

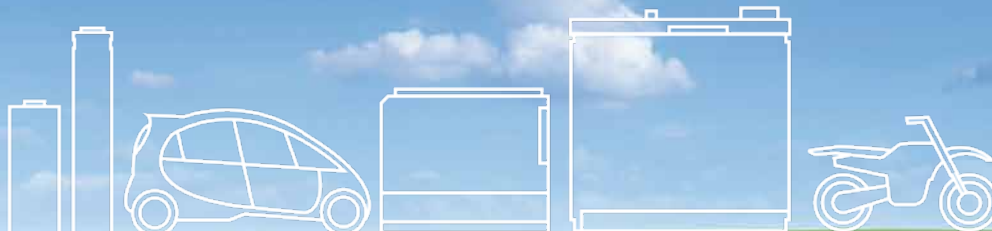
The 3rd

第三届中国国际电动车用电池论坛

EV Battery Forum

Europe 2011  **Barcelona 12 - 14 April**

CCIB - Barcelona International Convention Centre



A lasting journey

Government Policy **Safety and Standards**

E-Bikes **Business Models** **BMS**

EV Recharging Infrastructure **Energy Density**

Materials **Research & Cost** **Marketing EVs**

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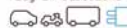
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Monday 11 April	Tuesday 12 April	Wednesday 13 April	Thursday 14 April
Energy Storage ACADEMY	Forum		
AC Barcelona Forum Hotel	EV Recharging Infrastructure	Forum Day 1	Forum Day 2
Training Course A	In Parallel		In Parallel
Best Practice For Successful Negotiations Between China And Western Businesses	E-Bikes Forum		EV Transport Planning
			In Parallel
Training Course B			Free Seminar
Detecting Failures And Manufacturing Defects In Li-ion Batteries		Afternoon Session Marketing EVs	Afternoon Session Marketing EVs
	Exhibition		
	Gala Dinner		
	Museu Maritim de Barcelona		

CCIB - Barcelona International Convention Centre

CCIB - Barcelona International Convention Centre

From Asia To Europe

13 speakers of this Forum from a total of 60, are flying in directly from countries such as China, Japan, India, South Korea, Taiwan and Singapore. The EV Battery Forum started in China where 11 billion Euros are being invested on EV development. Save time and money, instead of travelling to Asia, join this conference and exhibition to meet and learn from Asian solution providers as well as speakers from the other 16 countries



- 60** Speakers
- 13** Asian Companies
- 23** Vehicle Manufacturers
- 12** Topic Themes Within
- 6** Different Conference Sessions

GALA DINNER Tuesday 12 April 2011 20.00hrs

Museu Maritim de Barcelona

We host our Gala Dinner on the evening of the first day. Why? What better way to start the networking by taking the time to get to know well your peers around a dinner table or whilst visiting the museum? Start the discussions here and build on them during the following days of the forum.

The Gala Dinner is included in the ticket price when booking a minimum of a 2 day conference

About the Gala Dinner Venue

The Maritime Museum is a superb example of Gothic architecture with striking vaulted rooms and buildings. Opposite the statue of Christopher Columbus, in the bottom of Ramblas, this museum is also one of the most imaginative of the city and one of the most visited too. The Royal shipyards (constructed in 1378 by agreement of King Pere IV) are some of the most complete Medieval dockyards in the world, housing drawings, replicas and paintings.



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Michael Tamlin (Speaker)
General Manager - Commercial
RINCON LITHIUM
(AUSTRALIA)

Rincon Lithium is a new producer of battery grade lithium carbonate with a long-life, world class resource suited to large production capacity that will support the growth in the mass-produced EV market in the coming decades.

The efficient Rincon production process has been proven in pilot operations and small commercial scale production will commence after commissioning in 2010. The combination of its sound long term development strategy and robust financial resources will enable Rincon Lithium to develop into a secure, reliable part of the lithium supply chain for electric vehicles.

www.rinconlithium.com

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Laboratories**



Priya L. Tabaddor (Speaker)
Business Development Manager
- Large Battery
**UNDERWRITERS
LABORATORIES**
(USA)

UL is an independent product safety certification organization that has been testing products and writing Standards for Safety for more than a century. UL evaluates more than 19,000 types of products, components, materials and systems from more than 66,000 manufacturers each year. In total, there are more than 20 billion UL Marks appearing on products worldwide. UL's global family of companies and network of service providers includes 68 laboratory, testing and certification facilities serving customers in 102 countries.

UL is facilitating the development, publication, and distribution of world-class standards related to the safety of Li-ion batteries and is collaborating through industry research partnerships to identify safety concerns and address through test method development and standards.

www.ul.com

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BARCELONA CITY COUNCIL/ ECONOMIC PROMOTION AREA

Economic Promotion is the department of the Barcelona City Council that is devoted to promoting Barcelona as an attractive place to do business and guiding and supporting companies, institutions, professionals, students or researchers that want to establish themselves, do business in the city or work, research or study in it. www.barcelonactiva.cat

The Ministry of Industry, Tourism and Trade is the department within the Spanish general administration responsible for proposing and carrying out government policy in the areas of industrial development and innovation, trade policy, small and medium sized enterprises, energy and mining, tourism, telecommunications and the Information Society. **The Spanish Institute for Energy Diversification and Saving (Instituto para la Diversificación y Ahorro de la Energía, IDAE)** is a publicly owned business-structured entity reporting to the Ministry of Industry, Tourism and Commerce through the General Secretariat for Energy. The basic function of the IDAE is to promote energy efficiency and the rational use of energy in Spain. It also seeks to promote diversity of energy sources and the use of renewable energy sources. www.idae.es

LIVE PLATFORM

LIVE (Logistics for Implementation of Electric Vehicles) is a public-private platform (Barcelona City Council, the Government of Catalonia, IDAE, ENDESA, SEAT, SIEMENS) that promotes the use of electric vehicles in the city as an opportunity to position Barcelona as a centre of innovation in electric mobility on a worldwide scale, with the aim of giving support to and promoting the development of strategic implementation of electric mobility in the city and metropolitan area of Barcelona.

www.livebarcelona.cat

Partners

AVERE

The European Association for Battery, Hybrid and Fuel Cell Electric Vehicles



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Dufresne
(doo-frayn)

Dufresne specialises in creating high-quality market driven conferences and training. The company focuses on energy storage related topics such as the EV Battery Forum and the Energy Storage Forum with annual international meetings in Europe and Asia.

