

ENERGY INTENSIVE SEMINAR



*9-11 November 2016
Barcelona, SPAIN*



Gamesa



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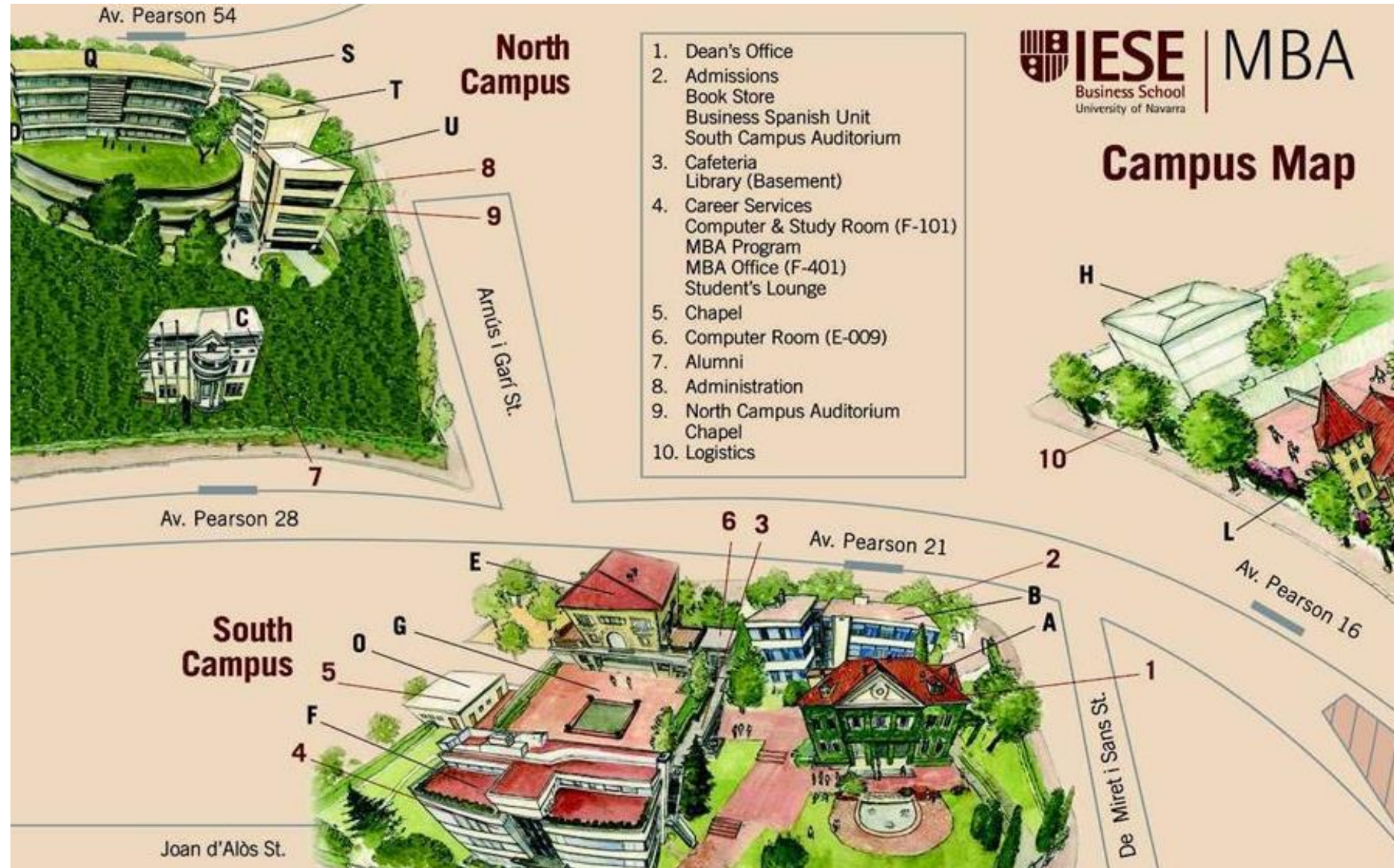
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LOCATION DETAILS



Av. Pearson 21

Main rooms: B-102 and F-401 To find out how to drive from your location, click [here](#) 3



