

1st St. Gallen Forum for Management of Renewable Energies



Successful Growth with Sun, Wind & Co.

March 11/12 2010, Einstein Congress Hotel, St. Gallen

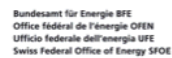
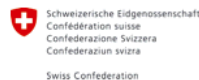
Today's climate policies, the dependency on energy imports, and technological change can all create new challenges in the energy sector. Current trends in the energy industry (both in the sale and production of energy) demand strategic changes, provide novel market opportunities and require innovative solutions. How can organizations prepare themselves for the future of renewable energies?

Welcome to the 1st St.Gallen Forum for Management of Renewable Energies

Get up-to-date answers to important questions regarding the management of renewable energies and discuss these topics with leading individuals experienced in academic and practical management, innovative corporate managers, and political decision-makers. Learn more about successful growth with sun, wind, and co. - register today.

Any questions? We look forward to your e-mail to Regula Kramer (energie@unisg.ch).

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Initiated in May 2009, the Good Energies Chair for Management of Renewable Energies at the University of St.Gallen (HSG) will be organizing the first forum on this topic. In March 2010, leading representatives from business and academia will come together to discuss the most recent developments in renewable energies from a management perspective:

- Which challenges emerge due to the growth of renewable energies and which factors enable successful market positioning?
- How do multinational corporations manage innovation in the field of renewable energies?
- How can companies profit from alliances and acquisitions within the renewable energy industry?
- Which business models will be successful in the energy grid of the future?
- How do companies create value for their customers and which target groups are promising?

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Background: The St.Gallen Forum for Business-oriented, State-of-the-art Know-how on Management of Renewable Energies

The St. Gallen Forum for Management of Renewable Energies presents state-of-the-art research on management issues relating to the production and distribution of renewable energy. Research results of the core competencies of the organizer, the Good Energies Chair for Management of Renewable Energies are at the centre of the conference, namely business models, risk capital, investment decisions, energy policy as well as marketing and consumer behaviour.

The Forum offers a platform for discussion, for developing and sharing solutions, and for networking. The international network of the organizing chair, the conference's manageable size, together with the mix of plenary sessions, interactive workshops and an attractive social programme give the participants the chance to enter into an intensive interaction with each other.

Finally, the St.Gallen Forum for Management of Renewable Energies is clearly business-oriented. Participants get concrete, applicable ideas on how to implement the current research results in their daily business.

Thursday, March 11, 2010

7 p.m. **Welcome Dinner**, sponsored by McKinsey & Company
Location: Restaurant Lagerhaus, Davidstrasse 42, 9000 St. Gallen

Address by Thomas Scheitlin, Mayor, St. Gallen

Climate Change and Renewable Energies - Novel Chances for the Economy
Dr. Marco Ziegler, Principal, McKinsey & Company

Friday, March 12, 2010

Morning

- 08:30 *Check-In at Einstein Congress Hotel, Welcome Coffee and Tea*
- 09:00 **Management of Renewable Energies – Reception and Introduction to the Topic**
Prof. Dr. Rolf Wüstenhagen, Good Energies Chair for Management of Renewable Energies, IWÖ-HSG, University of St.Gallen (HSG)
- 09:30 **Towards CO₂-Neutrality with Renewable Energies - From Vision to Strategy**
Dr. Sibyl Anwander Phan-Huy, Head Quality/Sustainability/Economic Policy, member of the board, Coop
- 10:00 **Swiss Energy Policy - A Strong Bridge on the Way to Grid Parity?**
Michael Kaufmann, Vice Director, Swiss Federal Office of Energy
Hansulrich Schärer, Head Renewable Energy Section, Swiss Federal Office of Energy
- 10:30 *Coffee Break*
- 11:00 **Renewable Energies - Opportunities and Challenges in Generation & Trading**
Giovanni Jochum, Head Market / Member of the Executive Board, Rätia Energie
Coffee Break
- 11:30 **Bits to Energy: How is the Digital Revolution Going to Change the Future of Energy?**
Prof. Dr. Elgar Fleisch, Bits to Energy Lab, ETH Zurich and University of St.Gallen (HSG)
- 12:00 **Changes for Growth and Challenges in Renewable Energies**
Prof. Dr. Utz Claassen, Chief Executive Officer, Solar Millennium AG
- 12:30 *Lunch*

