

Why attend SHIFT 2009?

Learn about electric and alternative vehicle markets and issues

Develop a shared vision of the sustainable future with international business leaders

Acquire, understand, keep customers

Transform your business in the cleantech automotive sector

Find low carbon innovation partners

Invest in deep technology companies

Market your brand

Plenary Sessions

Introduction: Infrastructure, Integration, Markets

Technologies and Business Models: Batteries & alternatives

eV living and experiences: Independent and brand eCars

Final: Strategy, policy, investment, case studies

Who should attend?

Business leaders, technology providers, engineers, scientists, economists, politicians, investors, and other thought leaders

Selected Speaker Biographies

Professor Brian Collins

Brian is Chief Scientific Advisor to the Department for Transport.

Richard Candler, Nissan

Richard is a senior executive responsible at the electric vehicle programme at Nissan, which boasts a full range of electric vehicles close to market, including the Leaf, and which at the corporate level, through its sustainable new buildings, is taking environmental issues very much to heart.

Professor Derek Fray

Derek Fray is Director of Research and Emeritus Professor of Materials Chemistry at Cambridge University. He has patented many processes and devices which have been spun-out of the University and are now undergoing commercialisation. These companies have raised over £25m and employ over 100 people. Derek is working on increasing the capacity of lithium ion batteries.

Steve Doyle, Lotus Cars

Steve Doyle is Chief Engineer - Head of EV Integration at Lotus, a company that is advanced in its progress towards production for eCars, high end.

Professor Peter Guthrie

Peter is a senior professor within the Cambridge University Sustainable Development group. Peter will discuss innovative approaches to transport in large scale infrastructure development.

Hugo Spowers, Riversimple

Hugo, an entrepreneur who has supported the radical sales of service model, returns to SHIFT with another urban car demonstration, one that contrasts with but builds on the concepts he's introduced with the Lifecar.

Ian McDonald

Future Transport System's CEO, Ian brings 30 years of experience in automotive to the challenge of integrating eVs into everyday life.

Ken Pelton, Entrepreneur

Ken is the founder of Oxis Energy, a ground-breaking SME battery technology company based at Culham, Oxfordshire.

Arthur Wolstenholme, Entrepreneur

Arthur is Technical Director & co-founder of 'The Lightning Car Company'. The electric Lightning GT, launched at the 2008 British Motor Show, has key technologies and is playing a key role in the development of the future electric vehicle. Arthur has over 25 years experience in automotive with four different designs to his credit, including Vanwall, the historic F1 race car make.

About CIR



CIR is a strategic and financial consultancy based in Cambridge, England. CIR covers technology sectors: go-to-market sustainable brand-enhancing science and economics-based project strategy consulting solutions using its proprietary model 'energysmile'.

Background to this Conference

CIR created the leading forum for High Value Manufacturing in 2002 and has since staged 11 conferences since then, covering areas such as resource efficiency, clean power and sustainable built environment. This event focuses on the development of the smart grid charging and our electromobility, and challenges delegates to discuss how we can move faster towards this goal and what are the best, reasonable but ambitious approaches to the problem.

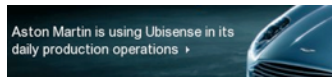
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SHIFT 2009 3 December

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UNIVERSITY

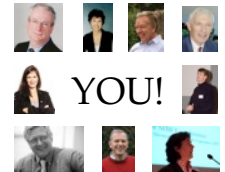
www.hvm-uk.com



"The country with the most clean technologies will have the highest energy and economic security, innovative companies and global respect" Thomas Friedman, Nov 2009

"Modernising the road/rail infrastructure will need £4.7tn 2005-30" Siemens

"An excellent Conference" Hermann Hauser



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FUTURE TRANSPORT SYSTEMS
Integrating transport with infrastructure

Low Carbon
Vehicles



Conference Programme SHIFT 3 December 2009

Programme as of 23 November 2009. Speakers and order may change.