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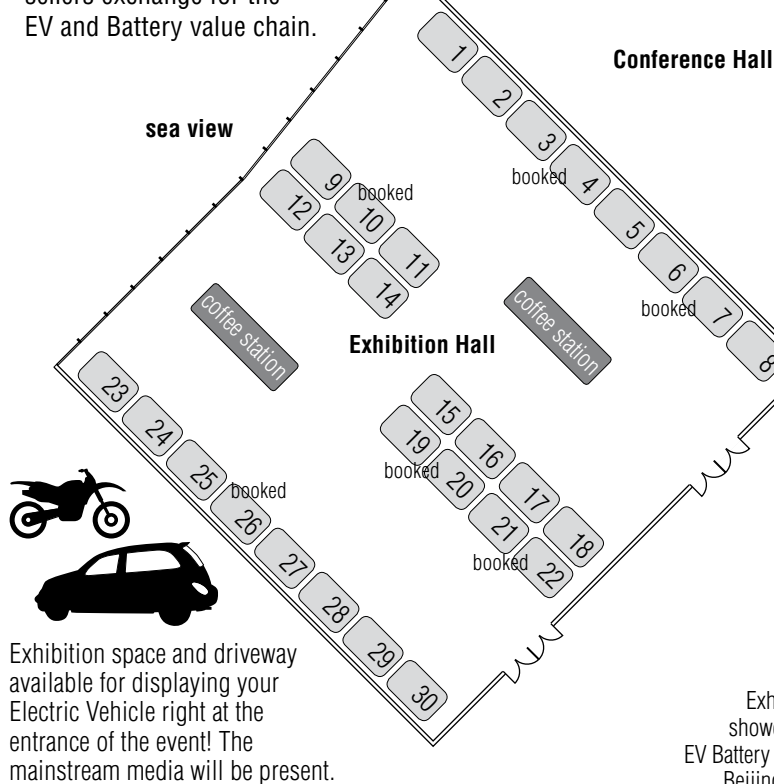
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Exhibition

Endorsed by The Barcelona City Council and The Ministry of Industry, Tourism and Trade the EV Battery Forum is bringing a combination of Asian and Western participants making it a unique buyers and sellers exchange for the EV and Battery value chain.



Exhibition Schedule

Tuesday 12 April 9:00 to 19:00 (Gala Dinner at 20:00)
 Wednesday 13 April 9:00 to 19:00
 Thursday 14 April 9:00 to 19:00

Dimensions

Each exhibition module is 3 x 2m or multiples and it includes a 2 day pass to any of the forum days of your choice. Some of our past exhibitors include: Chery, UL, O2Micro, Netzsch Instruments, Budenheim, Hero Electric, Galaxy Resources, Cincinnati Sub-Zero, SET Electronics.

Free Seminar and Exhibition Registration

A free half day seminar will also be located next to the exhibition hall, providing an additional opportunity to expand your networking.

Sponsorship & Exhibition josh@evbatteryforum.com
 please contact: marina@evbatteryforum.com
 t: +65 6243 0050 (+8 gmt)
 t: +34 672 830 810 (+1 gmt)



Exhibition showcase at EV Battery Forum Beijing 2010

These are some of the companies that attended the EV Battery Forum 2010 Beijing & 2009 Shanghai

HONDA	BYD
SAIC MOTOR	LUXGEN EV
PROTON	VOLKSWAGEN
CLP POWER	CHERY
CODA AUTOMOTIVE	FOTON
DONGFENG MOTOR	FAW
ELECTROTHERM	GM
OPTIMAL ENERGY	BAK BATTERY
TOYOTA LABS	GP BATTERIES
BETTER PLACE	A123 SYSTEMS
ELECTROVAYA	O2MICRO
ST KINETICS	YUASA BATTERIES
IEC	WESTERN LITHIUM
KPCB	B&K LI-ION
LISHEN BATTERY	ALEES
CHEMETALL	FAAM
E-ONE MOLI ENERGY	ATL
EV8 TECHNOLOGY	LG CHEM
BOSCH	CEA LITEN
ABB	MAHINDRA AND MAHINDRA
KATECH	VERBUND
RINCON LITHIUM	EDF
CHINA ENVIRONMENT FUND	
VANTAGEPOINT	
TD HITECH ENERGY	
GALAXY RESOURCES	
TSINGHUA UNIVERSITY	
TALISON MINERALS	
NATIONAL SEMICONDUCTOR	
QINGYUAN ELECTRIC VEHICLE	
TIANJIN INSTITUTE OF POWER SOURCES	
UNDERWRITERS LABORATORIES	
SUMITOMO CORPORATION	
CHINA 863 PROJECT	
HERO ELECTRIC	
AMERICAN ELECTRIC POWER	
MITSUBISHI CORPORATION	

Sponsorship Opportunities

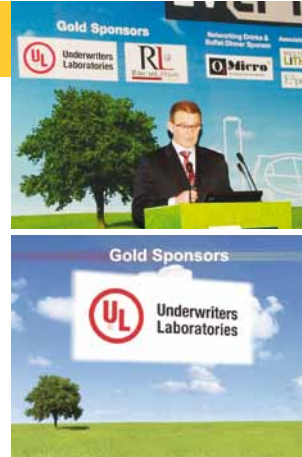
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Sponsors logos on stage backdrop, registration backdrop and banners

Gold Sponsor video animation shown on main stage at start of conference



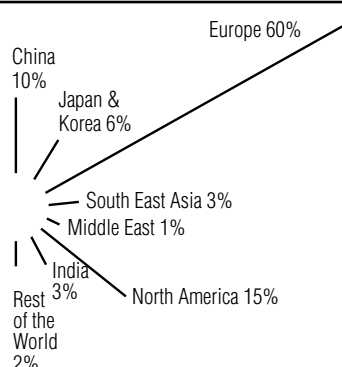
Who Will You Meet?

