

Over **60** speakers  
featuring  
**13** speakers  
from  
**Asian Companies**

The 3rd

第三届国际电动车用电池论坛

# EV Battery Forum

Europe 2011  Barcelona 12 - 14 April

CCIB - Barcelona International Convention Centre

Includes

**EV Recharging Infrastructure** 

**E-BIKES Forum** <sup>TM</sup>



*A lasting journey*

**Government Policy** **Business Models**

**E-Bikes** **Safety and Standards** **BMS**

**EV Recharging Infrastructure** **Energy Density**

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

Institutional Partners



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[www.evbatteryforum.com](http://www.evbatteryforum.com)

call: +65 6243 0050 (+8 GMT)

**Programme At A Glance**

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

CCIB - Barcelona International Convention Centre

**From Asia To Europe**

13 speakers of this Forum from more than 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? Start the discussions here and build on them during the following days of the forum.

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

**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.

Entrance to Museum and Gala Dinner



## Gold Sponsor



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](http://www.rinconlithium.com)

## Gold Sponsor



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 them through test method development and standards.

[www.ul.com](http://www.ul.com)

## Institutional Partners



### 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.bcn.cat/barcelonabusiness](http://www.bcn.cat/barcelonabusiness)



**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](http://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 the development of strategic implementation of electric mobility in the metropolitan area of Barcelona. [www.livebarcelona.cat](http://www.livebarcelona.cat)

## Key Partners



## Partners



## Media Partners



## Produced by



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.

join our group



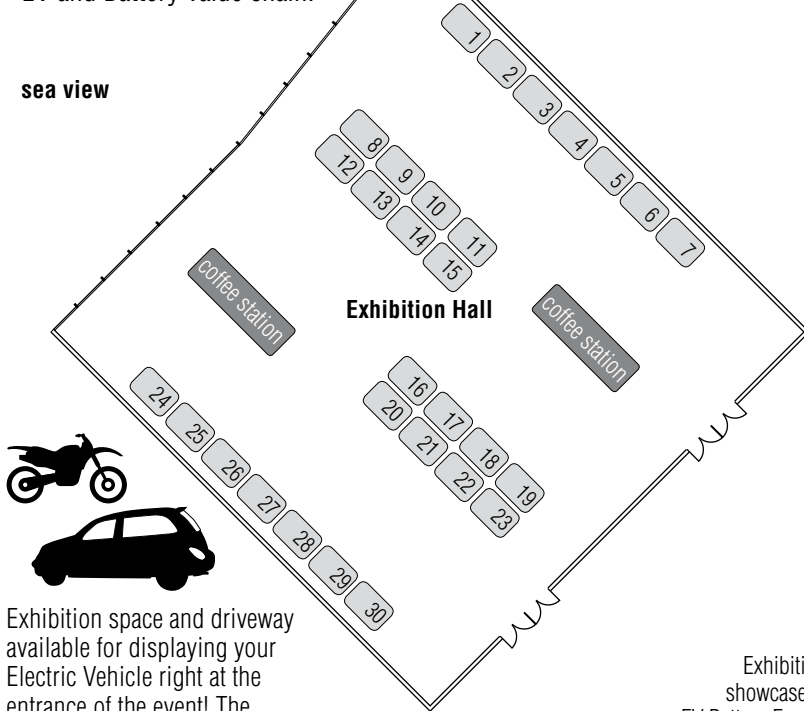
on



### 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.

sea view



Exhibition space and driveway available for displaying your Electric Vehicle right at the entrance of the event! The mainstream media will be present.

#### Exhibition Schedule

Wednesday 13 April 9:00 to 18:00  
Thursday 14 April 9:00 to 18:00

#### Dimensions

Each exhibition module is 3 x 2m or multiples. Contact us for details about the benefits related to the exhibition features. 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 please contact:**

**josh@evbatteryforum.com**  
t: +65 6243 0050 (+8 GMT)  
**marina@evbatteryforum.com**  
t: +34 672 830 810 (+1 GMT)



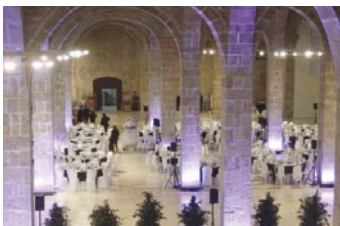
Exhibition showcase at EV Battery Forum Beijing 2010

