



# ETM 2010

ENVIRONMENTAL TRADE MISSION  
NOVEMBER 17-19, Atlanta, GA USA  
[www.environmentaltrademission.org](http://www.environmentaltrademission.org)

→ global → sustainable → commerce → cutting edge → economic pathway

## At A Glance

**Monday, November 15, 2010 and Tuesday, November 16, 2010**

Please plan on attending the Americas Competitiveness Forum (ACF) IV. Registration: [www.CifalAtlanta.org](http://www.CifalAtlanta.org)

**Tuesday, November 16, 2010**

- Fort Benning program (optional) – organized by the Canadian Consulate General of Atlanta
- Evening Welcome Reception for International Companies: Hotel Indigo

**Wednesday, November 17, 2010**

Location: Loudermilk Center, 40 Courtland St., Atlanta, GA 30303

- Welcome Breakfast with Keynote Speakers:  
Québec Government Delegate, Ginette Chenard, Quebec Government Office  
Michael Mannheimer, VP & Chief Procurement Officer, COX Enterprises
- Welcome International Participants
- Panel: Sustainability and Economic Development in the Southeast U.S. - Government
- Speed Networking Session with SE Business & Government Decision Makers
- Luncheon with Keynote Speakers:  
Brad Gardner, Area Senior Municipal Marketing Manager, Republic Services, Inc.  
Keynote: Consul General, Stephen Brereton, Consulate General of Canada, Atlanta
- Panel: Sustainability and Economic Development in the Southeast U.S. - Businesses
- Speed Networking Session with SE Business & Government Decision Makers
- All Day - One-on-One Match-Making Sessions
- Reception: Southface Energy Institute and also sponsored by Sponsored by Cleantech Switzerland, Consulate General of Switzerland in Atlanta, and IGT 2030

**Thursday, November 18, 2010**

Location: Loudermilk Center, 40 Courtland St., Atlanta, GA 30303

- Welcome Breakfast with Keynote Speaker:  
Dr. Christine Wörlen, Arepo Consult, Sponsored by Consulate General of the Federal Republic of Germany
- Welcome International Participants
- Panel: SEEA - Sustainability and Economic Development in the Southeast U.S. - Government
- Speed Networking Session with SE Business & Government Decision Makers
- Luncheon with Keynote Speakers:  
Consul General Lutz Görgens, Consulate General of the Federal Republic of Germany and Dean of the Consular Corps of Georgia  
Alison Taylor, Vice President, Sustainability-Americas, Siemens Corporation
- Panel: Sustainability and Economic Development in the Southeast U.S. - Businesses



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## Continued...

Thursday, November 18, 2010

Location: Loudermilk Center, 40 Courtland St., Atlanta, GA 30303

- Speed Networking Session with SE Business & Government Decision Makers
- All Day - One-on-One Match-Making Sessions
- Reception: Location: Sponsored by and located at Smith, Gambrell & Russell, LLP

Friday, November 19, 2010

TGSI Cleantech Pilot Project in collaboration with City of Atlanta, Dept. of Parks, Recreation and Cultural Affairs and Georgia Tech, Georgia Inst. of Technology, Building Construction Program

Location: Atlanta Cyclorama & Civil War Museum (<http://atlantacyclorama.org>),  
800 Cherokee Ave., Atlanta, GA 30315, 404-658-7625

- One-on-One Meetings

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Wednesday, November 17, 2010

Environmental Trade Mission and Conference 2010™

Day Location: Loudermilk Center

40 Courtland St.

Atlanta, GA 30303

7:30 am – 8:00 am: Registration

8:00 am - 9:00 am

Continental Breakfast

Guest Speakers:

Emcee, Alex McCray, Founder & CEO, Greener Atlanta and Executive Director, The Global Sustainability Institute

