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# ELECTRIC VEHICLES ASIA

*Exploring commercial opportunities for EVs in Asia*

26 – 29 January 2010 | Kowloon Shangri-La, Hong Kong

## Key Energy Authorities in Asia with EV Initiatives



**Chow Tang Fai**  
Director, Marketing & Customer Service,  
CLP Power Hong Kong



**Dr Sanjay Kuttan**  
Director, Industry Development  
Energy Market Authority Singapore

## Electric Vehicle Experts



**Professor C.C. Chan**  
President, World Electric Vehicle  
Association (WEVA), Electric Vehicle  
Association of Asia Pacific (EVAAP),  
Asian Electric Vehicle Society (AEVS)



**Chetan Kumar Maini**  
Chairman & Chief Technical Officer,  
REVA India



**Jan Croeni**  
Managing Director, Zeco Scooters,  
Singapore



**Anil Ananthakrishna**  
Chairman & CEO, Ekovehicles, India

## Programme Highlights:

- Over 18 leading edge sessions on Electric Vehicles and its growth opportunity in Asia
- Meet regional and international auto-makers, government and key utilities driving Electric Vehicle development
- Targeted pre and post conference workshops on Drivers for Electric Vehicle Commercialization and Electric Vehicle Infrastructure Development
- Hear successful Electric Vehicle initiatives and market insights from Hong Kong, Japan, Singapore, India, China and USA
- Network with regional executives from the automotive, transport, utility and technology sectors

## Key Themes:

- Asian Government Initiatives
- Market Opportunities
- Policies & Standards
- Sustainability & the Environment
- Electric Vehicle Infrastructure
- Asian Electric Vehicles: Design & Technology
- Future Outlook: Electric Vehicle and Smart Grids

## Did you know?

“ Markets for electric vehicles are anticipated to reach 32.7 million autos shipped by 2015 ”  
(Worldwide Nanotechnology Electric Vehicle Market Shares Strategies, and Forecast)



### Pre-conference Workshop:

26 January 2010 (9 am – 5 pm)

### Plug-In Hybrid Vehicles (PHEV) and Vehicle to Grids V2G

### Post-conference Workshop:

29 January 2010 (9 am – 4pm)

### Electric Vehicles Infrastructure Development & Site Tour to CLP Charging Stations

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9:00 **Opening remarks by Chairperson**  
**Professor C.C. Chan, President, World Electric Vehicle Association, Hong Kong**

**ASIAN GOVERNMENT INITIATIVES**

9:10 **HONG KONG – Working Towards a Zero Emission City – The Role of Electric Vehicles in Lowering Fuel Dependence and Carbon Emissions**  
*Senior representative, Department of Environment, Hong Kong (invited)*

10:00 **SINGAPORE – Developing a Vibrant Energy Ecosystem Through the Electric Vehicle Taskforce and Test Bedding**

- Overview of Singapore's roadmap towards electric mobility
- Market opportunities and government involvement to successfully push EVs in the region
- Reviewing the current infrastructure to ensure reliable supply of electricity
- Collaboration to set up charging infrastructures and run successful test-bedding

**Dr Sanjay Kuttan, Director, Industry Development, Energy Market Authority, Singapore**

10:45 **Morning tea & Networking**

**MARKET OPPORTUNITIES**

11:15 **Overview of Key Regional Markets with Initiatives and Potential for Electric Vehicle Development**

- Exploring market opportunities in test bedding electric vehicles in the region
- Looking at government support and infrastructures from these markets
- Investment opportunities and viable returns from partnerships
- Focusing on China as a benchmark for the rest of Asia
- Answering the burning question: Will EVs take off in Asia

**Vivek Vaidya, Director, Automotive & Transportation Practice, Asia Pacific, Frost & Sullivan, Singapore**

12:00 **Establishing Cross-Border Collaboration to Tap Market Opportunities for Asian Electric Vehicles in the International Market**

- Promoting Asian manufactured vehicles in the international market
- Reviewing the engineering design, development and manufacturing drivers for the Pure Electric Vehicles (PEVs)
- Understanding the need for collaboration with utilities to successfully push EVs in the market
- Outlook on development of PEVs for the Asian market