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         |
| KPCB                               | YUASA BATTERIES |
| KATECH                             | WESTERN LITHIUM |
| IEC                                | B&K LI-ION      |
| LISHEN BATTERY                     | ALEEES          |
| CHEMETALL                          | FAAM            |
| E-ONE MOLI ENERGY                  | ATL             |
| EVB TECHNOLOGY                     | LG CHEM         |
| BOSCH                              | CEA LITEN       |
| ABB                                | HERO ELECTRIC   |
| ST KINETICS                        | VERBUND         |
| RINCON LITHIUM                     | EDF             |
| VANTAGEPOINT                       |                 |
| TD HITECH ENERGY                   |                 |
| GALAXY RESOURCES                   |                 |
| TSINGHUA UNIVERSITY                |                 |
| CHINA ENVIRONMENT FUND             |                 |
| TALISON MINERALS                   |                 |
| NATIONAL SEMICONDUCTOR             |                 |
| QINGYUAN ELECTRIC VEHICLE          |                 |
| TIANJIN INSTITUTE OF POWER SOURCES |                 |
| UNDERWRITERS LABORATORIES          |                 |
| SUMITOMO CORPORATION               |                 |
| CHINA 863 PROJECT                  |                 |
| MAHINDRA AND MAHINDRA              |                 |
| AMERICAN ELECTRIC POWER            |                 |
| mitsubishi corporation             |                 |

### Sponsorship Opportunities

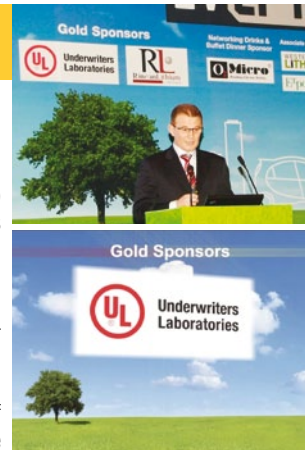
#### Gala Dinner Sponsor



Untap this opportunity to position your brand within this unique networking event at the Museu Maritim de Barcelona or call one of our consultants who will help you in tailoring your product needs with one of our sponsorship packages which features over 30 different elements. Sponsorship packages start from 2500€.

Sponsors logos on stage backdrop, registration backdrop and banners

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



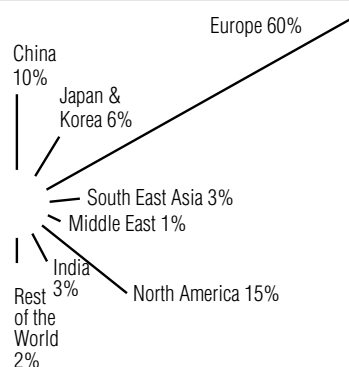
#### Who Will You Meet?

- 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

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

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-ray 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

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  
**Daive Bonomi**, *Content Strategy Director*  
**DUFRESNE - EV BATTERY FORUM**
- 9.20 Chairman Introduction  
 **Keith Hardy**, *Senior Technical Advisor*  
**ARGONNE NATIONAL LABORATORY (USA)**  
Assigned to the DOE Vehicle Technologies Program in Washington, DC
- 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  
 **Santiago Cascante**  
*Technology and Innovation Manager*  
**ENDESA**  
Endesa and Mitsubishi signed a MOU collaboration on E-mobility and V2G. currently coordinating the Electric Vehicle Fast Charge Infrastructure Projects
- 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  
 **Frederic Marangone**, *VP Engineering*  
**ZAP (USA)**  
Zap is the oldest active electric vehicle manufacturer in the USA. Frederic's duties at ZAP lead him to benchmark EV technologies all over the world and co-develop several systems used in ZAP's vehicles today  
 **Robert Stussi**  
*President, PORTUGUESE ELECTRIC VEHICLE ASSOCIATION (APVE)*  
*Former President, AVERE, WEVA*  
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
- 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 The Future Of Transport  
 **Adeline Tung**, *Centre Director (Milan, Italy)*  
**SINGAPORE ECONOMIC DEVELOPMENT BOARD (SINGAPORE)**  
EDB is the lead government agency responsible for planning and executing strategies to enhance Singapore's position as a global business centre
- 16.10 Coffee Break And Exhibition Visit
- 16.45 Identifying The Key Factors To Consider When Picking A City For EV Roll Outs  
 **Roland Steinmetz**  
*Managing Director, EVCONSULT*  
on behalf of **AMSTERDAM CITY COUNCIL (NETHERLANDS)**  
 **Tomas Studenik**  
*CEO, TILI*  
on behalf of **CITY OF PRAGUE (CZECH REPUBLIC)**
- 17.10 Evaluating Energy Storage Systems In Fast Charge Conditions And Testing Of Commercial Fast Charging Points  
 **Emanuele Pasca**  
*Research Technical Area, Engineering & Innovation*  
**ENEL (ITALY)**  
Launching important pilot project in 3 Italian cities - Rome, Milan and Pisa - through the deployment of 500 charging points
- 17.35 Examining Monthly Subscription Based Recharging Services And The Battery Technology That Can Facilitate Them  
 **Michal Vakrat Wolkin**  
*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