Future of Energy

SCHEDULE

DAY 1



Future of Energy



09/11/2016 STRATEGY, CLIMATE CHANGE AND START-UP CHALLENGES			
Time	Session	Speaker	Room
08:45 - 09:15	Registration & Breakfast		
09:30 - 10:30	CLIMATE CHANGE & STRATEGY New Strategies & How they are being implemented	Tara Schmidt Senior Research Manager at ERM	B-102
10:30 - 10:40	STRATEGY WORKSHOP Workshop Tutorial and Team Selection	IESE Energy Club	B-102
Refreshments Service			
10:45 - 11:15	Teams Discussion and Plan Preparation	IESE Energy Club	
11:20 - 12:00	Plan Presentations	IESE Energy Club	
12:00 - 13:15 Lunch Break			
13:15 - 14:15	START UP CHALLENGE KICK OFF Problem Descriptions for Day-2 Workshop	IESE Energy Club	B-102
14:15 - 14:45	Team Formation and Announcement		
14:50 - 15:20	WATER INDUSTRY Opportunities and Risks	Keith Hays & Will Maize CEO and Research Manager of Bluefield Research	B-102
15:30 - 16:00	SUSTAINABILITY IN BARCELONA Energy Transition Office	Gil Llado Morales AMB Barcelona	B-102
16:00 - 16:40	Team Activity in preparation to the Start-UP Challenge		
16:45 - 17:30 Networking Cocktail			

SCHEDULE

DAY 2



Future of Energy



10/11/2016 FINANCING MODELS AND START-UP CHALLENGES PRESENTATIONS			
Time	Session	Speaker	Room
08:45 - 09:15	Registration & Breakfast		
09:30 - 11:30	NEW FINANCING MODELS & STRATEGY Main challenges driving strategy shifts/changes Investment Decision Making Framework / Approaches Novel models-1: Crowd Funding model	Sebastian Waldburg Ulrich Kruse CEO and Analyst at SI Capital	F-401
11:30 - 12:10	Novel Models-2: EVOLVING FINANCING STRUCTURES Emerging Financial Models & Investment Structures	Gert Jan Monster Senior Investment Officer at FMO	F-401
12:00 - 13:30	LUNCH BREAK		
13:30 - 14:30	Novel Models-3	Paul Kloppenborg CEO at Global Cleantech Capital	F-401
14:30 - 15:30	Start-up Teams prepare the Action plan presentations		
15:30 - 15:45	Refreshments Service		
15:45 - 17:00	Action Plans Presentation and Selection of Best ones	Audience Teams	F-401
17:00 - 17:15	Wrap Up and Discussion Online Feedback Survey		
17:15 – 18:00	Networking Cocktail		

SCHEDULE DAY 3



Future of Energy



11/11/2016 TRANSFORMATION & INNOVATION			
Time	Session	Speaker	Room
08:30 - 09:15	Registration & Breakfast		
09:30 - 11:30	TRANSFORMATION IN THE ENERGY INDUSTRY	Nick Butler Financial Times	F-401
	Refreshments Service		
11:15 - 12:15	INNOVATION AND DIGITALIZATION	Cancelled / Alternative will be announced	F-401
12:30 - 13:30	LUNCH BREAK		
13:30 - 14:15	WASTE TO ENERGY Opportunities and Risks	Oriol Segarra and Helder Daravano Commercial and Operations Directors at Tradebe	F-401
14:20 - 15:00	RENEWABLE INDUSTRY PANEL Present and Future Trends	Inigo Viani VP of Renewables and Storage at Wärtsilä Francois Dauphin, HP Mehdi Alaoui, Business Development at GE Renewable Energy	F-401
15:00 - 15:30	FINAL WRAP UP Online Feedback Survey	Luca Venza and the Energy Club Team	
15:30 - 16:30	Networking Cocktail		

Environmental Resources Management

- Leading global provider of environmental, health, safety, risk, social consulting services and sustainability related services
- The key sectors served include Oil & Gas, Mining, Power, and Manufacturing, Chemical and Pharmaceutical
- Find solutions for world's leading companies challenges with their sustainable, operational, and cultural performance