Afternoon

- 13:45 **Parallel Workshops with Introductory Note and Discussion**
- 16:00 *Coffee Break*
- 16:30 **Keynote - Learnings from Renewable Energies in the Developing World: The Story of SELCO India**
Dr. H Harish Hande, Co-Founder and Managing Director, SELCO Solar,
Schwab Social Entrepreneur of the Year
- 17:00 **Wrap-Up**
Prof. Dr. Rolf Wüstenhagen, Good Energies Chair for Management of Renewable Energies, IWÖ-HSG, University of St.Gallen (HSG)
- 17:15 **Apero**, sponsored by Sankt Galler Stadtwerke
End of event

Workshop Topics

Workshop 1: Innovative Business Models for Smart Grids (IN GERMAN)

Introduction: Dr. Dirk Schlesinger, Senior Director Internet Business Solution Group (IBSG), Cisco
Dr. Wolfram Krause, Projektleiter eTelligence, EWE AG

Moderation: Moritz Loock, Good Energies Chair for Management of Renewable Energies, University of St.Gallen

Der Strommarkt steht mit der Entwicklung von Smart Grids vor gewaltigen Änderungen und neuen Möglichkeiten. Traditionelle Geschäftsmodelle spüren bereits heute starken Änderungsdruck. Daneben entstehen Chancen für völlig neue Geschäftsmodelle. Ob etablierte Unternehmen oder Start-ups, die Gewinner der Zukunft haben Antworten auf folgende zentrale Fragen: Was wollen die Kunden im Strommarkt der Zukunft? Welche Produkte und Services sollen Unternehmen Ihren Kunden versprechen und wie lässt sich damit Geld verdienen? Welche Ressourcen, Kompetenzen und Partner brauchen Unternehmen, um solche Kundenversprechen umzusetzen und vor Wettbewerbern zu schützen?

This workshop will be held in German language.

Workshop 2: Reduce Cost and achieve Economies of Scale: The potential of Alliances and M&A in the Renewable Energies Industry

Introduction: Dr. Winfried Weigel, CEO, Cleantech Capital
Henrik Christiansen, CFO, Colexon

Moderation: Elmar Friedrich, Good Energies Chair for Management of Renewable Energies, University of St.Gallen

A continuously increasing competition, the goal of grid-parity, and a shifting supply-demand balance in certain markets emerge in the striking need for cost-reduction in the renewable energy industry. Alliances and M&A within this decentralized industry have the potential to reduce costs as they enable companies to realize scale effects and improve efficiency along their value chain. This workshop addresses the potential of Alliances and M&A in the renewable energy industry and practically outlines threats and opportunities for companies.

Workshop 3: Renewable Energies as a Strategic Opportunity: How Multinational Corporations Manage Renewable Energy Innovations

Introduction: Dr. Carlos Härtel, Managing Director, GE Global Research Center Europe
Crispin Leick, Head of Strategy & Ventures, RWE Innogy

Moderation: Prof. (Ph.D.) Steven Floyd, Professor of Strategic Management, University of St.Gallen
Christoph Birkholz, Good Energies Chair for Management of Renewable Energies,
University of St.Gallen

Multinational corporations play a major role in the development and commercialization of renewable energy innovations. While both energy majors and highly diversified firms engage in this endeavor their initiatives, organizational settings and technology focus vary across the globe. Furthermore, the strategic potentials of renewable energies innovations for shaping and entering new markets as well as for corporate-wide strategic renewal are not equally shared. Which innovative route is the most promising? Are renewable energy innovations considered an opportunity or a threat? And which impact do renewable energy innovations have for the strategic renewal of multinational corporations?