- 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.CZ (CZECH REPUBLIC)**  
 The company produces mid-range electric bicycles for EU markets
- 15.45 Evaluating The Progress Of The Energy Bus Standard (EBS)  
 **Johannes Dörndorfer Head Of Engineering ROPA ENGINEERING (GERMANY)**
- 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  
 Moderator:  
 **Ed Benjamin Founder and Chairman, LEVA Managing Director, E CYCLE ELECTRIC (USA)**  
 Panelists:  
 **Robert Stussi President, PORTUGUESE ELECTRIC VEHICLE ASSOCIATION (APVE) Former President, AVERE, WEVA**  
 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 it's new EV-1 in two guises: the entry level model (11kw) and the top-shelf model (22kW)
- 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)**

## Forum Day 1

- 8.30 Registration & Coffee
- 9.00 Welcome Address  
**Davide Bonomi**, *Content Strategy Director*  
**DUFRESNE - EV BATTERY FORUM**
- 9.20 Chairman Introduction  
**Rafael Boronat**, *STA President*  
**SOCIEDAD DE TECNICOS DE AUTOMOCION (STA)**
- 9.30 Strategic Plan For The Implementation Of EVs In Barcelona  
**Lluís Gomez**, *Director - Strategic Sectors*, **LIVE PROJECT BARCELONA CITY COUNCIL**
- 9.45 Integrated Strategy For Electric Vehicles Promotion In Spain  
 **Alfonso Beltrán García-Echániz**, *General Manager*  
**SPANISH INSTITUTE FOR ENERGY DIVERSIFICATION AND SAVING (IDAE) (SPAIN)**
- 10.10 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
- 10.35 Coffee Break And Exhibition Visit
- 11.20 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)**
- 11.45 Examining The EV Battery Energy Density Needs For Luxury Vehicles  
 **Mike Richardson**, *Senior Technical Engineering Manager*  
**JAGUAR / LAND ROVER (UK)**  
Developing battery-assisted hybrid versions for both brands due to launch 2013-2014
- 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
- Afternoon Session Chairman  
**Joan Llorens**, *STA Foundation President*  
**SOCIEDAD DE TECNICOS DE AUTOMOCION**
- 14.30 Examining The Quality And Standards Needed For Validating Next Generation Li-ion Batteries  
 **Jeff Smidt**, *Vice President and General Manager*  
**UNDERWRITERS LABORATORIES (USA)**  
Independent product safety certification organisation, testing products and writing standards for safety for more than a century
- 14.55 Using Battery Management System (BMS) And Cell State Of Charge To Maximise The Battery's Capacity
- 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
- 16.10 Coffee Break And Exhibition Visit
- 16.45 Evaluating Results From Taxi Fleets And Car Pool Sharing In Order To Achieve New Business Models For Optimising Urban Planning  
 **Carl H. Nielsen**, *Chairman*  
**CLEARDRIVE.EU (DENMARK)**  
Helps local governments to reach their defined goals for greener cities and infrastructure via Electric Taxi Projects
- 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  
 **Santi Castella**, *Electromobility Manager*  
**SEAT (SPAIN)**  
 **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*  
**TATA MOTORS (UK)**  
The Indica Vista EV uses polymer lithium ion batteries and is expected to hit dealership showrooms in 2011  
 **Klaus Kersting**, *Product Manager EV/HEV, Powertrain*  
**APPLUS IDIADA (SPAIN)**
- 18.00 Closing Remarks From The Chair

