

Lighting Africa 2010 International Business Conference and Trade Fair —Draft Agenda—

*Speaker invited, not confirmed

Monday May 17	
09:00-17:00	<p>Set up of Trade Fair Booths:</p> <p>Trade Booths are open from 09:00-20:00 on May 18 and 19. The key focus will be during lunches, breaks, and evening receptions on these days</p>
17:00	Conference Registration Open
Tuesday May 18	
08:00	Conference Registration Open
09:00	<p style="text-align: center;">I. Opening Ceremony</p> <p style="text-align: center;">Master of Ceremony: Michael Oyier, Kenya Television Network (KTN)</p> <ul style="list-style-type: none"> • Kenya Perspectives on Off-Grid Lighting Honorable Kiraitu Murungi, Minister of Energy of Kenya* • Lighting Africa: Building a Sustainable Platform for An Emerging Industry • Russell Sturm, Sustainable Energy Team Leader, International Finance Corporation (IFC) • Keynote Address—John Barorot, Chief Technical Officer, Safari Com
11:00	Break
11:30	<p style="text-align: center;">II. Off-Grid Lighting Market: Status and Trends</p> <p style="text-align: center;">Session Chair: Anil Cabraal, Lead Energy Specialist, Energy Unit, Energy Transport & Water Department, The World Bank</p> <ul style="list-style-type: none"> • Off-Grid Lighting Market Trends-Gaurav Gupta, Associate Partner, Dahlberg Associates (25 minutes) • Industry Discussion Led by Session Chair (10 minutes each) <ul style="list-style-type: none"> ○ Frank Altena, Sustainability Officer, Philips Lighting ○ Ranganayakulu Bodavala, President, Thrive ○ Sameer Hajee, Executive Director, Lights for Life ○ Gilles Vermot Desroches, Sustainable Development Senior Vice-President, Schneider Electric <p style="text-align: center;">Question and Answer</p>
13:00	Lunch

14:30	<p style="text-align: center;">III. Consumer and Trade Perspectives in Off-Grid Lighting Session Chair: Mr. Chris Harrison Managing Director, Young & Rubicamm</p> <p><i>(Speakers, 20 minutes each)</i></p> <ul style="list-style-type: none"> • Market Segment Overview Arthur Itotia Njagi, Lighting Africa Project Manager, IFC • Consumer Preference Patterns Christine Laurensen, Director, Research International • Off Grid Lighting in Uganda GTZ • Critical Success Factors and Lessons Learned-The Distributor Perspective Sam Goldman, Co-Founder and CEO, D-Light <p style="text-align: center;">Question and Answer</p>
16:00	Break
16:30	<p style="text-align: center;">IV. Policy Drivers Session Chair: Dana Rysankova, Senior Energy Specialist, The World Bank</p> <ul style="list-style-type: none"> • Policy Barriers Hindering Off-Grid Lighting—Mark Hankins, Energy Specialist, Marge Consulting <i>(30 minutes)</i> • Panel Discussants: Mitigating the Barriers <i>(7 minutes each)</i> <ul style="list-style-type: none"> ○ Lutengano U.A. Mwakahesya, Director-General, Tanzania Rural Energy Agency ○ Augustus Goanue, Interim Head, Liberia Rural and Renewable Energy Agency ○ Ogunlade Davidson, Minister of Energy and Water Resources, Sierra Leone ○ Omane Frimpong, Managing Director, Wilkins Engineering, Ghana <p style="text-align: center;">Question and Answer</p>
18:00	<p style="text-align: center;">V. Wrap Up Tjaarda P. Storm van Leeuwen, Adviser, World Bank Africa Energy Group (AFTEG)</p>
18:30	Reception in Trade Fair Exhibition
20:00	First Lighting Africa Product Award Ceremony Co-Hosts: Jean Philippe Prosper, IFC Director for Eastern and Southern Africa and Johannes C.M. Zutt, World Bank Country Director for Kenya
20:30	Gala Dinner