Head Of R&D and Strategic Planning
 Team Leader for Hybrid and Electric Systems
 Founders, Presidents and MDs
 Chief Engineering R&D Battery Materials
 R&D Department Manager
 Professor & Dean
 Director Electrical Storage Systems
 Director Of HEV/EV
 Head of Battery Quality Analysis
 Senior Battery Engineer
 Powertrain Product Engineering

From Which Sectors?

Battery Pack Suppliers and Manufacturers
 2 and 4 Wheels Vehicle Manufacturers
 Cathode and Anode Material Testing
 Investors and Venture Capitalists
 EV Recharging Infrastructure
 Grid / Utilities
 Raw Material Suppliers
 Academics
 Government Policy
 Electrode Assembly And Filling Equipment
 Cell Packaging Machine
 BMS
 Mining
 Bus Manufacturers

From Which Regions?



Training Course A

Energy Storage
ACADEMY

Monday 11 April AC Barcelona Forum Hotel 9.00 - 17.30

Best Practice For Achieving Successful Negotiations And Long Term Product Quality Between China And Western Businesses

There is no question that China plays an important role in facilitating the cost effective development of batteries and electric vehicles worldwide. It is with this in mind that the Energy Storage Academy brings you this training course specifically designed for professionals who want to discover the opportunities that can be derived from a successful long term business relation with China.

Based on his extensive first hand experience, Mr. Ni will share real life scenarios learned from helping European automotive firms to develop businesses in China and vice versa helping Chinese companies expand businesses in Europe.

Start: 9.00 Lunch: 13.00 - 14.30 End: 17.30
Morning Break: 10.45 - 11.15 Afternoon Break: 16.00 - 16.30

SESSION 1

Understanding Chinese Culture

SESSION 2

The Automotive And Battery Industry In China Today

SESSION 3

Examining The Corporate And Business Structure In China

SESSION 4

Communication Styles in China

COURSE LEADER



Jeremie Ni
Founder
SINAUTEC

Jeremie Ni has won the 2010 prize China's best economic talents. Mr. Ni has set up in Paris the China Training Institute "ChinForm" where he provides insightful cross culture management training to a dozen of French business school as well as several French multinationals for more than 10 years. He graduated from Shanghai Tong Ji University and ESSEC in Cergy.

SESSION 5

Defining Product Quality

SESSION 6

Sourcing In China

SESSION 7

Effective Negotiation Skills Between China And The West

SESSION 8

Managing Intellectual Property In China

GROUP DISCUSSION

How Do You Effectively Work With Chinese Companies?

Training Course B

Energy Storage
ACADEMY

Monday 11 April AC Barcelona Forum Hotel 9.00 - 17.30

Detecting Failures And Manufacturing Defects In Li-ion Batteries

This course has been researched to give you a clear understanding of cell design for safety. Some of the past delegates who took part in previous courses include: Coda Automotive, BYD, FAW, Proton, TUV SUD, GP Batteries and Targray. The trainer will use clear pictures and a microscope which all delegates can have access to. Participants will be able to learn from the failures as much as from best practices.



"Great presenter. Depth of subject was great. I learned a lot."

JS, Engineering Manager
OPTIMAL ENERGY
(South African automaker)
participant of the 2009 course

Start: 9.00 Lunch: 13.00 - 14.30 End: 17.30
Morning Break: 10.45 - 11.15 Afternoon Break: 16.00 - 16.30

TOPIC SESSIONS

Methodologies Of Identifying Root Cause Of Failures In Li-ion Battery Packs

Techniques Commonly Used By Manufacturers To Detect Defects Contaminants In Assembled Cells

Degradation Mechanism Analysis

Dendrite Analysis

Pitfalls In Cell Design

The concepts of each technology and best practices are presented in a clear and concise format with case studies, cell X rays details and CT scans, enabling the delegate to make sense of the reasoning behind the manufacturing procedures.

Delegates will learn how to use a systematic approach to Li-ion battery pack investigations and how to differentiate between external abuse, pack electronic faults and internal cell faults, thus helping you towards improvements in manufacturing processes.

COURSE LEADER

Troy A. Hayes, Senior Managing Engineer - Materials & Metallurgy
EXPONENT (USA)



Dr. Hayes lives and works in China thus he will be bringing his hands on experience of working with Chinese manufacturers. He conducts engineering audits for processes such as battery cell manufacturing and battery pack assembly, manufacturing and processing, chemical etching, injection molding, and metal casting and forming.

Pitfalls In manufacturing Quality Control

Detection Of Defective Cells

Degradation Mechanism Analysis

Statistical Analysis

Location Of Metal Contaminants

Key Manufacturing Practices And Techniques To Achieve High Quality Li-ion Cells

EU Recharging Infrastructure

8.30 Registration & Coffee

9.00 Welcome Address

Davide Bonomi, *Content Strategy Director*
DUFRESNE - EV BATTERY FORUM

9.20 Chairman Introduction

9.30 Creating New Business Models And Meeting Charging Infrastructure Requirements For 2 Wheelers In Urban Centres



Carlos Bergera, *Head of EV Department*
IBERDROLA (SPAIN)

The world's top wind power producer developed bespoke charging solutions for two wheelers

9.55 How Can Smart Charging Infrastructure Enable An End To End Business Model With Billing And Roaming For EVs?



Carolin Reichert, *Head of E-Mobility*
RWE (GERMANY)

Experienced strategic planner who developed the e-mobility business unit heading a team of 40. RWE is one of Europe's five leading electricity companies

10.20 To What Extent Can We Achieve A Worldwide Global Standard For The Battery Charge Port?



Jonathan Read, *CEO/President*
ECOTALITY (USA)

Ecotality is the leader of the \$230m EV project for the U.S. Department of Energy. Jonathan has a proven history of building global businesses from start-up through IPO and onwards

10.45 Coffee Break And Exhibition Visit

11.20 Partnering With Parking Companies And Utilities In Europe: Lessons Learnt



Sebastien Albertus
General Manager - Electric Vehicle Business Development
RENAULT (FRANCE)

Currently working on a number of fronts in preparation for the launch of its range of zero-emission vehicle with a total investment of 4 billion Euros on the R&D of electric cars as part of the Renault-Nissan alliance

11.45 Identifying The Optimum Mix Of Private And Public Charging Stations Within City Dwellings



A Senior Representative
ENDESA (SPAIN)

