

HEAT10

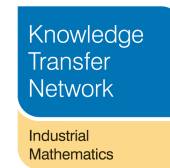
Cambridge December 2



CIR Strategy

ARM

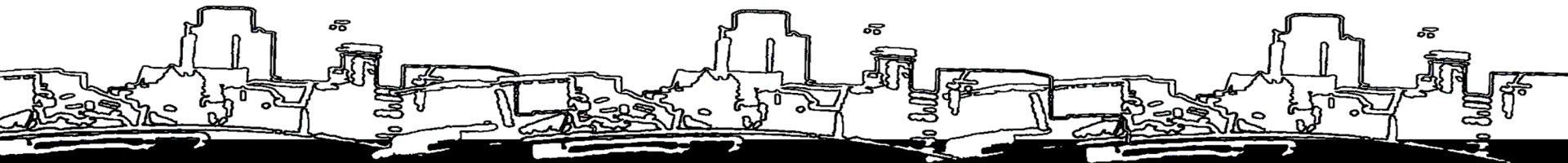
Dialight



enistic

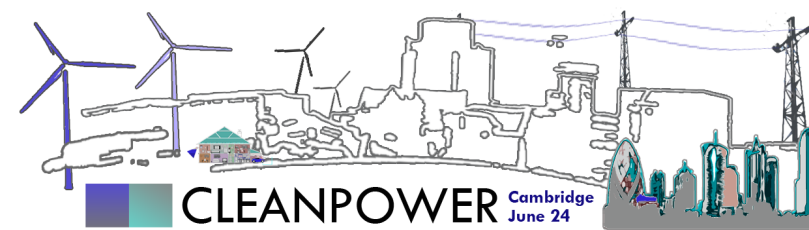
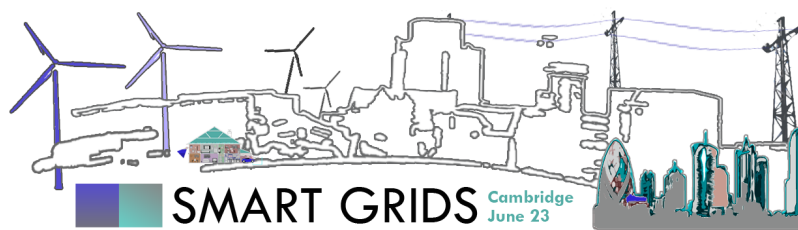


elementenergy



For more info: call Justin Hayward, CIR Director on +44 (0)1223 303500

www.cir-strategy.com/events

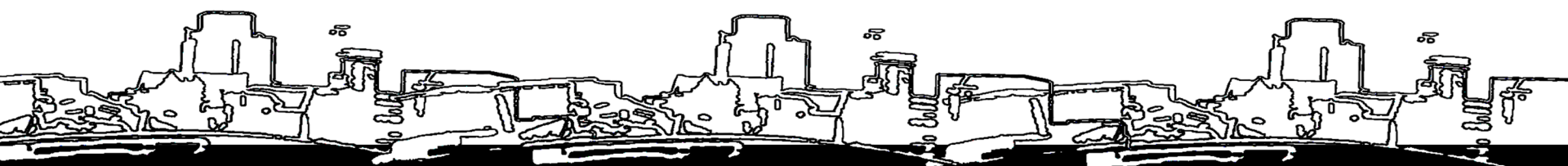


- 18th and 19th conferences since 2002
- Over 1700 senior delegates
- High Value Manufacturing, Nanotechnology, Industrial Systems (2002 - 2008)
- Cleanpower (since 2009)
- Smart Grids (since 2010)
- Energy Technologies (HEAT), Low carbon transport (SHIFT) (since 2007)





- Connectivity
- Energy saving - big
- Markets
- Market barriers
- So what?



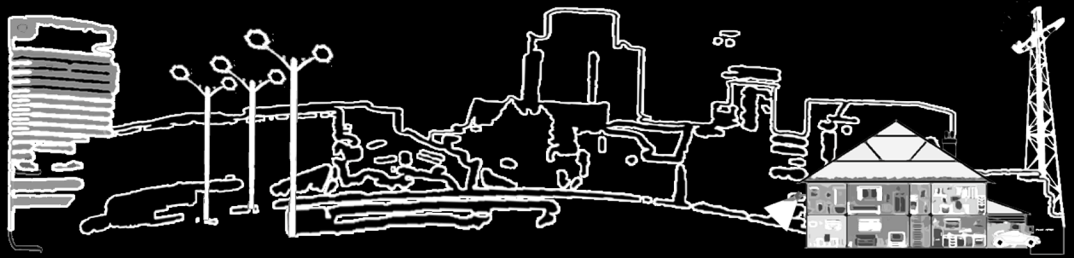
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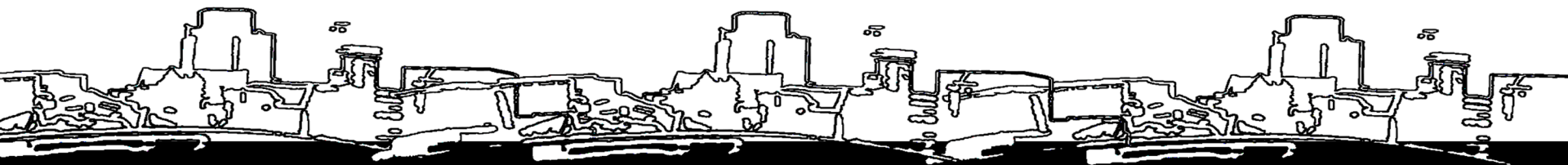


HEAT

Conference Expo



- 2007 Summary
- 2008 Summary
- 2009 Summary
- 2010 ...



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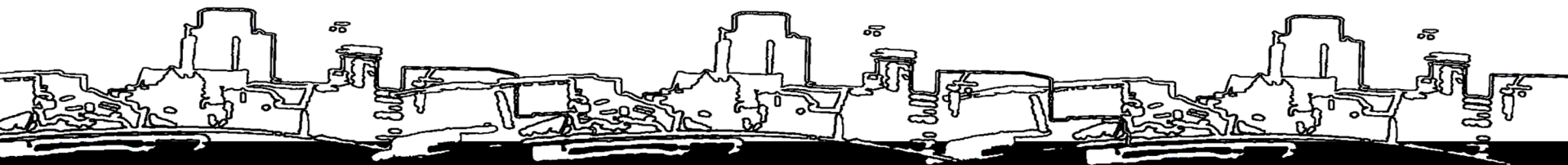


SHIFT

Conference Expo



- 2007 Summary
- 2009 Summary
- 2010 ...



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- Opportunity prioritisation
- Market research validation
- Model business impact
- Business case for customers
- Optimise channels to market
- Launch plans