Workshop 4: Marketing for Eco-Electricity: Challenges and Opportunities (IN GERMAN)

Introduction: Kathrin Heise, Marketing Managerin Eco-Power, BKW FMB Energie AG

Gian Carle, Head Trading Renewable Energies, ewz

Robert Werner, CEO, Greenpeace Energy eG

Moderation: Dr. Josef Känzig, Federal Office for the Environment, Bern

Stefanie Heinzle, Good Energies Chair for Management of Renewable Energies, University of St.Gallen

Mit der Marktliberalisierung haben Privatkunden in vielen Ländern Europas eine Wahlmöglichkeit zwischen verschiedenen Stromprodukten erhalten. In Deutschland und Österreich ist dies schon seit mehreren Jahren der Fall, in der Schweiz steht die Marktöffnung noch am Anfang. Ökostrom wird heute von der Elektrizitätswirtschaft nicht mehr ausschliesslich als Imagepflege, sondern als strategische Notwendigkeit betrachtet. Vor diesem Hintergrund soll dieser Workshop folgende Fragestellung bearbeiten: Was erwartet der Kunde und welche Faktoren machen den Marktauftritt erfolgreich? Wie ist der Markt für Ökostrom segmentiert? Wie wichtig ist die Zertifizierung des eigenen Ökostromproduktes? Welche traditionellen, welche alternativen Vertriebskanäle eignen sich für den Vertrieb von Ökostrom? Wie hoch ist wirklich die Wechselbereitschaft der Kunden? Würde die Setzung des Grundmixes ("Defaults") auf Erneuerbare Energien zu einer Steigerung des Kundennutzen führen?

This workshop will be held in German language.

Workshop 5: Wanted: Successful Marketing Concepts in the Solar Industry (IN GERMAN)

Introduction: Henning von Barsewisch, Chief Sales Officer, Concentrix Solar

Prof. Dr. Marc Drüner, CEO and founder, trommsdorff+drüner

Moderation: Nina Hampl, Good Energies Chair for Management of Renewable Energies, University of

St.Gallen

Zur Steigerung der Absatzzahlen in der Solarbranche bedarf es mehr, als einer konsequenten Weiterentwicklung und Verbesserung der Technologien. Wenn am Markt nicht richtig und ausreichend kommuniziert wird, verkauft sich auch das beste Produkt nicht. Dies hat die Solarbranche bereits erkannt. Marketing und Vertrieb stecken jedoch noch immer in den Kinderschuhen. Der Workshop versucht diesen Umstand näher zu beleuchten und Lösungsansätze aufzuzeigen. Konkret soll folgenden Fragestellungen nachgegangen werden: Was sind die Gründe für dieses Defizit? Wie können Marketing- und Vertriebskonzepte

in der Solarbranche effektiv gestaltet werden? Welchen Stellenwert nehmen Partnerschaften in der Marketing- und Vertriebsstrategie ein? Was kann man von erfolgreichen Branchenvertretern lernen? Welche Möglichkeiten gibt es, Marketing und Vertriebs-Knowhow und –kompetenz auszubauen?

This workshop will be held in German language.

Workshop 6: E-Mobility from a Customer Perspective (IN GERMAN)

Introduction: Robert Horbaty, Geschäftsführer, ENCO und Projektleiter IG Vehicle to Grid V2G, im Auftrag des Bundesamtes für Energie
Wolfgang Pell, Bereichsleiter Innovation, Research & Development, Verbund
Dr. Karl Dörler, VKW-Ökostrom

Moderation: Prof. Dr. Franz Baumgartner, Zürcher Hochschule für Angewandte Wissenschaft Winterthur

Elektrofahrzeuge stellen einen zentralen Baustein auf dem Weg zu einer nachhaltigen Mobilität dar. Der ökologische Beitrag dieses Transportmittels wird von der Stromart bestimmt, mit welcher das Auto aufgeladen wird. Sein ökonomischer Erfolg hängt von der Leistungsfähigkeit, dem Image und den Kosten ab. Dieser Workshop setzt sich daher mit den folgenden Fragen auseinander: Warum braucht das Elektrofahrzeug die Solarenergie? Welche Anforderungen stellen die Kunden an Elektrofahrzeuge: Reichweite, PS, Preis? Wie viel ist ihnen das ökologische Image der Fahrzeuge wert? Ist die Reichweite wirklich so wichtig? Und wie hängen Ladezeitpunkt und Stromart zusammen?

Contact

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