12.10 Harmonising Billing Systems And Paying Methods In Between Countries



Michael Weltin
Strategy & Business Development - E-Mobility
E.ON (GERMANY)

20 Audi A1 e-trons are coming to the roads in Munich with 200 new charging stations. Michael also has experience as a public policy advisor

12.35 Fast Charging Cost And Business Models Whilst Maximising Penetration In Public, Private And Residential Areas



Holger Braess
Corporate Strategy & Planning - Mobility & Environment
BMW (GERMANY)

BMW will invest about 420 million Euros in electric vehicle manufacturing. Holger is continuously assessing new business models and contributes to several EU projects

13.00 Lunch And Exhibition Visit

PANEL SESSION

Mobile Polling Session

14.30 How Can Utilities, Car Manufacturers And City Councils Cooperate To Share Data From Charging Infrastructure Users?

Moderator:



Michael Salomon, *CEO*
CLEAN HORIZON CONSULTING (FRANCE)

Advising leading utilities and independent power producers

Panelists:



Ramon Pruneda, *Project Manager - Strategic Sectors Economic Promotion*, **BARCELONA CITY COUNCIL (SPAIN)**
In charge of sustainable mobility and electro-mobility projects such as LIVE



Roland Steinmetz
Managing Director, **EVCONSULT**
on behalf of **AMSTERDAM CITY COUNCIL (NETHERLANDS)**

Roland has written a guideline for 450 municipalities in the Netherlands on how to become EV ready



H. David Jones, *Chief Operating Officer*
ZAP (USA)

Zap is the oldest active electric vehicle manufacturer in the USA.

David is responsible for managing daily operations and expanding into South America, Africa and the EU



Robert Stussi
President, **AVERE (EUROPE)**
Vice President, **WORLD ELECTRIC VEHICLE ASSOCIATION**

Robert has directed a 25 city two and a half year demonstration program with electric buses. He advises cities on alternative vehicle and fuel technologies



Senior Representative
LEADING UTILITY

15.20 Examining First Set Of Results From The Amp Platform And Achieving System Compatibility



Gerd Schauer, *Senior Technology Manager - Innovation R&D*
VERBUND (AUSTRIA)

Leading Austrian utility grid partnering with technology players and targeting to have 1,000 EVs on the road by 2012

15.45 Tianjin Eco-City: Deciding On EV Infrastructure To Meet Commercial And Residential Developments



MengHui Lim, *General Manager, Economic Promotion*
SINO-SINGAPORE TIANJIN ECO-CITY INVESTMENT & DEVELOPMENT (CHINA / SINGAPORE)

China-Singapore Tianjin Eco-city development promotes the use of clean transport and renewable energy/resources. Mr Lim worked for 14 years in the Singapore government promoting international trade

16.10 Coffee Break And Exhibition Visit

16.45 Overcoming The Challenges Of Implementing Charging Stations In Old City Centres
(please visit www.evbatteryforum.com for updates)

17.10 When Is V2G A Good Proposition Within The Smart Grid And What Infrastructure Is Required To Make This Happen?



Joby Laffy, *Director*
GRIDPOINT (USA)

Joby leads GridPoint's participation standards bodies focused on electric transportation. He is a member of the SAE J2836 and J1772 working groups

17.35 Examining Monthly Subscription Based Recharging Services And The Battery Technology That Can Facilitate Them



Michal Vakrat
Global Head of Battery Technologies, Automotive Alliances
BETTER PLACE (USA)

The company charging and battery-switching infrastructure will launch commercially in Israel and Denmark late 2011

18.00 Closing Remarks From The Chair

20.00 Gala Dinner

E-BIKES Forum™

ebikesforum.com

- 8.30 Registration
- 9.10 Chairmen
Inocencio Gonzalez, General Manager CLUSTERMOTO (SPAIN)
 Clustermoto is a Spanish non-profit association for motorcycle technologic innovation
Ed Benjamin, Founder & Chairman LIGHT ELECTRIC VEHICLE ASSOCIATION (LEVA) (USA)
 LEVA develops technical standards for LEVs and promote the use of LEVs worldwide
- 9.30 Evaluating E-Bikes Worldwide Market Projections
 **Naveen Munjal, Managing Director HERO ELECTRIC (INDIA)**
 Naveen is president of the Society of Manufacturers of Electric Vehicles (SMEV) in India. Studied electric vehicles since 1996
- 9.55 Examining Best Strategies For Introducing E-Bikes Within A Specific European Region
 **Inocencio Gonzalez, General Manager, CLUSTERMOTO Project Manager - ZEVs, RIEJU (SPAIN)**
 Rieju is a motorcycle manufacturer established in 1934 and will launch its first full electric scooter in 2011
- 10.20 Identifying An Appropriate Battery Supplier In Asia And Developing The Desired Product Quality At The Optimum Market Price
 **Ed Benjamin, Founder and Chairman, LEVA Managing Director, E CYCLE ELECTRIC (USA)**
 Ed has been involved in electric bicycles and LEVs since 1996 with extensive experience in China and Taiwan
- 10.45 Coffee Break And Exhibition Visit
- 11.20 E-Bikes Battery Module Integration Results From USA And Europe
 **Said Al-Hallaj, CEO ALL CELL TECHNOLOGIES (USA)**
 Said has considerable experience in thermal runaway and passive thermal management systems
- 11.45 Examining The Results From 800 Vehicles In Private Usage With Charging Infrastructure And GSM Datalogger
 **Stefan Lippert, Managing Director ELMOTO (GERMANY)**
 Produced more than 1800 e-bikes. Experience in fleet projects with 530 vehicles and 800tsd test kilometers with GSM data
- 12.10 Evaluating Fleet Business Models For E-Bikes In Europe
 **Francesco Nepi, CEO OXYGEN (ITALY)**
 Focusing on the fleet market, existing users include the postal services from Norway, Switzerland and Denmark. Moved from Nickel-Zinc to Li-ion
- 12.35 Lunch And Exhibition Visit
- 14.30 Understanding The Key Steps To Consider When Developing Battery Packs For Light Electric Vehicles
 **Xiaodong Wu (CHINA)**
 Dr Wu was the CTO of Suzhou Phyllion Battery and is also the project manager of "research and development of large format li-ion battery system for vehicle application", of the Chinese National "863 Project"
- 14.55 Understanding The KPIs When Testing Batteries For E-Bikes And Light Motorbikes
 **Wolfram Kaiser, Managing Director ELECTROMOTIVE (GERMANY)**
 Experience includes electrochemical converters and storage and helping e-bikes manufacturers with their powertrain solutions
- 15.20 Describing The Performance Of The E-Bike Battery To The Consumers
 **Jakub Ditrich, Managing Director EKOLO (CZECH REPUBLIC)**
 The company produces its own brand of electric bikes and sells electric scooters
- 15.45 Evaluating The Progress Of The EnergyBus Standard (EBS)
 (please visit www.evbatteryforum.com for updates)
- 16.10 Coffee Break And Exhibition Visit
- PANEL SESSION**
- 16.45 Examining Business Models And Regulation Needed To Foster The Uptake Of 2 Wheels EVs
 **Robert Stussi, President, AVERE (EUROPE) Vice President, WORLD ELECTRIC VEHICLE ASSOCIATION**
 Robert has directed a 25 city two and a half year demonstration program with electric buses. He advises cities on alternative vehicle and fuel technologies
-  **Mo-Hua Yang, President TD HITECH ENERGY (CHINESE TAIPEI)**
 Mo-Hua Yang has spent 12 years researching the e-bike market. He also was one of the top 5 speakers at the EV Battery Forum 2010 in Beijing
-  **Marc Barceló, General Manager VOLTA MOTORBIKES (SPAIN)**
 Aimed at urban commuters Volta will offer its new EV-1 in two guises: the entry level model (11kw) and the top-shelf model (22kW)
-  **Ed Benjamin, Founder and Chairman, LEVA Managing Director, E CYCLE ELECTRIC (USA)**
- 17.35 Closing Remarks
- 17.45 End Of E-Bikes Forum Day