Wednesday May 19	
09:00	Concurrent Breakout Sessions
A.	<p style="text-align: center;">VI. Market Perspectives on Quality Assurance Session Chair: Akanksha Chaurey, Director, The Energy & Resources Institute (TERI)</p> <ul style="list-style-type: none"> • Quality Assurance Strategy for the Off-Grid Lighting Industry—Rodd Eddy, Lighting Africa Consultant <i>(30 minutes)</i> • Panel Discussants <i>(7 minutes each)</i> <ul style="list-style-type: none"> ○ Sam Andrews, China Operations Manager, Barefoot Power ○ Norbert Pfanner, Dipl.-Ing, Fraunhofer Institute for Solar Energy ○ Eric Chesire, Kenya Bureau of Standards* ○ Shuming Hua, Director, National Lighting Test Center ○ GTZ <p style="text-align: center;">Question and Answer</p>
B.	<p style="text-align: center;">VI. Emerging Business Models in Reaching the Base of the Pyramid Session Chair: Professor Pikay Richardson, Manchester Business School</p> <ul style="list-style-type: none"> • Marketing to the Base of the Pyramid—Professor Pikay Richardson <i>(30 minutes)</i> • Panel Discussants <i>(7 minutes each)</i> <ul style="list-style-type: none"> ○ Harald Schuetzeichel, Director Solar Energy Foundation in Ethiopia/Founder Sun Transfer in Kenya, Sun Transfer in Ethiopia and Kenya ○ Ueli Scheuemeier, Sunlabob in Uganda ○ Mohamedrafik Parpia, Managing Director, Zara Solar in Tanzania ○ Sagar Gubbi, Consultant, GSMA Development Fund <p style="text-align: center;">Question and Answer</p>
10:30	Break
11:00	Concurrent Breakout Sessions
A.	<p style="text-align: center;">VII. Product Advances in Off-Grid Lighting Session Chair: Anton Zimmermann, CTO, Phocos AG</p> <p><i>(Speakers, 15 minutes each)</i></p> <ul style="list-style-type: none"> • LED's Ling Wu, General Secretary, China Solid State Lighting Alliance • Batteries Win Kurzyca, National Sales Manager Alternative Energy Solutions Division SANYO • Photovoltaics K. Subramanya, CEO, TATA BP Solar <p style="text-align: center;">Question and Answer</p>

<p>B.</p>	<p align="center">VII. Financing Across the Supply Chain: Investor Roundtable</p> <p align="center">Session Chair: Richard Duke, Deputy Assistant, Office of Policy and International, US Department of Energy</p> <p><i>(Speakers, 20 minutes each)</i></p> <ul style="list-style-type: none"> • IFC Corinne Figueredo, Manager, Cleaner Technologies Program • Acumen Raj Kundra, Director, Capital Markets and Energy Portfolio • E+Co Africa Kofi Nketsia-Tabiri, Regional Manager • Tujijenge Africa Felistas Coutinho, Director <p align="center">Question and Answer</p>
<p>12:30</p>	<p align="center">Lunch</p>
<p>14:00</p>	<p align="center">Concurrent Breakout Sessions</p>
<p>A.</p>	<p align="center">VIII. Sustainability Issues in Off-Grid Lighting</p> <p align="center">Session Chair: Udo Gattenlöhner, Executive Director, Global Nature Fund</p> <p><i>(Speakers, 15 minutes each)</i></p> <ul style="list-style-type: none"> • Off-Grid Lighting Sustainability Issues Wolfgang Gregor, Senior Vice President and Chief Sustainability Officer, OSRAM • Particulate Emissions from Kerosene Lanterns Dustin Poppendieck Assistant Professor in the Environmental Resources, Engineering Department at Humboldt State University • Social Impacts of Off-Grid Lighting Gerhard Mair, Consultant • Recycling and Disposal of Lead Acid Batteries Sophie van den Berg, Partners in Development <p align="center">Question and Answer</p>
<p>B.</p>	<p align="center">VIII. Carbon Finance</p> <p align="center">Session Chair: Marianne Moscoso-Osterkorn, Director General, Renewable Energy and Energy Efficiency Partnership (REEEP)*</p> <p><i>(Speakers, 15 minutes each)</i></p> <ul style="list-style-type: none"> • Methodologies for Carbon Finance Monitoring and Evaluation Evan Mills, Staff Scientist, Lawrence Berkeley Laboratory • Selling Carbon Credits for Kerosene Replacement with Solar Lamps Nick Sireau, Director, Solar Aid • Carbon Finance for SMEs Mercedes Fernandez, Senior Council, Climate Focus • Business and Finance Innovation for Cleaner Rural Lighting Solutions Mayank Sekhsaria, Co-Founder, Greenlight Planet Inc. • Industry Perspective on Carbon Finance Tom Morton, Executive Director, Environmental Markets, J.P. Morgan-Climate Care <p align="center">Question and Answer</p>

C.	<p align="center">VIII. Implementation Issues in Donor-Financed Programs Moderator: Joel Kolker, Regional Program Leader. Public-Private Infrastructure Advisory Facility</p> <p><i>(Speakers, 15 minutes each)</i></p> <ul style="list-style-type: none"> • United Nations Industrial Development Organization (UNIDO) Alex Varghese, UNIDO Representative to Kenya and Eritrea • Agence Sénégalaise d'Electrification Rurale (ASER) Ousmane Fall Sarr, Directeur des Etudes et du Système d'Information • Gesellschaft für Technische Zusammenarbeit (GTZ) Dr. Carsten Hellpap, Manager, Energizing Development • Global Market Transformation for Efficient Lighting Gustavo Mañez Gomis, Energy Branch, Division of Technology, Industry and Economics, United Nations Environment Programme* <p align="center">Question and Answer</p>
15:30	Break
16:00	<p align="center">IX. Lighting Africa—The Way Forward</p> <p>Session Chair: Monika Weber-Fahr, Manager, Sustainable Advisory Services, IFC</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Vijay Iyer, World Bank Africa Energy Sector Manager • Industry Trade Association Representative <p align="center">Group Discussion</p>
18:00	X. Wrap Up
18:30	Reception in Trade Fair

