

A night-time photograph of a modern city skyline, likely Houston, with several illuminated skyscrapers and buildings. The lights from the buildings are reflected in a body of water in the foreground. The Siemens logo and tagline are overlaid in the top right corner.

**SIEMENS**  
*Ingenuity for life*

# Houston Energy Forum October 2 - 3, 2017

The Houstonian Hotel  
Houston, TX

Restricted © Siemens AG 2017

[siemens.com](http://siemens.com)

IC BT SSP BPS

# Executive-level Meeting Summary

A Business Development Forum to Establish and Grow Relationships With Early Project Participants

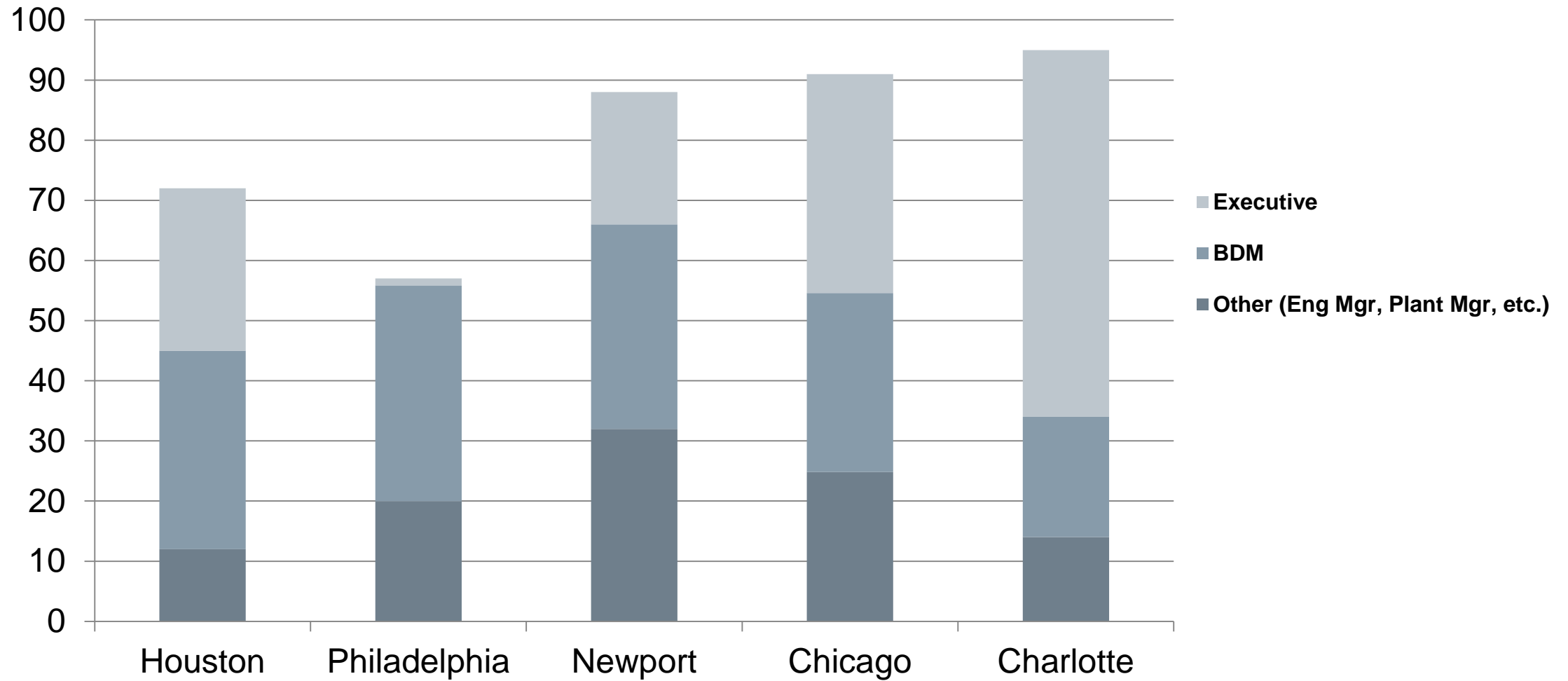


**Location:** 2 metro centers per year with high density of target customers, 3 year rollout

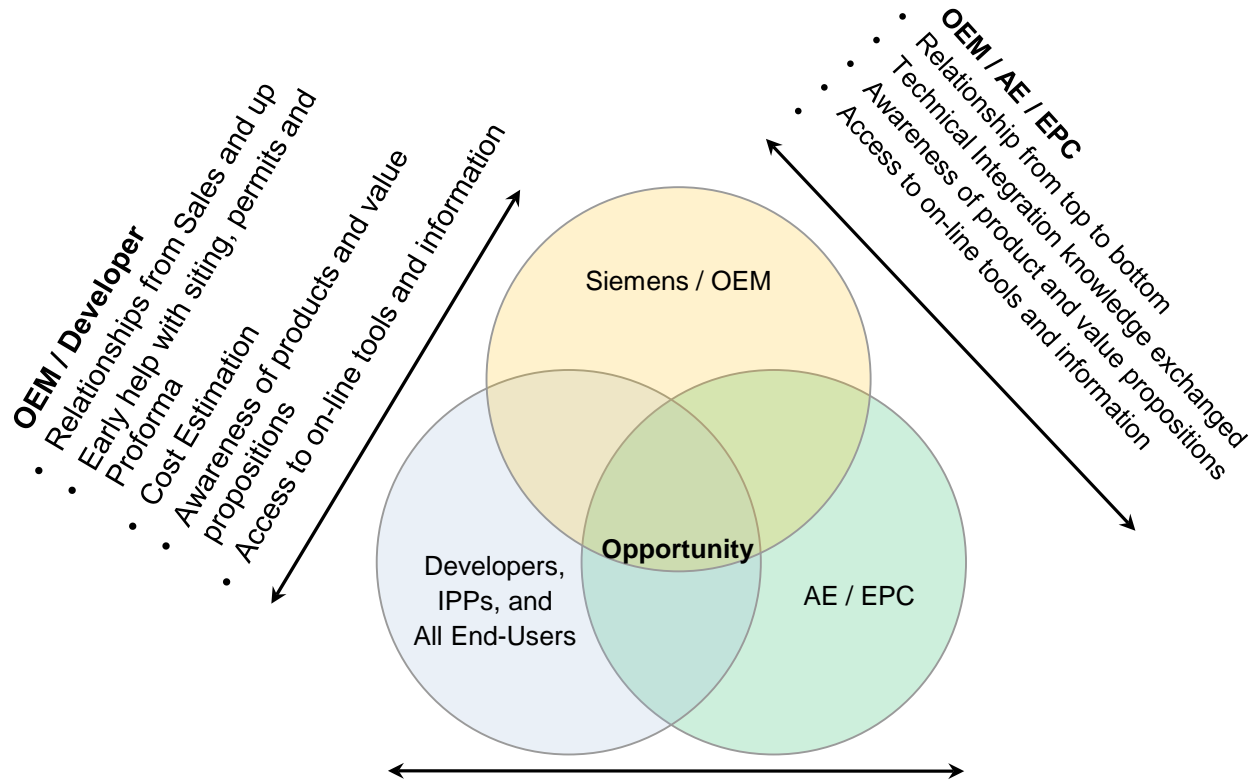
**Audience:** 80 – 100 senior and executive-level management, strategy drivers and developers; targeting decision-makers. Mixed customer base to include cross-divisional targets.

**Forum Event:** One day off-site (upscale hotel or conference center) with social event for networking before or after.

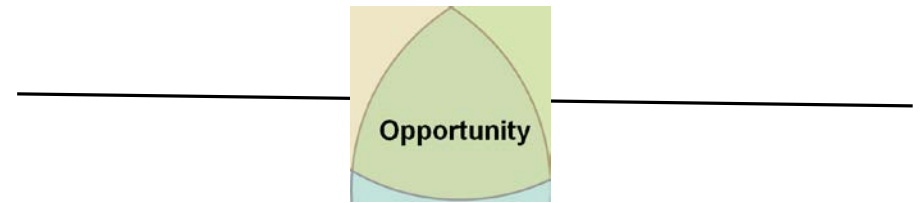
## Past Energy Forum Attendees



# Rationale for Energy Forums Concept



- We don't have relationship with every successful developer or up and coming developers
- We lack Market Transparency and are getting caught off guard
- We can do more to close these gaps



- Increase relationships with emerging/aggressive participants
- Leverage relationships and capabilities across Siemens' divisions – One face of Siemens
- Increase Market Transparency through Developers and IPPs and EPCs
- Leverage Relationships from our utility, AE / EPC's and Developers to get engaged much earlier.

# Agenda

Panel / Speaker Topics	Speakers / Panel Format
<p><b>Speaker #1: Market Update – Gary Vicinus – Pace Global</b></p> <p><b>Keynote #1: Market and Policy Impacts on ERCOT – Woody Rickerson</b></p>	<p><b>Speaker #1</b></p>
