



KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM

Clean Tech Development and The Role of State and Federal Regulation In Structuring Emerging Markets

Thursday | November 09, 2017 | 5:30 PM – 9:00 PM

Event Overview

This panel focuses on the intersection of clean tech development and the role of state and federal regulation in structuring emerging markets. The panel will explore the example of transportation electrification, which is heavily influenced by California legislation and regulation by the California Air Resources Board (CARB), California Energy Commission (CEC), and California Public Utilities Commission (CPUC). The panel will also discuss the California regulatory structure, current rule making by key state regulatory agencies, industry opportunities, and challenges under these regulators' approaches. Participants will gain a solid overview of how California regulation affects technology markets. The forum will include input from experts in electrified transportation and green living.

Panel: **Tim Duane** — Professor of Environmental Studies at the University of California, Santa Cruz & Independent Contract Attorney, Procopio
Hakan Kostepen — Executive Director, Product Planning Strategy & Innovation, Panasonic Automotive Systems America - Silicon Valley Center
David Schlosberg — Director of Energy Market Operations, eMoterwerks
Sven Thesen — EV and energy consultant, Founder of Project Green Home
Luisa Elkins (*Moderator*) — Sr. Associate, Procopio

Date: **Thursday, November 09, 2017 (Thursday)**
Registration/Networking: 5:30 PM – 6:00 PM
Program: 6:00 PM – 8:00 PM
Networking: 8:00 PM – 9:00 PM

Venue: **Procopio**
1117 S California Ave, Suite 200, Palo Alto, CA 94304

Fees: \$15: Early Bird Discount for first 30 registrations by October 24 (11PM)
\$20: Regular Registration by Sunday, November 5 (11 PM)
\$35: Late Registration by Tuesday, November 7 (Noon)
\$50: Walk-ins (Seats are limited and may not be available)
Food, including sushi and beverages, will be served.

Registration: <http://www.keizai.org>

Featured Panelists and Moderator



Tim Duane is an attorney and expert on electric utility regulation, renewable energy and cogeneration project development, and climate change law and policy. He has represented private and nongovernmental clients on these issues before the California Public Utilities Commission and California Energy Commission. Duane has also advised public, private, and nongovernmental clients regarding the regulatory processes of the Federal Energy Regulatory Commission and California Air Resources Board (CARB). Tim has been working in the energy sector since 1979, including as a generation planning engineer in the renewable energy section with Pacific Gas & Electric Company. He is Professor of Environmental Studies at the University of California, Santa Cruz, and Visiting Professor of Law at the University of San Diego. Duane was on the faculty at UC-Berkeley from 1991-2009. He holds a J.D. from Boalt Hall School of Law at the University of California, a Ph.D. in Energy and Environmental Planning from the department of Civil and Environmental Engineering at Stanford University, and M.S. and A.B. degrees from Stanford University.



Hakan Kostepen is an "Executive" Director at Panasonic Silicon Valley Center in Cupertino, CA and responsible for Product Planning Strategy & Innovation for Panasonic Automotive Systems Company of America. Panasonic Automotive "Global" Product Planning Strategy & Innovation group leads Panasonic Connected LifeStyle Strategy & Innovation Concepts around Panasonic B2B2C touch points around Internet of Things - Connected Car. Mr. Kostepen has broad Systems & Software Engineering and Advanced Product Development experience with Panasonic, Ford Motor Company, Visteon, EDS, and US Air Force along with various Automotive "Real Time" Embedded Systems Applications and Advanced Automotive Infotainment Systems & Software Development around connected devices



David Schlosberg is Director of Energy Market Operations at eMotorWerks, a leading EV charging hardware, software and energy services company. He leads the company's participation in energy markets and other programs operated by regulatory agencies. He also provides industry leadership on EVs and distributed energy resources in regulatory and legislative forums. Previously, he was Principal, Energy Market Analysis, within the Alphabet / Google Access & Energy division, where he was responsible for regulatory activities as well as related business development initiatives with utilities, energy management providers and renewable energy companies. Previously, David held regulatory and government affairs roles with BrightSource Energy, a provider of large scale solar thermal power plants. David received his BS in Economics from the University of Pennsylvania's Wharton School of Business and an MBA from UC Berkeley's Haas School of Business.



Sven Thesen is a long-time electric vehicle and energy consultant and founder of ProjectGreenHome.org, one of the most energy efficient homes in the nation. At present, Sven is assisting municipalities and the private sector in developing and implementing electric vehicle (EV) policies, deploying electric vehicle charging infrastructure and obtaining funding for same. As a Chemical Engineer, his EV experience began in the early 2000's while at PG&E he demonstrated the potential for vehicle to grid energy transfer, the repurposing of EV batteries and intelligent charging with Tesla Motors. From PG&E, he went to the startup Better Place, winning \$7.5M in grants for a Bay Area EV battery switch station taxi project. Since then, he spearheaded Palo Alto's ground breaking EV infrastructure ordinance, provided EV policy and program guidance for municipalities and the private sector and landed a number of grants to install charging infrastructure including installing the nation's first residential curbside charger at the front of his home. Other notables include being one of the 2200 engineers and scientists to share the 2007 Nobel Peace Prize for IPCC climate guidelines and the first person, with Jarod Gasper, to walk both the Pacific Crest and Appalachian Trails in one calendar year. He is affectionately known as an "ev-angelist" for spirited work in promoting electric vehicles.



Luisa Elkins is Sr. Associate, Procopio. Luisa assists clients with regulatory counseling and policy development with a particular focus on public utility and transportation regulation and the California Environmental Quality Act (CEQA). Her practice includes advising utilities, lenders, and developers for the development and acquisition of renewable energy projects. She also counsels transportation companies regarding existing and emerging regulations, regulatory filings, and operative permits, including those related to Transportation Network Companies (i.e., on-demand transportation services) and autonomous vehicles. Before commencing her career in private practice, she served as legal counsel for the CPUC. Luisa is licensed to practice in both the US and her native Colombia. She earned a J.D. from the University of San Francisco School of Law, an M.B.A. from the University of San Francisco Masagung Graduate School of Management, and a law degree and certificates of specialization in Administrative and Environmental Law from the University Externado of Colombia.



Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.