What the 2009 & 2010 Forum Delegates say...

"Topics are very current and relevant"

NM, Managing Director, HERO ELECTRIC (India)

"Excellent organisation"

JS, Engineering Manager, OPTIMAL ENERGY (South Africa)

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call: +65 6243 0050 (8gmt)

www.evbatteryforum.com

email: emily@evbatteryforum.com

Forum Day 1

8.30 Registration & Coffee

9.00 Welcome Address

Davide Bonomi, *Content Strategy Director*
DUFRESNE - EV BATTERY FORUM

9.20 Chairman Introduction

**Jonathan Buck**, *Director*
IEC (SWITZERLAND)

IEC is a world leading organisation that publishes international standards. Mr. Buck is responsible for the organisation's outreach to industry and government leaders

KEYNOTE THOUGHT LEADER

9.30 Market Policies And Incentives For Electric Transportation

A Senior Representative speech is confirmed from
**MINISTRY OF INDUSTRY, TOURISM AND TRADE -
SPANISH INSTITUTE FOR ENERGY DIVERSIFICATION
AND SAVING (IDAE)**

9.55 Will There Be Enough Lithium In The World To Power EV Batteries?

**Michael Tamlin**, *General Manager - Commercial*
RINCON LITHIUM (AUSTRALIA)

Michael has over 13 years experience in the lithium industry. Rincon Lithium commercial shipments commence in Q1 2011

10.20 Learning How To Apply Geographic, Demographic And Grid Scenarios Into Your Ecosystem

**Francis Jen**, *General Manager - Electric Vehicle Division*
LUXGEN EV by HAITEC (CHINESE TAIPEI)

Luxgen is the EV brand part of the Yulon Group's automobile manufacturing operation established in 1953

10.45 Coffee Break And Exhibition Visit

11.20 Examining The EV Battery Energy Density Needs For Luxury Vehicles

**Paul Bostock**
Technical Specialist - Hybrid Strategy & Integration
JAGUAR / LAND ROVER (UK)

Developing battery-assisted hybrid versions for both brands due to launch 2013- 2014

11.45 Using Battery Management System (BMS) And Cell State Of Charge To Maximise The Battery's Capacity
(please visit www.evbatteryforum.com for updates)

12.10 How To Facilitate The Integration Challenges And The Countrywide Transition From ICE To EV In India

**Aravapalli Srinivas**, *Vice President - R&D*
MAHINDRA & MAHINDRA (INDIA)

A 7.1 billion dollars Indian multinational with a leadership position in utility vehicles. Acquired a majority stake in the REVA (EV) in 2010

12.35 LiFePO4 Based Li-ion Battery For Electric Vehicle Applications, Field Test And Modeling

**Anthony Wong**, *VP of Business Development & EV Engineering*
ATL (CHINA)

Established in 1999 ATL concentrates on designing and manufacturing Lithium-ion Polymer (LIP) battery cells from China

13.00 Lunch And Exhibition Visit

14.30 Examining The Quality And Standards Needed For Validating Next Generation Li-ion Batteries

**Priya L. Tabaddor**
Business Development Manager - Large Battery
UNDERWRITERS LABORATORIES (USA)

Independent product safety certification organisation, testing products and writing standards for safety for more than a century

14.55 Examining New Separators Developments Which Prevent Thermal Runaway and Enhance The Safety Of Lithium Battery Cells
(please visit www.evbatteryforum.com for updates)

15.20 Predicting Heat Release To Prevent Thermal Runaway Propagation And Achieving Long Term EV Li-ion Battery Safety

**Mo-Hua Yang**, *President*
TD HITECH ENERGY (CHINESE TAIPEI)

Mo-Hua Yang has spent 12 years researching the e-bike market. He is also one of the top 5 speakers at the EV Battery Forum 2010 in Beijing

15.45 Case Study: Sharing Results From A Statistically Based Cell Balancing In Order To Control Charge And Discharge Independently

**Michele Pennese**, *R&D Manager BEV & Hybrid Powertrain*
MICRO-VETT (ITALY)

The company is involved in the design and construction of electrically powered vehicles. Mr Pennese is a qualified inventor with several international industrial patent applications

16.10 Coffee Break And Exhibition Visit

16.45 Evaluating Cell Balancing Techniques To Achieve Uniform Heat Generation And Managing EV Li-ion Battery Pack Safety

**Horst Mettlach**, *General Manager*
ADAM OPEL (GERMANY)

Horst is involved in the development of Opel Ampera / VOLTec battery system

PANEL SESSION**Mobile Polling Session**

17.10 How To Overcome 100 Years Of Internal Combustion Engine (ICE) Vehicles Preconception And Market Penetration

Moderator:

