

Best opportunity to enter India's growing Energy Efficiency Market

Join the U.S. Department of Commerce on an
Energy Efficiency Trade Mission to India
November 16 – 20, 2009

The mission is being led by Ro Khanna, Deputy Assistant Secretary for Domestic Operations for the U.S. & Foreign Commercial Service

Increase your sales in this booming market!



Pictures courtesy: USDOE/NREL

With soon-to-be implemented industry targets regulating energy usage, India's drive towards energy efficiency is accelerating

Now is the time to enter the market to introduce your products or services!

Participation is limited on a first-come first-served basis

Application deadline: September 30, 2009

[CLICK HERE to register now](#)

Market Drivers:

- The Government of India (GOI) is analyzing over 750 large energy users in an effort to reduce energy consumption by about 10000 MW per year
- The targeted sectors include railways, aluminum, cement, chlor-alkali, pulp and paper, fertilizers, steel industries and power generation plants
- The Bureau of Energy Efficiency (BEE) in India is mandating specific energy consumption decreases in these large energy-consuming industries
- The market potential for industrial energy efficiency is approximately \$27 billion; The potential for green buildings is over \$3 billion
- India suffers from obsolete technologies, high energy costs, limited natural resources and chronic power shortages in some areas
- There is an increased awareness of benefits of energy efficiency and savings
- Financing options for energy efficiency are available, such as the Small Industries Development Bank of India (SIDBI) programs

Mission Activities:

New Delhi:

- Attend the US - India Energy Efficiency Technology Cooperation Conference, New Delhi co-hosted by Ministry of Power, GOI and USDOE
- Meetings with Government of India officials
- One-on-one matchmaking meetings
- Networking reception

Chennai:

- One-on-one matchmaking meetings
- Site visit
- Networking reception

Mumbai:

- One-on-one matchmaking meetings
- Roundtable on Financing Energy Efficiency projects

[CLICK HERE for more information](#)

[CLICK HERE to register now](#)



EVENT - WHERE & WHEN

Energy Efficiency Trade
Mission to India – November
2009

New Delhi – November 16-17

Chennai – November 18-19

Mumbai – November 20

WHO SHOULD PARTICIPATE:

U. S. manufacturers of energy efficient products for industrial and / or green building applications and energy service companies (ESCOs)

PRICE:

\$3500 per SME participant – firms with 500 or fewer employees or self certified as small business under SBA regulations

\$4200 per large company participant – firms with more than 500 employees

\$750 for each additional company representative

FOR MORE INFORMATION PLEASE CONTACT:

Nyamusi K. Igambi (713) 209 - 3112
Nyamusi.Igambi@mail.doc.gov

Aileen Nandi (91-44) 2857 4059
aileen.nandi@mail.doc.gov

Vaidyanathan (91-44) 2857 4031
Vaidyanathan.Purushothaman@mail.doc.gov