***Official Lighting Africa Business Conference and
Trade Fair Adjourned!***

***Lighting Africa 2010 – Business Conference and Trade Fair
—Open Side Events—
Thursday, May 20, 2010—***

First Morning Sessions are Concurrent

Business Development Side Event

8:30 to 10:30

Overview: One of the main challenges confronting Small and Medium Scale Enterprises (SMEs) is the ability to effectively manage and channel resources to maximize potential. This side event will provide guidance to business owners, corporate leaders, and senior staff enabling them to improve business delivery, ensure growth and monitor performance.

The event provides an introduction to the International Finance Corporation's (IFC) *Business Edge Model* which seeks to build the capacity of distributors and importers in managing distribution, staff, and finance. The session will use Business Edge's real-life examples for illustration thereby demonstrating the value of the tool for business development.

Who Should Attend? Distributors, Importers, SMEs and others interested in enhancing business development skills in off-grid lighting.

End-User Finance for Off-Grid Lighting

8:30 to 10:30

Overview: There is vast market potential for affordable and reliable lighting products, however the high up-front capital outlays leave the majority of low-income people unable to access modern, more efficient options. The best opportunity to overcome this challenge, and promote the uptake of clean energy, is through the expansion of end-user financing. In developing long-term strategic partnerships, and promoting innovation, financial institutions and energy enterprises can leverage respective specialties to appropriately design and implement energy lending models and educate, support and assure clientele in upgrading to modern lighting. This session will explore the productive intersection between clean energy and financing models in developing countries. It will highlight the work that is being done by prominent microfinance institutions and energy enterprises in East Africa. Cross-cutting themes to be addressed include expanded opportunities for income generation; improved health due to access to cleaner energy options; greater empowerment of women for education and enterprise development; and mitigated environmental impact.

Who Should Attend? Financial institutions that serve the poor, investors in local energy enterprises, energy entrepreneurs interested in extending credit, development practitioners working on expanding access to clean energy, manufacturers and distributors, and policymakers working to create incentives for linking finance with energy.

10:30 to 11:00— Coffee Break

Financing Access for Off-Grid Lighting

11:00 to 13:00

Overview: Growth capital for manufacturers, trader finance for distributors, and micro-finance for consumers are essential ingredients in the development of the low cost off-grid market. This session creates a platform for interaction between financial institutions and funds seeking to invest in the renewable energy market and manufactures/distributors looking for funding. The session evaluates and discusses the various financial sources and offerings available in the marketplace today and in planning. It will also explore their practical application in helping to tap and exploit the potential demand in the off-grid lighting industry.

Who Should Attend? Manufacturers, distributors, consumer groups, SMEs, and others interested in financing off-grid lighting projects, programs and products.

13:00 to 14:00—Lunch

Afternoon: Concurrent Sessions

High Performance LEDs and How to Use Them

14:00 to 17:00

Overview: This session will examine the electrical and thermal performance of low, mid, and high power light emitting diodes (LEDs). Electronic systems for powering LEDs will be reviewed, and the topic of Thermal Management will be presented and explored. Participants will learn the basics of electronic drive systems and proven thermal management practices. Examples— Good and bad— of LED system design will also be provided. The audience will learn how to identify features in good design and problems to be aware of when assessing LED products. Finally, LED lifetime performance will be related to system design and proper thermal management along with an explanation of results from recent lifetime testing experiments.

Who Should Attend? The seminar will be technical in nature, however information will be provided in a manner that is of value to non-technical persons. The session is open to anyone curious about LED technology (and how it works), as well as LED product managers, engineers, distributors, and program managers.

Emerging Models in Reaching the Base of the Pyramid 14:00 to 17:00

Overview: This session will take participants on an insightful journey in the development and implementation of transformational marketing and route-to-market strategies aimed at rural and low-income markets. Focusing on “out of the box” approaches and relevant case studies, the presenters will explore successful and innovative business models that offer lessons for players in the off-grid lighting industry as they develop strategies in reaching the bottom of the pyramid. The session will cover the following specific topics:

- Setting marketing objectives with relevance to bottom-of-pyramid consumers and businesses (particularly micro-scale)
- Translating these objectives into actionable strategies relevant to off-grid industry
- Development of marketing strategic thrusts
- Development of route-to-market strategies
- Critical success factors
- Overall impact of the strategy in the marketplace

Who Should Attend? Manufacturers of off-grid lighting products seeking entry into African markets; importers/distributors of off-grid lighting products; marketing and brand managers; managers involved in trade marketing investments and trade marketing implementation; and business development managers and consultants interested in the African market.

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