**Chetan Kumar Maini, Chairman & Chief Technical Officer, REVA India**

12:45 **Networking Lunch**

1:45 **Overcoming Obstacles to Commercialization of Electric Vehicles in Your Market**

- Identifying the primary social challenges in promoting electric vehicles (cost, safety, charging infrastructures and capacity)
- Recognizing the benefits of adopting EVs from a economic and environmental perspective
- Strategies to change the mindset of the consumer towards EVs
- Developing regional policies to drive EV Commercialization

**Dr. Benjamin Sovacool, Associate Professor, Lee Kuan Yew School of Public Policy, NUS, Singapore**

**POLICY & STANDARDS**

2:30 **Designing a Policy to Promote Electric Vehicle Development in Japan and Regionally**

This session will compare Japanese automotive policies with other Asian markets and design potential roadmaps to progress with EV development in the region.

**Professor Shigeyuki Minami, Secretary General, Asian Electric Vehicle Society, Japan**

3:00 **Afternoon tea & Networking**

**SUSTAINABILITY & THE ENVIRONMENT**

3:30 **Reducing the Carbon Footprint of Your City through Electric Transport**

- Emerging electric options for zero emission public transport systems
- Economic models for electrical transport infrastructure
- Policy challenges for charging infrastructure to support electric vehicles

**Stephen Croluis, Senior Director, Clinton Climate Initiative, USA**

4:15 **Greenlots: Achieving Zero Emissions with Low Cost Charging Infrastructure Powered by Renewable Energy Sources**

- Defining zero emissions and how Greenlots can help achieve that
- The need and feasibility of infrastructure for electric vehicles with Greenlots
- Leveraging on the best energy source for reliable and efficient Greenlots
- Cooperation between green commercial partners to realize zero emission transportation

**Jan Croeni, Managing Director, Zeco Scooters, Singapore**

5:00 **End of Day 1**

“ Hong Kong is the first market in Asia, other than Japan, where i MiEVs will be sold before April 2010. This is a good start. The supply will enable the extension of testing to the private sector. It will also help expose a wider section of the community to the EV driving experience. We hope that more EV manufacturers will follow the example in pitching Hong Kong as one of the priority markets for the introduction of EVs. ”

*Edward Yau, Secretary for Environment, Hong Kong (quoted in Computerworld).*

9:00 **Opening remarks by Chairperson**  
**Dr. Benjamin Sovacool**, *Associate Professor,*  
**Lee Kuan Yew School of Public Policy, NUS, Singapore**

9:10 **KEYNOTE ADDRESS: Looking at Technical & Commercial Roadmaps of Electric Vehicles**  
**Professor C.C. Chan**, *President, World Electric Vehicle Association, Hong Kong*

### ELECTRIC VEHICLE INFRASTRUCTURE

10:00 **EV Charging Infrastructure Development in Hong Kong**

- Developing charging infrastructure for Hong Kong's unique environment
- Collaboration with solution providers, carpark operators, property developers and government
- CLP's EV charging infrastructure plan for Hong Kong

**Chow Tang Fai**, *Director – Marketing & Customer Service, CLP Power, Hong Kong*

10:45 **Morning tea & Networking**

11:15 **PANEL DISCUSSION: Managing Access to Charging Infrastructures**

- Working with your existing infrastructures (lines / cables/ charge points)
- What kind of investment is involved to create the access?
- Putting control mechanisms in place at public charging spots – safety & payment charges

**Jan Croeni**, *Managing Director, Zeco Scooters, Singapore*  
**Chow Tang Fai**, *Director – Marketing & Customer Service, CLP Power, Hong Kong*  
**Dr Sanjay Kuttan**, *Director, Industry Development, Energy Market Authority, Singapore*

### ELECTRIC VEHICLES in ASIA

12:00 **Balancing Vehicle Performance with Efficient Battery Technology**

- Evaluating the key indicators for a superior EV: Efficiency, Performance, Range, Charging capacity and Safety
- Reviewing the design and technology for the MyCar
- Design & Technology Issues: Do we yield to the consumer's requirements or dictate it?
- Do drivers really need full performance vehicles in dense cities like Hong Kong and Singapore?