**Jacques de Selliers**, *Managing Director*
GOING-ELECTRIC (BELGIUM)

Jacques manages Going-Electric a non-profit organisation promoting Electric Vehicles within the European institutions

Panelists:

**Francis Jen**, *General Manager - Electric Vehicle Division*
LUXGEN EV by HAITEC (CHINESE TAIPEI)

The Luxgen EV is already on sale and is powered by Li-ion batteries

**Samuel Hunter Roig**, *Commercial Director*
TESLA (SPAIN)

Currently the only automaker in the U.S. that sells highway-capable EVs in serial production. Delivered more than 1,300 Roadsters to customers

**Jackton Lu**, *Founder & CEO*
LUJO EV (CHINA)

A Chinese government supported enterprise manufacturing and assembling electric vehicles and its core parts

**Mark Basten**, *Group Chief Engineer - Electrical/Electronic*
European Technical Centre
TATA MOTORS (UK)

The Indica Vista EV uses polymer lithium ion batteries and is expected to hit dealership showrooms in 2011

18.00 Closing Remarks From The Chair

18.10 End Of Forum Day One

Forum Day 2

8.30 Registration & Coffee

9.00 Main Summary Points From The Previous Day



Jonathan Buck, Director
IEC (SWITZERLAND)

Established IEC regional centres serving the Asia-Pacific and Latin American regions

9.30 Examining the Battery Pack Needs Of Electric and Hybrid Commercial Vehicles And Sharing The Latest Results



Giorgio Mantovani, Advanced Engineering Manager
ALTRA IVECO (ITALY)

Awarded the Public Transport Innovation Award within the category "Energy and Environment" during the European Mobility Exhibition. IVECO is an international manufacturer of commercial trucks and buses

9.55 The Electric Bus In China. Energy Capacity And Safety Milestones Demonstrated



Yongping Chen, BYD Auto Europe Manager
BYD (CHINA)

The K9 is a pure-electric bus produced independently at BYD's Changsha-based bus manufacturing site. It utilises BYD's unique Fe battery system

10.20 EV Battery Warranty: How To Split Responsibility Between BMS, Cell And Vehicle Manufacturers



H. David Jones, Chief Operating Officer
ZAP (USA)

Zap is the oldest active electric vehicle manufacturer in the USA. David is responsible for managing daily operations and expanding into South America, Africa and the EU

10.45 Coffee Break And Exhibition Visit

11.20 Comparing Li-ion Materials Costs And Improving Your Energy Storage Strategy



Wolfgang Bernhart, Partner - Automotive Competence Center
ROLAND BERGER STRATEGY CONSULTANTS (GERMANY)

The company has 36 offices in 25 countries including China. Wolfgang has extensive experience in advising CEOs/CTOs and COOs in the automotive industry

11.45 What Are The Future Directions And Benefits For Partnering Between Vehicle And Battery Manufacturers?



Zhongyi Deng
CTO & Vice President Of Business Development (Automotive)
BAK BATTERY (CHINA)

One of the largest manufacturers of lithium-based battery cells in the world by production output

12.10 To What Extent Can The EV Battery Pack Be Recycled And Achieve A Second Life?



Olivier Paturet
Nissan European Zero Emissions Business Director
NISSAN INTERNATIONAL (BELGIUM)

Partnered with more than 30 governments and cities in Japan, the US and Europe to advance the deployment of electric vehicles worldwide

12.35 Examining The Key Testing Measurements Applied In Order To Achieve Higher Density Batteries
(please visit www.evbatteryforum.com for updates)

13.00 Lunch And Exhibition Visit

14.30 Examining The Latest Developments Of The EV Control System For Small Size Vehicles



Sangjoon Kim, Research Engineer HEV Control System Team
HYUNDAI (SOUTH KOREA)

South Korea's biggest automaker invested over \$34 million over one year to create the BlueOn. Mr Kim has taken part in developing control system of the Sonata/K5 HEV and the BlueOn EV

14.55 Physical Stability With Silicon Anode To Achieve High Capacity With Multiple Cycles



Jaephil Cho, Professor/Director - Converging Research Center for Innovative Battery Technologies
ULSAN NATIONAL INSTITUTE OF SCIENCE & TECHNOLOGY (SOUTH KOREA)

Received research grants of 35 million dollars for 5 years in the areas of energy harvest, storage and flexible batteries

15.20 The Chinese EV Li-ion Power Battery Landscape



Yunhai Shi, Director of Project - Power Battery
LISHEN BATTERY (CHINA)

Lishen has a joint venture with automotive partner Coda (EV) on the design, engineering, and pack assembly for the battery system

15.45 Developing High Capacity Cathode Materials And Maximising EV/HEV Energy Density



Yoshio Ukyo, Senior Fellow
TOYOTA CENTRAL R&D LABS (JAPAN)

A researcher of lithium batteries for over 11 years after having made substantial research on ceramics and the catalyst

16.10 Coffee Break And Exhibition Visit

16.45 From Materials To Vehicles: Examining How The EV Value Chain Is Developing In Order To Capitalise On Li-ion Batteries



Arne Fahje, Automotive-related Business Unit
MITSUBISHI CORPORATION (GERMANY)

Arne is working on lithium-ion battery business development projects. The i-MiEV has sold 3,000 units in Japan. 5000 i-MiEV have been produced since June 2009

17.10 Examining Vibration Endurance Tests And Complying With BATSO 01 (Battery Safety Organisation) In Order To Achieve International Certified Safety In The Supply And Value Chain



Tim Schäfer
Head of Strategic Coordination, LI-TEC BATTERY
Chairman, BATSO (GERMANY)

Joint venture of Evonik Industries and Daimler. Develops Li-ion batteries for automotive applications

17.35 Evaluating Investments In Lithium Mining Worldwide And Predicting The Price Of Lithium



Daniela Desormeaux, General Manager
SIGNUMBOX (CHILE)

An economist from Chile and an expert in industrial chemicals and natural resources. Most of the world's lithium supply is mined and produced in Argentina and Chile

18.00 Closing Remarks From The Chair

18.10 End Of Forum Day 2

EV Transport Planning

Free for Government
Register online now

This full day session will examine the most likely methods that could be utilised to improve urban planning and transport in relation to electric vehicles. It has been specifically designed to allow you to practically apply the lessons and theories learnt by your peers. Whether you are defining the best solution or policy strategy for your EV deployment project or are planning to design and produce a new car pool service, you will gain from having a more interactive opportunity to learn with and question, both the seminar leaders and fellow delegates facing the same challenges as you.