<p>There are many rhetorical policy concepts in the works, but the reality is, cheap gas, stagnating load growth and subsidized renewables are impacting energy market trends: A look at where we are now and where we’re going. How are regulations and policies impacting the system?</p> <ul style="list-style-type: none"> <li>• The Transmission Grid</li> <li>• Base Load Generation Coal and Nuclear</li> <li>• Renewables</li> <li>• Distributed Generation Resources &amp; Storage</li> <li>• Market and Economics</li> </ul>	<p><b>4-5 Member Panel:</b></p> <p>Cheniere Energy, MP2, Siemens Government Affairs, Direct Energy, Dynegy</p>
<p><b>Keynote #2: Distributed Generation/Energy Storage – Anne Hampson (ICF) &amp; Gavin Dillingham (DOE SW TAP)</b></p> <p>Environmental and operational improvement initiatives are driving traditional energy consumers to generate, store, manage, and distribute power. We will explore the driving forces behind how these initiatives develop from ideas to tangible projects from different perspectives in the energy value chain..</p> <ul style="list-style-type: none"> <li>• Combined Heat and Power, Energy Storage, Microgrids</li> <li>• Effects on the grid</li> <li>• Hurdles? Opportunities?</li> <li>• How are regulated utilities responding?</li> </ul>	<p><b>Speakers #2 and 3</b></p> <p><b>4-5 Member Panel:</b></p> <p>Shell, Siemens DES, Engie, DG Edison, Starwood Capital</p>
<p><b>Keynote #3: Making Digitalization Real – Stefan Bungart – Siemens</b></p> <p>Real digitalization is not about throwing out the “old,” it’s about carefully layering new capabilities onto reliable core technologies and enhancing and extending the life of the current core infrastructure using advanced technologies.</p> <ul style="list-style-type: none"> <li>• Practical Applications</li> <li>• Current Uses/Examples</li> </ul>	<p><b>Speaker #4</b></p> <p><b>4-5 Member Panel:</b></p> <p>Siemens Digital Service, Department of Energy, One Subsea, Dark Trace</p>

# Houston Energy Forum Location: The Houstonian, Galleria Area, October 3<sup>rd</sup>, 2017



**Hotel address:**  
The Houstonian  
111 North Post Oak Lane,  
Houston, TX, 77024