Topic: Climate Change & Strategy

Guest Speaker: Tara Schmidt – Principal Consultant

- 18 year veteran of the energy industry with experience spanning...
 - ✓ Petroleum engineering with strong operations background working for Oil Majors
 - ✓ MBA 2006 : London Business School
 - ✓ Management consulting with core focus on sustainable growth opportunities, and risk mitigation for energy companies
 - ✓ Renowned for search on global carbon policy and renewable uptake
 - ✓ Extensive knowledge in the energy sector around the globe having worked across all major continents



Bluefield Research

- Market research & analysis across the water value chain
- Focused on business strategy of clients across the water sector and related industries
- Global team of water experts available for custom consulting projects with clients

Topic: Water Industry Opportunities & Risks

Guest Speakers:

Keith Hays - Vice President & Managing Director, EMEA

- Experienced market insight service professional focused on infrastructure, including telecoms, energy, and water.
- Specialties: Business strategy, competitive benchmarking, market entry, due diligence, market research
- IESE MBA '09

William Maize – Senior Research Analyst

- Civil engineer with experience in several aspects of infrastructure projects and water management
- IESE MBA '16



AMB Barcelona

- Provides services and strategy for Urban Planning, Housing, Environment, Transportation in Barcelona metro area
- Goals to achieve all of the above in a sustainable fashion for the future of the city

Topic: Sustainability Initiatives in Barcelona – Energy Transition Office

- Energy Transition Projects:
- Renewable Energy in the region
- Energy Rehabilitation: NZEB
- Smart buildings: model metropolità d'escoles NZEB
- Smart Cities: BadiaNZEB 2030

Guest Speaker: Gil Lladó Morales – Civil Engineer

- Civil engineer with consulting experience in wind energy and geotechnics



SI Capital

- SI Capital Private Equity is a specialist investor in well managed companies along the Energy Efficiency value chain principally in Europe
- Team with considerable experience in private equity, corporate finance and the energy markets

Topic: New Financing Models & Strategy

- How company shifted strategy and Investment style
- Impact of Regulation on Finance models
- Crowd-sourcing as a novel method?

Guest Speakers:

Sebastian Waldburg - Founding Partner

- Over 20 years of private equity and financial experience
- Specializing in private equity along the energy efficiency value chain

Ulrich Kruse - Analyst

- Mechanical engineer with Masters degrees in engineering and business and experience as a private equity analyst

SI CAPITAL



FMO Entrepreneurial Development Bank

- Dutch development bank that provides short and long-term financing for projects in developing countries
- Investment in new access to energy in low-income countries with focus on sustainable / renewable solutions
- With an investment portfolio of € 9.2 billion spanning over 85 countries, FMO is one of the largest bilateral private sector development banks globally

Topic: New Financing Models & Strategy

Guest Speaker: Gert-Jan Monster – Senior Investment Officer

- >20 years of legal and financial experience on investments in emerging markets including venture capital, private equity, M&A, and renewable energy project financing
- At FMO, Gert-Jan Monster is based in the Energy Department and is responsible for undertaking (renewable) energy transactions in the Asia Region

FMO

Entrepreneurial
Development
Bank



Global Cleantech Capital

- Global Cleantech Capital is a European based private equity firm investing in growth capital for clean energy companies to scale
- Investment in emerging value chains where inefficiencies can be exploited in pricing, supply, finance or delivery of clean energy products and services
- Currently, major investments of the fund are in solar upstream, midstream and downstream

Topic: New Financing Models & Strategy

Guest Speaker: Dr. Paul Kloppenborg – CEO

- 14 years of experience as CEO of a private equity fund primarily focused on growth capital for renewable energy: (2002-2006) CEO at Entrepreneurs Fund BV, (2006-now) Founder and CEO of Global Cleantech Capital Fund BV
- Responsible for the investment decisions in over 60 companies in Europe, US and Canada, and Africa

GLOBAL
CLEANTECH
CAPITAL



Financial Times

Topic: Transformation in the Energy Industry

Guest Speaker: Nick Butler

- Served as special adviser to former British Prime Minister Gordon Brown from 2009 to 2010
- Chairman of the Cambridge Centre for Energy Studies from 2007 to 2009
- Group Vice-President for Strategy and Policy Development at BP from 2002 to 2006
- Energy Policy Adviser at the Cavendish Laboratory in Cambridge, and a Senior Adviser to Coller Capital, Linton Capital and Corporate Value Associates
- Visiting professor at Policy Institute – King's College London
- Regular contributor to Financial Times through his blog about the energy industry