Seminar Leaders



Ramon Pruneda, Project Manager - Strategic Sectors
**ECONOMIC PROMOTION
BARCELONA CITY COUNCIL (SPAIN)**

Ramon is in charge of sustainable mobility and electro-mobility projects such as LIVE. The development partners of LIVE are Barcelona City Council, via the areas of Environment, Mobility and Economic Promotion; the Government of Catalonia, via the Catalan Energy Institute; and the companies ENDESA, SEAT and SIEMENS. Ramon's experience includes liaising with the public and private sectors in key aspects such as: testing and promotion of the electric motorbike, converting TMB bus fleets into hybrids, pilot municipal vehicles.



Roland Steinmetz
Managing Director, **EVCONSULT**
on behalf of **AMSTERDAM CITY COUNCIL (NETHERLANDS)**

Roland is the co-author of EV starting guide for city councils with quick reference to environment, infrastructure, vehicles, policy advice and top 10 actions. He is also project manager for procurement, organisation and realisation of charging infrastructure network for electric vehicles in the City of Amsterdam. Visit www.amsterdamelektrisch.nl to see how the City of Amsterdam has managed an ambitious plan to stimulate electric vehicles in the city and surrounding area.



Tomas Studenik
CEO, **TILI**
on behalf of **CITY OF PRAGUE (CZECH REPUBLIC)**

Tomas is involved in the EV strategy and implementation partner of the City of Prague which is planning to build 1000 charging stations and put the same number of electric cars in the streets by 2014. He advises also on sustainable transport and efficient use of resources in public transport. TILI is also a partner of the Superbej project of turning Skoda Superb into a pure EV.

Guests Speakers



Carl H. Nielsen, Chairman
CLEARDRIVE.EU (DENMARK)

Helps local governments to reach their defined goals for greener cities and infrastructure via Electric Taxi Projects



David Garcia, Managing Director
THE QUIMERA PROJECT (SPAIN)

The company is seeking to leverage its investor capital, corporate network and IP into new business ventures. Two of the projects involve an e-bike and a GT class racing EV



Abel P. Bracerias
New Energy and Sustainable Mobility
INMOTIA (SPAIN)

The company works on sustainable projects of electric mobility that help develop better cities

Start: 9.00 Lunch: 13.00 - 14.30 End: 18.00

Morning Break: 10.45 - 11.15 Afternoon Break: 16.10 - 16.45

SESSION 1: Making Your City EV Ready

Identifying The Key Factors To Consider When Picking A City For EV Roll Outs

Evaluating Results From Taxi Fleets And Car Pool Sharing In Order To Achieve New Business Models For Optimising Urban Planning

How To Find The Optimum Transport Mix For Lowering Emissions Within An Urban Space

SESSION 2: Education Programmes

Learning From EV Education Programmes And Improving The Penetration Of Clean Energy Transport

SESSION 3: Policy

Which Policy Measures Have Worked So Far And Why?

Differentiating Between Parking, Charging, HOV Lanes And Fiscal Incentives

PANEL SESSION

Looking Ahead: How Can Public And Private Sectors Create New Business Models For Clean Transport Solutions In The Next 3 Years?

The EV Transport Planning programme will be updated to include 2 more guests speakers. Visit www.evbatteryforum.com for updates

What the 2009 & 2010 Forum Delegates say...

"Very good and useful information has been shared during the discussion and executive sessions"

IH, Engineer, PROTON (Malaysia)

"Packed with information critical for understanding the EV market"

SA, Senior Project Engineer, CODA AUTOMOTIVE (USA)



Afternoon Free Seminar
Marketing EVs**Free to attend**
Register online now**Implementing Strategic Marketing For
A Rapidly Evolving Business Environment**

Social Media Marketing is a critical, but often poorly understood, tool that can either hurt or help the market for EVs. Thought leaders in the EV arena will do well to have research based expertise in Social Media Marketing practices that are specific to all EV stakeholders, including OEMs, governments, public utilities and NGOs. This seminar will share a study of the Social Media Marketing landscape and also will look at how the media is evolving and how the EV market may best make use of them to deliver an engaging new message that goes beyond the marketing mix.

TOPIC SESSIONS

Rethinking Marketing And Communication For The Electric Vehicle Users Community

Examining The Most Relevant Marketing Tools To Increase Public Awareness And EV Sales

Marketing To End Users The Residual Value Of The EV Battery Pack To Lower The Cost Perception

Lowering Range Anxiety Through Marketing Efforts

How To Use Social Media Networks To Engage Vehicle Consumers And Promote EVs - Sharing Findings From A Recent Survey

- who is influencing who?
- what kind of communications campaign?

Start: 14.30

Break: 16.10 - 16.45

End: 18.00

Free Seminar and Exhibition Registration

This free half day seminar will be located next to the exhibition hall, providing an additional opportunity to expand your networking.

Register online to qualify. Subject to seating availability.



Paolo Marino
President & CEO
Newton21 Roma

Paolo has worked with customers such as Toyota Motor Italia and Nissan. Previously he has held positions within Saatchi & Saatchi, Ogilvy & Mather, Universal McCann.



Remy Tennant
Consultant

Working with Plug In America, he completed one of the very first market research studies on the role of web 2.0 and social media in the dissemination of electric vehicles. He worked on CalCars' ongoing campaign to include economic incentives for conversions of ICE vehicles to electric vehicles under vehicle scrappage legislation. Served as a team mentor to Clean Tech Open entrant EVIN (Electric Vehicle Infrastructure Network), including co-authoring its sustainability report.

Who Should Attend?

This seminar is designed for marketing executives, PR executives, corporate affairs, strategic planners and media professionals who are involved in engaging the users of electric vehicles, e-bikes and recharging infrastructure.