- Welcome: Mandy Mahoney, Director of Sustainability, City of Atlanta
- Welcome and Keynote Speaker: Québec Government Delegate, Ginette Chenard, Quebec Government Office
- Keynote Speaker: Michael Mannheimer, VP & Chief Procurement Officer, COX Enterprises

9:10 am – 10:30 am

International Company Spotlight – (4 minute overview)

**INTRODUCTIONS:**

Quebec Government Office and Visiting International Companies:

Moderator: Louise Fortin, Director, Trade Division, Quebec Government Office

Consulate General of Canada and Visiting International Companies:

Moderator: Bill Stolz, Trade Commissioner, Consulate General of Canada

Georgia Hispanic Chamber of Commerce (GHCC) and Visiting Companies:

Moderators: Tisha Tallman, President & CEO and Santiago Marquez, VP & COO, Georgia Hispanic Chamber of Commerce

Australian Trade Commission – Miami and Visiting Companies:

Moderator: Duncan Cole, Consul-General and Trade Commissioner, Austrade and the Australian Consulate General and Carlos Munoz, Director - USA Market Development, Austrade



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Wednesday, November 17, 2010

2010 Environmental Trade Mission and Conference

10:30 am – 11:30 pm

Panel Session 1: Sustainability and Economic Development in the Southeast U.S. - Government

Moderator: Andrea Pinabell, Program Manager, Sustainable Community Development,  
The Home Depot Foundation

Panel Speakers From:

- Cyrus Bhedwar, Southeast Regional Manager, ICLEI
- J. Wayne Cropp, President and CEO, The Enterprise Center, Chattanooga
- Commissioner Dexter White, City of Atlanta, Dept. of Watershed Management
- Susanna Sutherland Bass, Program Manager, Sustainability, Knoxville, TN

11:30 am – 12:30 pm

Speed Match-Making Sessions with all morning presenters listed above and Host Committee members

**All Day:** One-on-One Matchmaking Sessions

12:30 pm – 2:00 pm

ETM 2010 Luncheon Day One

Emcee: Charles Whatley, Director of Commerce and Entrepreneurship, Atlanta Development Authority and Vice-Chair, Board of Directors, Southface Energy Institute

- ETM Sponsor: Brad Gardner, Area Senior Municipal Marketing Manager, Republic Services, Inc.
- Welcome and Keynote Speaker:: Consul General, Stephen Brereton, Consulate General of Canada, Atlanta
- Keynote Speaker: John Woodward, Director, Foreign Investment Global Commerce Economic Development Division, Metro Atlanta Chamber of Commerce

2:00 pm – 3:00 pm

Panel Session 2: Sustainability and Economic Development in the Southeast U.S. -

SE Business Leaders – Green Buildings

Moderator: Marci Reed, Executive Director, AIA Georgia

- Warren Whitehead, Director, Technical Programs & Sustainability, CB Richard Ellis
- Greg O'Brien, Sr. Vice President, Grubb & Ellis
- Andreas Ramseier, CEO, Ramseier & Associates Ltd., Architecture and Interiors  
Sponsored by Cleantech Switzerland, Consulate General of Switzerland in Atlanta

3:00 pm – 5:00 pm

Speed Match-Making Sessions with all afternoon presenters listed above and Host Committee members

**All Day:** One-on-One Matchmaking Sessions

5:30 pm – 7:30 pm

Reception: Hosted at Southface Energy Institute: ([www.southface.org](http://www.southface.org))

Location: 241 Pine Street, Atlanta, GA 30308

*Sponsored by Cleantech Switzerland, Consulate General of Switzerland in Atlanta and IGT 2030*



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Thursday, November 18, 2010

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Day Location: Loudermilk Center

40 Courtland St

Atlanta, GA 30303

7:30 am – 8:00 am: Registration

8:00 am - 9:00 am

Continental Breakfast

Emcee: – Emcee, Polly Sattler, President, reThink, Executive Director, GreenPlate