Tradebe

- Waste management and environmental consultancy company focused on recycling of solvents, fuel, and minerals as well as special waste management (i.e. healthcare, radioactive, etc.)
- Core operations in the US, UK, and Spain with plans to expand further into the Middle East and Latin America

Topic: Waste to Energy Opportunities & Risks

Guest Speakers:

Oriol Segarra – Commercial Director for Spain and France

- Extensive experience in sales and business development roles for several industrial companies
- IESE MBA '08

Helder Daravano - Operations Director for Spain

- Bachelor's Degree in Chemical Engineering and experience leading waste management operations for Tradebe at sites in Spain, Brazil, and the UK



TRADEBE™

Sustainability at Work



Wartsila

- Wärtsilä is a global leader in advanced technologies and complete lifecycle solutions for the marine and energy markets. By emphasising sustainable innovation and total efficiency, Wärtsilä maximises the environmental and economic performance of the vessels and power plants of its customers.

Topic: Renewable Energy Panel

Guest Speaker:

Inigo Viani – Vice President, Renewables & Storage, Energy Solutions

- Senior Executive, with a >15 year's hands-on successful track record in managing cultural diversity projects in renewable energy, solar technology, composites and automotive industries.



GE Renewable Energy

- GE Renewable Energy is a 9 billion dollar start-up that brings together one of the broadest product and service portfolios of the renewable energy industry. With 13,000 employees present in more than 40 countries, and headquartered in Paris, GE Renewable Energy is backed-up by the resources of the world's first digital industrial company.

Topic: Renewable Energy Panel

Guest Speaker:

Mehdi J. Alaoui – Senior Manager Business Development

- International executive (CPA / CIA / PLD IESE) with deep operational finance and leadership experience in both HQ and field roles. Self started and motivated Finance Director, business partner and trusted advisor with record of sound financial guidance in global and complex settings demanding strong entrepreneur mindset.
- Mehdi is a French Certified Public Accountant (Expert Comptable Diploma) which thesis was "The CPA's added value when setting up business in China".



HP Enterprise

- Hewlett Packard has been in the innovation business for more than 75 years. Our vast intellectual property portfolio and global research and development capabilities are part of an innovation roadmap designed to help organizations of all sizes – from global enterprises to local startups – transition from traditional technology platforms to the IT systems of the future.

Topic: Renewable Energy Panel

Guest Speaker:

François Dauphin – Strategist, Business Consultant

- François works exclusively for the Energy&Utility sectors for + 20 years and is considered as one of the best international speaker on energy mix issues and impact of renewables on electricity distribution grid. He has participated to the definition of the market rules of several countries in particular the French electricity balancing mechanism.



Hewlett Packard Enterprise



Alterna Energética

- Alterna is an online electricity and gas utility focused in the Spanish residential sector.
- Core operations in Spain

Case 1: Marketing Strategy Definition

Case 2: New Product- Residential Self Supply

Guest Speakers:

Fernando Usera

- Founder of Alterna Energetica

ALTERNA

Tu compañía energética



Tespack

- Company focusing in providing a complete mobile energy experience by combining latest technology and energy generation.
- Customers range from outdoor retailers like Intersport and Scandinavian Outdoor Store to telecom.
- Core operations in the US, UK, and Spain with plans to expand further into the Middle East and Latin America

Case:

Guest Speakers:

Caritta Seppa

- Co-founder and COO at Tespack



Arrecife Energy Systems

- Arrecife Energy Systems has a new way of harvesting the waves Energy
- Arrecife's technology enables to develop a made-to-measure product.

Case: How to deal with Financial Problems and target Funding

Guest Speakers:

Oscar Villanueva Cañizares

- Extensive experience in Oil and Gas Industry
- Oscar currently combines the launching of Arrecife Systems with his professional career at Repsol
- IESE PDD '14



ORGANIZERS CONTACT INFO



RENATA SA
Energy Club VP
renata.sa@iese.net



EDMA PERINI
Energy Club President
Edma.perini@iese.net



ANA MARQUEZ
Energy Club VP
Ana.marquez@iese.net