Register online to qualify. Subject to seating availability.

Upcoming Forums produced by Dufresne

22 February 2011 Adelaide, Australia

Energy Storage

ACADEMY

See www.energystorageforum.com for updates

6 - 8 September 2011 Shanghai

EV Battery Forum Asia 2011

See www.evbatteryforum.com for updates

17 - 18 May 2011 Europe

Energy Storage Forum Europe 2011

See www.energystorageforum.com for updates

What the 2009 & 2010 Forum Delegates say...

"Well organised & very informative"

**AMS, Executive President,
QATAR AUTOMOTIVE GATEWAY (Qatar)**

"Excellent"

SY C, Senior Engineer, BEIQI FOTON MOTOR (China)

"Very topical and well organised"

**MT, General Manager
RINCON LITHIUM (Australia)**

"Good combination of topics"

ZYD, CTO, BAK BATTERY (China)

"I met professionals involved in LIB"

JK, General Manager, LG CHEM (Korea)

**"Well organised, good
performance & good venue"**

**PB, Technical Specialist
JAGUAR / LAND ROVER (UK)**



Barcelona 12 - 14 April

EV Battery Forum Europe 2011

Sponsorship & Exhibition: josh@evbatteryforum.com

Enquiry: emily@evbatteryforum.com

Speaking at Future Events: yvonne@evbatteryforum.com

Book a minimum 2 Day Forum and gain access to the Gala Dinner

4 EASY WAYS TO BOOK

Online: www.evbatteryforum.com

Email: register@evbatteryforum.com

Call: +65 6243 0050 (+8 GMT)

Fax: +65 6245 7232

12 April Tuesday	EV Recharging Infrastructure	E-Bikes Forum	Gala Dinner	
13 April Wednesday	Forum Day 1			Marketing EVs - Free Seminar
14 April Thursday	Forum Day 2	EV Transport Planning		Marketing EVs - Free Seminar

Select Your Forum Days		Booked BY 14 Jan '11	SAVE	Booked BY 11 Feb '11	SAVE	Booked BY 11 Mar '11	SAVE	Booked AFTER 11 Mar '11
3 Days	Access to ALL sessions over 3 days [+ Gala Dinner]	1290€	500	1390€	400	1490€	300	1590€
3 Days	Forum Day 1&2 + EV Recharging Infrastructure [+ Gala Dinner]	1090€	300	1190€	200	1290€	100	1390€
3 Days	Forum Day 1&2 + E-Bikes Forum [+ Gala Dinner]	990€	300	1090€	200	1190€	100	1290€
3 Days	Forum Day 1 + EV Recharging Infrastructure + EV Trans. Planning [+ Gala Dinner]	990€	300	1090€	200	1190€	100	1290€
2 Days	Forum Day 1&2 [+ Gala Dinner]	790€	300	890€	200	990€	100	1090€
1 Day	EV Recharging Infrastructure	590€	300	690€	200	790€	100	890€
1 Day	E-Bikes Forum	490€	100	490€	100	490€	100	590€
1 Day	EV Transport Planning (Free to Government representatives. Reservation required)	490€	100	490€	100	490€	100	590€
1/2 Day	Marketing EVs - Free Seminar. Register now to qualify.	Free		Free		Free		Free

<div>Training Course</div> <div>Energy Storage ACADEMY</div>	<div>Training Course A</div> <div>Monday 11 April 9.00 - 17.30</div> <div>Best Practice For Achieving Successful Negotiations And Long Term Product Quality Between China And Western Businesses</div>	Booked BY 11 Mar 2011	Booked AFTER 11 Mar 2011	
	<div>Training Course B</div> <div>Monday 11 April 9.00 - 17.30</div> <div>Detecting Failures And Manufacturing Defects In EV Li-ion Batteries</div>	Register 1	790€	890€
		Register 3 (SAVE 420€)	650€ each	750€ each

15% Discount for Government Representatives and Academics. (Subject to approval, identification required)

Associations and Partners Discounts Special discounts have been arranged with associations and partners. If a discount code is given to you, please enter it online or contact us at +65 6243 0050. Discounts cannot be combined. All discounts are subject to approval. Identification stating company name will be required.

REGISTER ONLINE: www.evbatteryforum.com

FORUM & EXHIBITION VENUE

CCIB - Barcelona International Convention Centre

Plaça de Willy Brandt, 11-14, 08019 Barcelona
t. +34 932 301 000



Delegates are responsible for the arrangement and payment of their own travel and accommodation. Hotel within 3 minutes walk from the CCIB:

AC Barcelona Forum Hotel

Paseo Taulat, 278 08019 Barcelona
t: +34 934 898 200 www.ac-hotels.com

TRAINING COURSE VENUE

AC Barcelona Forum Hotel

Paseo Taulat, 278, 08019 Barcelona
t. +34 934 898 200



Hotel Barcelona Princess

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Hotel Diagonal Zero

Plaça de Llevant, s/n, Sant Martí, 08019 Barcelona
t: +34 935 078 000 www.hoteldiagonalzero.com

GALA DINNER VENUE

Museu Maritim de Barcelona

Av. de les Drassanes s/n, 08001 Barcelona
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TERMS & CONDITIONS

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All transfer charges will be shared. Attendance will only be permitted upon receipt of full payment. An invoice with the participant's details will be issued. Please treat the invoice as the ticket to entry.

Dufresne Private Ltd holds the right to entry, identification required.

Free seminar subject to seating availability and identification.

CANCELLATION/SUBSTITUTION

Should you be unable to attend, a substitute from the same company is always welcomed at no extra charge. Alternatively we can make a refund less a service charge of 10% of the fee for cancellation received in writing (email or fax) no later than 11 March 2011. Where notice is given between 11 and 25 March, refunds will be of 30% of the fee. Regrettably no refunds can be made for cancellations received after 25 March 2011.

IMPORTANT NOTE

The EV Battery Forum (Dufresne Private Ltd) believes in content and conference quality. Due to unforeseen circumstances the programme may change and the EV Battery Forum reserves the right to cancel or alter the content and timing of the programme or the identity of the speakers for reasons beyond its control and will not be held accountable for any costs incurred by the participants. Gala dinner reservation subject to space availability.

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www.evbatteryforum.com

email: emily@evbatteryforum.com