EILAT-EILOT RENEWABLE ENERGY
5th International Conference & Exhibition
November 27- 29, 2012 • Eilat, Israel

INVITATION FOR DELEGATIONS

Each year the Eilat Eilot RE initiative hosts one of the world's most prominent renewable energy conferences. In 2011, over 2,000 leading figures from government, business, academia and NGOs attended the conference. Guests and delegates from around the globe created a fruitful working atmosphere and enjoyed productive business networking.

The 2012 conference will emphasize the global need for implementing a holistic approach in order to enable the next phase of substantial penetration of alternative energy technologies into the global energy arena. The program will include a variety of presentations, interactive discussions, side events and field trips dealing with topics such as oil alternatives, smart grid, energy conservation, EV, solar, wind and biogas as well as the required interaction with bridge energy sources such as natural gas.

Israel is a world leader in the field of renewable energy and the conference is the main stage to showcase Israeli Renewable Energy projects, startups and innovation as well as government policy measures and related programs.

Special package for delegations

Full package

26/11/2012 - **Departure from Tel Aviv**: A traveling exhibition by bus through Israel's leading innovative renewable energy pilot projects located between Tel Aviv and Eilat + lunch and coffee breaks
The list of Optional Renewable Energy pilot projects and locations which will be visited during the traveling exhibition is mentioned in the appendix (pages 2-6).

27/11/2012 - 29/11/2012 participation in one to three days of the conference.

Cost: 270$ per person (not including accommodation) + relevant registration fee for the conference
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Limited package

26/11/2012 - Departure from Tel Aviv: A traveling exhibition by bus through Israel's leading innovative renewable energy pilot projects located between Tel Aviv and Eilat + lunch and coffee breaks
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27/11/2012 - Visit the exhibition in Eilat +B2B + lunch +travel back to Tel Aviv.

Cost: 320$ per person (not including accommodation).
Registration will be available via the regular registration page which will be available shortly.

ORTRA Ltd. Conferences, Events & Exhibition Organizers, Travel & Tour Operators
1 Nirim St., Canada House, P.O. Box 9352, Tel-Aviv 6109202, Israel | Tel: 972-3-6384444 | Fax: 972-3-6384455 www.ortra.com
Yotveta Regional Center
Eilot Post Office 88820 Israel ; Tel: +972-8-6371717
Fax: +972-8-6370248 ; Energy@eilot.org.il ; www.renewable-energy-eilat.org

About the Eilat Eilot RE Initiative http://www.renewable-energy-eilat.org

Established in 2006, the initiative has been promoting a unique model for regional development based on turning the southern part of Israel to a thriving RE hub. The project has achieved success and strong government and community acknowledgement.

For Registration for this special package and further details please contact:
Eilat Eilot 2012 – Conference Secretariat

Tel: 972-3-6384444 or 972-3-6384453

List of optional Renewable Energy pilot projects and locations to be visited:

Kibbutz Yavne

Zenith Solar

ZenithSolar launched its advanced 3rd generation Combined Heat and Power Z20 Concentrated photovoltaic system at Kibbutz Yavne, Israel, providing the municipality with both hot water and electricity. While the first 16 demonstration units installed in Kibbutz Yavne in April 2009 provided hot water and electricity to the community, with the latest product upgrade Kibbutz Yavne is now producing and selling electricity to the Israel national grid and providing hot water for 220 community residents.

Rotem Industrial Park

1. Rotem Industrial Park

Rotem Industries Ltd is driven by an energetic and ambitious team of directors, scientists, engineers and employees who are committed to build an environmentally sustainable future. Formally established in 2005, with accumulated experience of over twelve years, our Renewable Energy Innovation Center is intensively engaged in technology incubation, research, development, industrialization and commercialization of renewable energy technologies. The Center offers a unique technological and business environment that can accelerate the introduction of new technologies to the renewable energy global market.

2. Heliofocus

HelioFocus, founded in 2007, is developing a full system solution for providing solar heat using air as a heat transfer fluid. The company's product comprises a unique receiver located at the focal of a large parabolic dish that reflects sun rays onto it. The receiver converts the sun rays into hot air, which is then used for a variety of applications. The company focuses on boosting existing power plants with solar heat as a market penetration strategy. Additionally, the company is developing solutions for Full stand alone power station and distributed power generation & CHP to be implemented at later stage.

3. Bright Source

In June 2008, BrightSource Energy opened the Solar Energy Development Center (SEDC), a fully operational solar demonstration facility used to test equipment, materials and procedures as well as construction and operating methods. The SEDC is located in the Rotem Industrial Park in Israel's Negev Desert, about 157km (97 miles) south of Jerusalem.

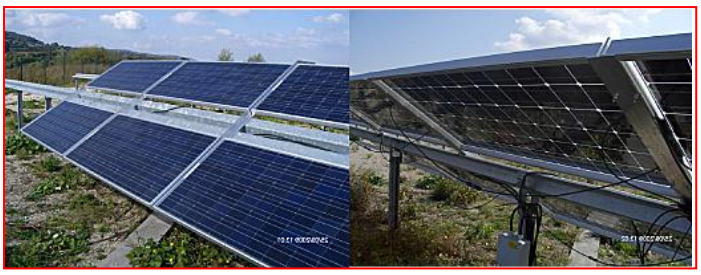
4. Univerve-Biofuel

UniVerve Biofuel (UVB) Vision is to contribute to the struggle against climate change and to minimize the global addiction to oil by enabling the alternative of a renewable microalgae-based Biofuel. **UniVerve Biofuel** chose to focus on microalgae as a source for feedstock, primarily for biodiesel and jet-fuel. **UVB**'s objective is to develop complete "formulae" of microalgae-to-oil operations that will enable a stable production of feedstock.
The demand for biofuels is expected to reach USD 100 Billion in 2018 (source: Algae 2020). The target market segments of microalgae-oil are the biodiesel and jet-fuel segments.