## Forum Day 2

8.30 Coffee

8.55 Main Summary Points From The Previous Day

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

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

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

**Giorgio Mantovani**, *Advanced Engineering Manager*  
**ALTRA IVECO (ITALY)**

IVECO is an international manufacturer of commercial trucks and buses

9.30 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

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

**Frederic Marangone**, *VP Engineering*  
**ZAP (USA)**

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

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

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

Wolfgang has extensive experience in advising CEOs/CTOs and COOs in the automotive industry

10.45 Coffee Break And Exhibition Visit

11.20 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

11.45 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

12.10 **PANEL SESSION**

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

Moderator:

**Lluís Puerto**, *Technical Director*  
**FUNDACION RACC**

Panelists:

**Guillermo Ricarte de Gracia**  
*Managing Director*  
**CREAFUTUR (SPAIN)****Albert Cot**, *President*  
**ENERGY EFFICIENCY CLUSTER IN CATALONIA (CEEC) (SPAIN)***Head of R&D Dept for Energy & Installations Units, COMSA EMTE***David Garcia**  
*Managing Director*  
**THE QUIMERA PROJECT (SPAIN)****Abel P. Braceras**  
*New Energy and Sustainable Mobility*  
**INMOTIA (SPAIN)****Ricardo Satue**  
*Project Manager, Electric Mobility*  
**APPLUS IDIADA (SPAIN)**

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 Recent Advancements In Positive Electrode Materials For Lithium-ion Batteries

**Yoshinari Makimura**, *Research & Development*  
**TOYOTA CENTRAL R&D LABS (JAPAN)**

Specialises in mechanisms of (electro-)chemical reactions in batteries to improve battery performance for HV &amp; EV application

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

## 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.

#### Chairman



**Angel F. Aghili**  
President  
AVELE (SPAIN)

Angel F. Aghili is the founder and president of AVELE, the Spanish Association for the promotion of Electric and Hybrid Vehicles. He has been working in different projects of electric vehicles and renewable energies for more than 20 years, producing three prototypes of EV and patenting the name of its energy system.

#### Seminar Leaders



**Paolo Marino**  
President & CEO  
NEWTON21 ROMA (ITALY)

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 (USA)**  
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.

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)

*"Well organised & very informative"*

AMS, Executive President,  
QATAR AUTOMOTIVE GATEWAY (Qatar)

*"Excellent"*

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

*"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 (Dinner seats are limited, book early)

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Fax: +65 6245 7232

<b>12 April Tuesday</b>	EV Recharging Infrastructure	E-Bikes Forum	Gala Dinner	
<b>13 April Wednesday</b>	Forum Day 1			Marketing EVs - Free Seminar
<b>14 April Thursday</b>	Forum Day 2			

<b>Select Your Forum Days</b>		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 €	<b>500</b>	1390 €	<b>400</b>	1490 €	<b>300</b>	1590 €
3 Days	Forum Day 1&2 + EV Recharging Infrastructure [+ Gala Dinner]	1090 €	<b>300</b>	1190 €	<b>200</b>	1290 €	<b>100</b>	1390 €
3 Days	Forum Day 1&2 + E-Bikes Forum [+ Gala Dinner]	990 €	<b>300</b>	1090 €	<b>200</b>	1190 €	<b>100</b>	1290 €
2 Days	Forum Day 1&2 [+ Gala Dinner]	790 €	<b>300</b>	890 €	<b>200</b>	990 €	<b>100</b>	1090 €
1 Day	EV Recharging Infrastructure	590 €	<b>300</b>	690 €	<b>200</b>	790 €	<b>100</b>	890 €
1 Day	E-Bikes Forum	490 €	<b>100</b>	490 €	<b>100</b>	490 €	<b>100</b>	590 €
1/2 Day	Marketing EVs - Free Seminar. Register now to qualify.	Free		Free		Free		Free

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

## REGISTER ONLINE: [www.evbatteryforum.com](http://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  
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### TRAINING COURSE VENUE

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t. +34 934 898 200



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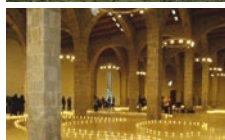
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### GALA DINNER VENUE

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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.

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