**Dr. Eric Cheng**, *Director, Power Electronic Research Center, Hong Kong*

12:45 **Networking lunch**

1:45 **Designing Commercially Viable, Renewable and Sustainable Energy for Power Generation, Storage, Distribution and Transport**

- Commercially promoting Pollution Free Vehicles in India & Overseas
- Partnering with battery companies in India & overseas provides access to improved VRLA and LI-ION battery technology

**Anil Ananthkrishna**, *Chairman & CEO, Ekovehicles Pvt. Ltd., India*

2:30 **PANEL DISCUSSION: What Will Make Electric Vehicles Sell in Asia?**  
**Chetan Kumar Maini**, *Chairman & Chief Technical Officer, REVA India*  
**Anil Ananthkrishna**, *Chairman & CEO, Ekovehicles Pvt. Ltd., India*  
**Dr. Eric Cheng**, *Director, Power Electronic Research Center, Hong Kong*

3:15 **Afternoon tea & Networking**

### FUTURE OUTLOOK: ELECTRIC VEHICLES & SMART GRIDS

3:45 **Integrate Electric Vehicles with Smart Grids – Enabling 2 Way Grid Connectivity and Communication**

- Constructing in-car communications system to alert drivers on when to recharge
- Synching the charge requirements to grid to enable communication on best time for charging
- Leveraging on technology to program how and when the car should charge itself
- Enabling consumers to sell back to grid during peak demand at an inflated price

**John Parker**, *Executive Vice President, Asia Pacific and Africa, Ford Motors, Thailand* (invited)

4:30 **Outlook on The Future of the Automotive Industry's Journey**

- Predicting the roadmap for the automotive industry
- Benchmarking the process of EVs with other Japanese electronics/television industry
- Challenges and opportunities to anticipate for the EV sector

**Mr. N. Yamaguchi**, *Former Vice President, Japan Victor Corporation*

5:15 **End of Conference**

### Sponsorship & Exhibition Opportunities at Electric Vehicles Asia 2010

Electric Vehicles Asia will provide you with the opportunity to position your brand in front of senior decision makers from the global automotive and energy industry. Our customized sponsorship and exhibition packages are designed to enable companies to stamp their mark in the industry and create new and beneficial business development opportunities.

**To discuss options and opportunities, please contact: Catherine Wong, Regional Director, Sponsorship Sales,**  
**Tel: +65 6835 5128**  
**Email: Catherine.wong@ibcasia.com.sg**

26 January 2010 ■ Tuesday ■ 9am – 5pm

## PRE-CONFERENCE WORKSHOP: Understanding The Key Drivers to Making Plug-In Hybrid Electric Vehicles (PHEV) and Vehicle to Grids (V2G) a Success in Asia

### Course Highlights

#### Promoting New Technologies

- Justification for government intervention and public policy
- A brief history of the social barriers to other new energy systems
- Reviewing EVs and their past barriers

#### Key Trends and Drivers Pushing Alternatives to Petroleum

- Drivers pushing alternatives to oil and petroleum
- How EVs and PHEVs fit into a portfolio of alternative options

#### Conceptualizing Electric Vehicles: Looking at the benefits and barriers from PHEVs to V2Gs

- The economic and environmental benefits of PHEVs/V2G (including benefits to utilities and consumers)
- The social and technical barriers to PHEVs/V2G

#### Understanding Public Policies for Greater PHEV/V2G use

- Understanding the need to co-develop infrastructure alongside EV distribution
- Advances in battery technology and its impact on EV development in Asia
- Types of modern public policy support

### Course Led by



**Dr. Benjamin K. Sovacool** is Assistant Professor at the Lee Kuan Yew School of Public Policy, NUS. Benjamin has worked as a researcher, professor, and consultant on issues pertaining to energy policy, the environment, and science and technology policy.