Eilat Eilot

5. B-solar

A manufacturer of unique Silicon-based bifacial photovoltaic (PV) cells that produce up to 30% more electricity per $ than best-of-breed counterparts. bSolar's Bifacial Photovoltaic Cell
bSolar's unique high efficiency, market-cost bifacial cells and modules collect up to 30% added energy compared to a monofacial module, pending on location and installation conditions.
bSolar's bifacial technology leverages the substantial amount of light reflected from both the earth and the atmosphere to potentially offer up to 30% additional energy collected from the back-side of the PV cell and module.
With this back collection capability, bSolar's mono-crystalline bifacial cell provides an unprecedented equivalent efficiency of more than 20% (1st generation) and 24% in the planned 2nd generation cell, at a production cost similar to regular mono-facial cells which achieve an efficiency rate of less than 17%.
The bifacial gain is significant in highly direct solar illumination conditions and gets even higher in highly overcast conditions and locations.



6. Verilite

Verilite is a manufacturer of Concentrated Photovoltaic (CPV) systems, founded in June 2004. Verilite's innovative approach to solar optics yielded a multidisciplinary, patent pending technology of flat mirror collectors and passively cooled central linear array that delivers an unmatched combination of durability, simplicity and low cost. Unlike other solar vendors, the company can scale up its production to very large capacities on demand and without intensive capitol investments. Verilite targets solar farms and utility scale peaking stations as its primary markets. Verilite is installing pilot systems in Israel and Canada and is currently seeking strategic manufacturing and project development partners in order to penetrate the European and North American markets.

7. Solaris

Solaris Synergy is a developer of a breakthrough, patent-protected solar-on-water power generation system. The Company maintains a core multi-disciplinary team of managerial and engineering professionals with vast expertise in physics, heat transfer, mechanics, optics and electricity. Founded in 2008, Solaris Synergy was awarded an R&D grant from Israel's National Infrastructures Ministry, and is backed by US private equity funds.

http://www.solaris-synergy.com/About.html


8. Pythagoras

Introducing the First Photovoltaic Glass Unit (PVGU). Using the design of the standard insulating glass unit (IGU) **Pythagoras Solar** will deliver the industry's first transparent and high density PVGU, combining the modularity and insulating benefits of the IGU with PV power generation. It is designed to meet advanced building codes and standards, can be optimized for a variety of uses and are expected to be eligible for incentives due to their energy and environmental benefits. The first products will be designed for curtain wall and skylight applications.

The technology is comprised of three primary elements – patent-pending optics and advanced materials, and proprietary software tools. Pythagoras Solar's PVGU is a product that uniquely combines 4 times the power density of comparative BIPV technologies, with higher transparency and energy efficiency benefits, in a standard IGU form factor. This brings a new level of design flexibility to the architecture, construction and engineering industries, enabling them to create cost-efficient, aesthetically pleasing, self-powered buildings


9. Shicun Ibinui CSP

Shikun & Binui Renewable Energy is the energy division of Shikun & Binui Group and is involved mainly in producing electricity from renewable energy. Similarly to the Group's other activities, the company operates throughout the value chain in the world of solar energy projects (concessions, construction and operations) and operates power plants for electricity production in Israel and overseas, including photovoltaic solar power stations producing clean energy from the sun.

Shikun & Binui Renewable Energy submitted a tender for the design, finance, construction and operation of a solar thermal power plant at Ashalim with a capacity of 110MW. The plant will be the largest and most advanced in the world and the project's cost is estimated as a few billion NIS.

The company also develops additional solar thermal projects based on technologies which they are currently developing.


10. Aora Solar

AORA is an Israeli solar start-up company in the solar thermal power sector.
It has recently completed installing **Israel's 1st solar thermal power station**, outside the city of Eilat. The small, modular power station offers a new way of bringing solar thermal technology close to the customer, thereby enabling solar thermal power to be supplied at the community level. Having completed its first installation, the company is preparing to expand onto the world markets.

11. Better Place

Better Place, the world's leading provider of electric car networks, enables the mass market adoption of electric cars via an innovative switchable-battery model that makes driving electric cars more affordable, convenient and sustainable than today's petrol-based cars. Better Place is an Israeli company with offices based in Israel and can boast that its major backers, CEO and most of the management team are Israelis. Better Place owns and operates a network of Battery Switch Stations and Charge Spots along with a supply of batteries, giving consumers the ability to drive, switch and go across an entire region in an electric car. Better Place plans to use renewable sources of energy, where available, to create a zero emission solution from smokestack to tailpipe. As a result, the World Economic Forum has named Better Place as a "Global Growth Company Industry Shaper" for its innovative approach in advancing the global switch to electric cars. Better Place has Operating Companies in Israel, Denmark and Australia and is leading major projects in Holland, China, Hawaii and California.