will be held May 10-12, 2010 at the Washington, DC Convention Center.
- EE Global is an annual event organized by an International Steering Committee (ISC), comprised of government and industry leaders from five regions of the world (Africa, Asia/Pacific, Europe, Latin America, and North America). EE Global rotates among these five regions with conference leadership coming from the “host” region, which in 2010 is North America.
- The Alliance to Save Energy launched EE Global in 2007 to showcase that energy efficiency is the quickest, cheapest and cleanest solution for addressing the world’s increasing energy demand and mitigating climate change. EE Global 2007 was a resounding success, featuring 79 exhibitors, nearly 200 executive-level speakers, and over 800 attendees representing 32 countries.
- In 2009 EE Global moved to Paris, France, where it drew an even more global audience of 600 attendees, representing 40 countries.

The Purpose & Unique Characteristics of EE Global

- The purpose of EE Global is to demonstrate that energy efficiency is the cheapest, quickest and cleanest resource for meeting the globe’s ever-increasing energy demand.
- EE Global is the only global event that focuses solely on energy efficiency from the perspective of all energy end-use sectors (buildings, utilities & industry, consumers & end-use and transportation & urban planning) and addresses all required infrastructures (technology, policy & regulations, workforce training, finance and market transformation).
- The event provides participants with a unique opportunity to share a compendium of global energy efficiency best practices; forge key partnerships and alliances; and, define strategies for global implementation of energy efficiency.
- While there are many conferences and symposia organized around the issue of energy, none to date have sought to build the strategic alliances between global governments, business, environmental organizations and the public interest sector, all of which are the hallmark of the EE Global series.

The Global Benefits of Energy Efficiency

- Energy efficiency is a key and cost-effective solution to global climate change, energy security and economic sustainability. Energy efficiency is at the cornerstone of a global economic strategy to create green jobs.
- EE Global capitalizes on the growing world-wide energy demand and an increasing focus on global climate change.

EE Global Attendees

- EE Global draws decision-makers, with close to 40% of 2009 attendees self-identifying as executives, and an additional 50% as managers.
- EE Global attendees are varied in their discipline, as evidenced by the even split of government (28%), business (37%) and non-profit (28%) at the 2007 and 2009 events.
- It is anticipated that EE Global 2010 will draw over 1,000 attendees, exhibitors, speakers and media, including representatives from the following end-use sectors:
 - ❖ Appliance, electronic & equipment manufacturers
 - ❖ Building envelope manufacturers & suppliers
 - ❖ Suppliers & developers of energy-efficient technologies
 - ❖ Electricity, gas, oil & other fuel suppliers
 - ❖ Infrastructure, alternative fuels & service suppliers
 - ❖ Government agencies & laboratories
 - ❖ Universities with breakthrough technology programs
 - ❖ Industry, environmental & consumer associations
 - ❖ Vehicle manufacturers & component suppliers
 - ❖ Financial institutions

Event Format

- The format for EE Global 2010 allows for self-created agendas and plenty of networking opportunities through the following outlets:
 - ❖ Four Plenary Sessions delivering insightful and engaging remarks by government officials and industry leaders from around the globe;
 - ❖ Twenty concurrent Executive Dialogue Sessions addressing various end-use sectors (buildings, utilities & industry, consumers & end-use and transportation & urban planning sectors), and focusing on required infrastructures (technology, policy & regulations, workforce training, finance, and market transformation);
 - ❖ A Solutions Showcase housing the very latest in energy-efficient products and services, featuring the very people who create and market them.
 - ❖ A Marketplace of Ideas, organized like a traditional poster session and allowing a more robust group of experts the ability to showcase their best practices and strategies for energy efficiency deployment.
- Plenary and Executive Dialogue Session speakers include internationally recognized experts from government, business and industry, such as:
 - ❖ **Ambassador Richard Jones**, Deputy Executive Director, International Energy Agency
 - ❖ **Hon. Lena Ek**, Member of European Parliament (Sweden)
 - ❖ **Andreas Schierenbeck**, CEO, Building Automation, Building Technologies Division Siemens Industry Inc.
 - ❖ **Hon. Peter Welch**, U.S. House of Representatives (D-Vt.)
 - ❖ **Hon. Jon Wellinghoff**, Commissioner, Federal Energy Regulatory Commission
 - ❖ **Hon. Cathy Zoi**, Assistant Secretary EERE, U.S. Department of Energy
 - ❖ **Calvin Dooley**, President & CEO, American Chemistry Council
 - ❖ **James Corless**, Director, Transportation for America

- ❖ **Larry Wash**, President, Trane Global Services
- ❖ **Dave Norris**, Mayor, the City of Charlottesville, Va.

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- **These and others can be heard or read on the EE Global Blog (www.eeglobalforum.org/blog)**

About the Alliance to Save Energy

- The Alliance to Save Energy is the only national nonprofit, bipartisan public-policy organization working in strategic partnership with businesses, government, environmental, educational and consumer leaders to foster a more vibrant marketplace for energy-efficient products and to promote the efficient use of energy worldwide.
- Founded in 1977 by Senators Charles H. Percy (R-Ill.) and Hubert H. Humphrey (D-Minn.), the Alliance has since amassed a solid track record in unifying the public and private sectors to promote a sustainable energy future.
- The Alliance continues to strive for excellence to better equip future consumers, teachers, policy makers and business and environmental leaders to make informed decisions about energy use. But, we cannot do this alone. Working together, we will reach our common goals: a healthier economy, a cleaner environment and improved energy security through energy efficiency.
- For more information: www.ase.org