His research interests are in science and technology studies, with an emphasis on the barriers to new and innovative energy systems. He has worked in advisory and research capacities at the U.S. National Science Foundation's Electric Power Networks Efficiency and Security Program, Virginia Tech Consortium on Energy Restructuring, Virginia Center for Coal and Energy Research, New York State Energy Research and Development Authority, Oak Ridge National Laboratory, Semiconductor Materials and Equipment International, and U.S. Department of Energy's Climate Change Technology Program.

He is the co-editor with Marilyn A. Brown of *Energy and American Society: Thirteen Myths* (2007) and the author of *The Dirty Energy Dilemma: What's Blocking Clean Power in the United States* (2008). He is also a frequent contributor to such journals as *Electricity Journal*, *Energy & Environment*, and *Energy Policy*.

29 January 2010 ■ Friday ■ 9am – 4pm

## POST-CONFERENCE WORKSHOP: Electric Vehicle Infrastructure Development & Site Tour to CLP Power Charging Station

### Workshop Highlights

- Support areas for EV adoption
- Reviewing Various Social, Economical and Regulatory Drivers for EV in the Region
- Support Areas for EV Adoption
- Public Policy and Government Drive to Encourage EV Infrastructures
- Charging Standards
- Types of Charging Stations
- Collaboration
- Renewable Energy, the Environment and Energy Consumption
- Trial Charging Infrastructure
- Creating Awareness Among the Users
- Getting Started

### Course Led by



Jan is the Managing Director of Zeco Systems Pte Ltd, a company dedicated to zero emission transportation and Singapore's first solution provider for Electric Vehicles and Electric Vehicle Infrastructure. Jan has had more than 5 years experience in:

- Business development for start-ups such as Asia-Interns.com (the latter iHipo)
- Sustainable project management and import/export as founder of Eonlux Singapore
- International marketing of high-end premium consumer goods for German market leader
- Economic development in Germany, Denmark and Singapore for German Chambers of Commerce and the Ministry of Economic Affairs

Jan has lived in Singapore since 2005 and is convinced that the Garden City Singapore has the potential to become a leading EV capital in the world.

### Site Tour to CLP's Charging Stations

Aiming at complementing the Government's commitment to promoting electric vehicles (EVs) in Hong Kong, CLP Power (recently) announced its plan to help EV drivers to "Plug and Drive" with its plan of setting up a trial network of charging station for EVs in its supply areas in the territory. This new initiative aims to demonstrate to the driving community how easy it is to charge an EV and hence, promoting a wider adoption of EV.

The plan was kicked start with a memorandum of understanding (MOU) established between CLP Power and two major organizations; The Link Management Limited and Wilson Parking (Holdings) Limited. This sees the creation of a pioneer charging network by the private sector. Under the memorandum, CLP Power will design and put in place the charging infrastructure while the two partners will make the service available in selected car parks and other premises under their management. The plan aims to launch at least 10 charging locations within next 12 months as an initial start. It also looks to expand charging locations covering property estates at a later stage. (Cited from CLP Power Media Release, 18 May 2009) **Be among the first few people to visit and gain a full view of Hong Kong's pioneering charging startions.**

# ELECTRIC VEHICLES ASIA

Electric Vehicles (EVs) have become an increasingly popular form of transport due to the global governmental focus on climate change, energy security and energy efficiency. Many regional governments are driving policy and initiatives to encourage future investment in this area. These developments and initiatives will have a tremendous impact on auto-makers, distributors, utilities and transport planners.

In fact, EVs are now on the national agenda for countries like Singapore, Hong Kong, India, China, Korea, Japan and Australia. It is also fast becoming 'THE' discussion topic of many automotive and energy related sectors.