- Welcome: George Novack, Honorary Consulate of the Czech Republic and Chair, World Chamber of Commerce
- Keynote Speaker: Dr. Christine Wörlen, Arepo Consult  
Sponsored by Consulate General of the Federal Republic of Germany and introduced by Carmen Kristan, Advisor Public Affairs

9:10 am – 10:30 am

International Company Spotlight – (3 minute overview)

#### INTRODUCTIONS:

Quebec Government Office and Visiting International Companies:

Moderator: Louise Fortin, Director, Trade Division, Quebec Government Office

Consulate General of Canada and Visiting International Companies:

Moderator: Bill Stolz, Trade Commissioner, Consulate General of Canada

Georgia Hispanic Chamber of Commerce (GHCC) and Visiting Companies:

Moderators: Tisha Tallman, President & CEO and Santiago Marquez, VP & COO, Georgia Hispanic Chamber of Commerce

Australian Trade Commission – Miami and Visiting Companies:

Moderator: Duncan Cole, Consul-General and Trade Commissioner, Austrade and the Australian Consulate General and Carlos Munoz, Director - USA Market Development, Austrade



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10:30 am – 11:30 pm

Panel Session 1: Presented by Southeast Energy Efficiency Alliance (SEEA) -

In April of 2010, SEEA was awarded \$20M by the U.S. Department of Energy (DOE) to develop local energy efficiency programs to provide comprehensive services in community neighborhoods to promote and administer energy efficiency and renewable technologies. Representatives of some of the cities will participate in the ETM 2010 panel.

Moderator: Tamara Jones, Director of Municipal Energy Efficiency Program, SEEA

- City of Charleston, SC: Brian Sheehan, City of Charleston, Director of Sustainability
- City of Charlottesville, VA: Cynthia Adams, Executive Director, Local Energy Assistance Program (LEAP-VA)
- City of Jacksonville, FL: Bruce Doueck, JEA
- City of New Orleans, LA., John Moore, Environmental Policy Analyst

11:30 am – 12:30 pm

Speed Match-Making Sessions with all morning presenters listed above and Host Committee members

All Day: One-on-One Matchmaking Sessions

12:30 – 2:00 pm

ETM Luncheon Day Two

Guest Speakers:

Emcee Kristian Wolf, President and CEO, German American Chamber of Commerce of the Southern United States, Inc.

- Welcome: Kathe Falls, Director, International Trade Global Commerce, Georgia Dept. of Economic Development
- ETM Title Sponsor: Chris Spears, VP of Sales and Marketing, Arke Systems
- Welcome and Keynote Speaker: Consul General Lutz Görgens, Consulate General of the Federal Republic of Germany and Dean of the Consular Corps of Georgia
- Keynote Speaker: Alison Taylor, Vice President, Sustainability-Americas, Siemens Corporation

2:00 pm – 3:00 pm

Panel Session 2: Presented by Green Chamber of the South -

Sustainability and Economic Development in the Southeast U.S.

Moderator: Galit Levitin, Co-Founder and Chairman of the Board, Green Chamber of the South

- Dr. Daniel Castro, Assoc. Professor and Interim Chair of the School of Building Construction, Georgia Institute of Technology
- Commissioner Richard Mendoza, City of Atlanta, Department of Public Works
- Frank Pucciano, Chief Engineer, Capture LLC,
- Ben Taube, Executive Director, Southeast Energy Efficiency Alliance

3:00-4:30 pm

Speed Match-Making Sessions with all afternoon presenters listed above and Host Committee members

All Day: One-on-One Matchmaking Sessions

5:00 - 7:30 pm

BY INVITATION ONLY: Reception: Sponsored by: Smith, Gambrell & Russell, LLP, in collaboration with "Transatlantic Logistics Conference" presented by German American Chamber of Commerce of the Southern United States, Inc.

Location: Promenade II, 1230 Peachtree Street North East, Suite 3100, Atlanta, GA 30309