0930	Registration		
1000	Justin Hayward, Director	CIR Strategies	Introduction
1010	Michael McCreary, HVM Consultant	CIR HVM	Chairman's Introduction
Transport Session Moderated by John Wormald			
1015	Peter Dawe	Serial Entrepreneur	Inspirations for eCars
1020	Professor Brian Collins, Chief Scientific Advisor	Department for Transport	UK Transport Needs
1030	Dr Tony Hargreaves	Cambridge Futures	Transport Solutions
1040	John Wormald, CEO	autoPOLIS	Markets for Alternative and eV Technologies
1100	Panel discussion		
Technology and Business Model Sessions Moderated by CIR			
1145	Professor Derek Fray	Cambridge University	Advancing battery nano technologies
1200	Ken Pelton, CEO	Oxis Energy	Lithium ion batteries
1215	Richard Green, CEO	Ubisense	Optimising daily production
1230	Glyn Owen	HECV	It's the Fuel, Stupid!
1245	Hugo Spowers	Riversimple	HFC Business Models
1300	Panel discussion		
Rapid Pitches			
1330	EXPO and lunch		
eV Living Session			
1430	Alasdair Poore	Mills and Reeve	Law and cars
1440	Tessa Laws	G-Wiz owner	Driving an eV in London
1445	Steve Cousins, CEO	Axon Automotive	Plug-in Hybrids
1500	Arthur Wolstenholme	Lightning Car Co	A flash of lightning for the future of the electric vehicle
1515	Panel discussion		
Final Session Moderated by Nicholas Coutts CIR Strategy			
1600	Prof Peter Guthrie	Cambridge	Transport approaches
1615	Cristiano Marantes	EDF Energy	Charging Infrastructure
1630	Ian McDonald, Director	Future Transport Systems	UK eV integration projects
1645	Steve Doyle, Head	Lotus Engineering	Pure eV Global Deep Dive
1700	Richard Candler	Nissan	Nissan eV Range for All
1715	Panel discussion		
1745	Networking reception		

Themes of SHIFT 2009 in Cambridge

Moving quickly toward the flexible intelligent automotive sector globally

Background to themes

It is clear from past events in this series that there is an urgent need to accelerate away on a path of least resistance from fossil-fuel-dependent vehicles and towards fleets of vehicles fit for purpose: business models that discourage waste and ever larger, heavier and shorter-lasting vehicles are unsustainable.

Goals and attendees

The SHIFT Conference is the most important Cambridge business gathering on electric mobility and its infrastructure and opportunities in 2009. It is the best opportunity for global business leaders to meet with politicians, distinguished scientists, economists, and other thought leaders to address the most significant challenge of our time: how to stimulate a recovery and put the global community on a path to a prosperous and sustainable low-carbon automotive future, based on a future clean smart grid, existing and new technologies, behavioural shifts, old and new business models along with adequate new infrastructure.

The conference will bring together participants seeking to benefit from tens of billions of pounds worth of policy stimuli and business opportunities globally.

Strategy, investment and policy frameworks

SHIFT takes place when the world is about to witness the "new Kyoto": the UN Climate Change Conference in Copenhagen, for a new global framework on climate change. We have before us an unique chance to fashion the approach that will determine our future; we must get this right. The outcome of the SHIFT conference will feed into the negotiation process via later communications.

Your inputs for a far-seeing dashboard

Your presence at the SHIFT Conference, along with other CEOs, experts and academics, will be a critical force in influencing the route to clean, efficient, suitable cars with easy, smart powering-up. Your leadership will send a strong signal that business is ready to work on practical solutions to shifting to the sustainable, low carbon economy. We look forward to welcoming you in Cambridge, 3 December.



Conference booking and practical information



Registration Form

Name:

Company or affiliation:

Title or position:

Email:

Direct mobile number of key delegate:

Practical Information

Date of Conference EXPO

Thursday, 3 December 2009, Registration 09:30 for 10:00 start.

Day ends 18:00 with drinks

Venue

Buckingham House Conference and Expo Centre, Murray Edwards College, Huntingdon Rd, Cambridge CB3 0DF, UK - for venue information please call +44 1223 762267

Registration online

To register for the SHIFT Conference EXPO, please go to www.cambridgeinvestmentresearch.com/events/register.htm

Contact

Please contact Justin Hayward at jhayward@cambridgeinvestmentresearch.com or the conference office on +44 1223 303500 for more information.

Pricing

There is a discounted flat rate (down from £295), for all delegates, of £199 plus VAT at 15%. For both SHIFT and HEAT 3-4 Dec: £350.

Payment details

Option 1: Please send cheques to: "CIR Ltd", The Old Bakery, Belgrave Rd, Cambridge CB1 3DE, England.

Option 2: Please call us on +44 1223 303500 for BACs / bank transfer information.

Option 3: Please pay with card online at the above registration page.