The EV ASIA conference will focus on commercial opportunities and developmental plans for Electric Vehicles from around the world, with a keen emphasis on opportunities in Asia. It will also aim to address key issues through the discussion themes:

- Asian Government Initiatives
- Market Opportunities
- Policies & Standards
- Sustainability & the Environment
- Electric Vehicle Infrastructure
- Asian Electric Vehicles: Design & Technology
- Future Outlook: Electric Vehicle and Smart Grids

“ Hong Kong is the first market in Asia, other than Japan, where I MiEVs will be sold before April 2010. ”

(Edward Yau, Secretary for Environment, Hong Kong)

“ Singapore is well-positioned for the deployment of EVs because of our compact urban environment, and robust electrical grid and IT infrastructure. ”

(Lawrence Wong, Chief Executive, Energy Market Authority Singapore)

“ The Renault-Nissan Alliance said today it plans to sell electric cars in China in early 2011. ”

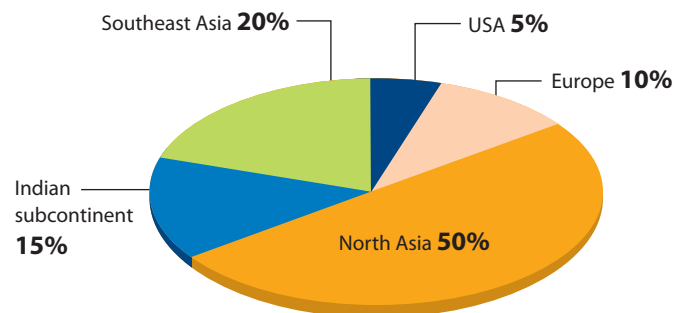
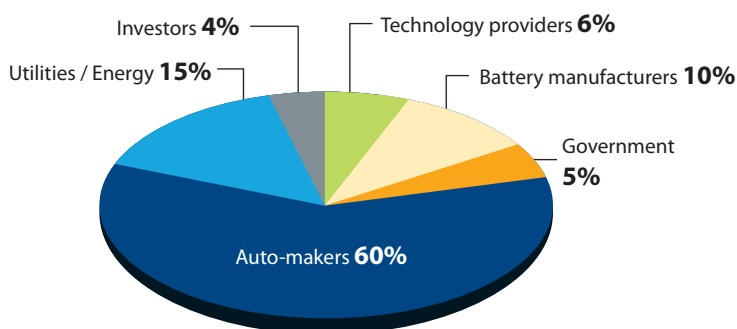
(Cleantech Group LLC.)

“ With the right policy, more than 10 percent of the cars in India can be battery-powered within the next five years. ”

(The Indian Times 2008)

## Delegate profile

The conference will serve as a commercial platform for senior level decision makers such as **CEOs, Presidents, Commercial Directors, Chief Technology Officers, Heads of Design and Engineering**, and **Investment Officers** to explore business and investment opportunities by tapping on market demands and developments specific to Asia Pacific:



## Event Outline

<b>26 January 2010</b>	Understanding The Key Drivers The Key Drivers To Making Plug-in Hybrid Electric Vehicles (Phev) And Vehicle To Grids (V2G) A Success In Asia
<b>27 – 28 January 2010</b>	Main Conference
<b>29 January 2010</b>	Electric Vehicle Infrastructure Development & Site Tour to CLP's Charging Stations

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# ELECTRIC VEHICLES ASIA 2010

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64 Mody Road, Kowloon, Hong Kong  
Tel: (852) 2721 2111  
Fax: (852) 2311 2579  
Contact Person: Ian Tan  
Email: ian.tan@shangri-la.com

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<input type="checkbox"/> 4 Day Package (2 Day Conference + Pre & Post Workshop)	SGD 4,200	SGD 4,400	SGD 4,500	SGD 3,375
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<input type="checkbox"/> 3 Day Package (2 Day Conference + Post Conference Workshop)	SGD 3,500	SGD 3,700	SGD 3,800	SGD 2,850
<input type="checkbox"/> 2 Day Package (2 Day Conference Only)	SGD 2,600	SGD 2,800	SGD 2,900	SGD 2,175

All fees stated include luncheons, refreshments and a complete set of documentation. It does not include the cost of accommodation and travel.

**REGISTER NOW! FAX BACK TO (65) 6733 5087**

## PAYMENT TERMS

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