

GREEN ELECTRONICS 2011

Resource Efficiency in the
Electric and Electronics Industry

INVITATION BROCHURE

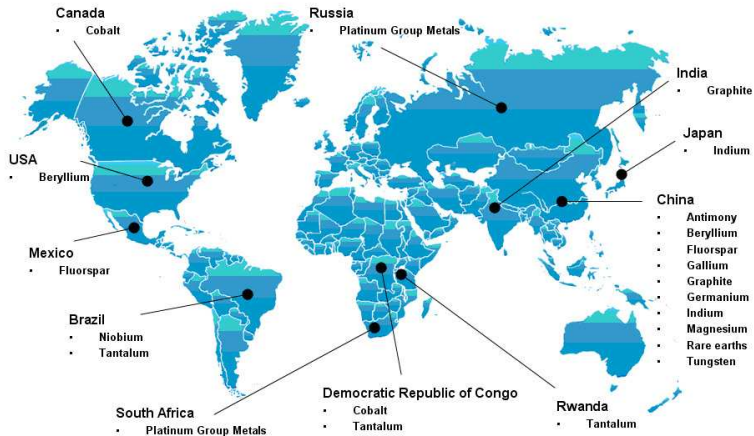
**November 8 - 10, 2011
Novotel Bucharest
Bucharest, Romania**



Motivation

Last year the European Commission has identified a list of **14 economically important raw materials** which are subject to a higher risk of supply interruption.

There are a number of reasons for this heightened supply risk. One of which is the high concentration of the production of a raw material in a given non-EU country. Other reasons are the low political-economic stability of the main supplier(s), as well as the low substitutability and low recycling rates of the raw material itself. The graphic below presents the production concentration of the critical raw materials by source country.



The European Commission will monitor the issue of critical raw materials to identify priority actions, but **how can industry respond to this threat?**

What are major sectors and players in the electric and electronic industry already doing to substitute and/or recover those critical materials? What are the trends in research and innovation? How can we collect more End-of-Life products?

These are some of the questions that will be discussed during the workshop!

The HydroWEEE Project

For 2 years the HydroWEEE project (funded within the 7th Framework Program by the European Commission) develops a mobile plant using hydrometallurgical processes to extract metals like Copper (Cu), Manganese (Mn), Zinc (Zn), Yttrium (Y), Indium (In), ... in a high purity (above 95%), so that they can be directly used by end-users for electroplating. By making this plant mobile (in a container) several SMEs can benefit from the same plant at different times and therefore limit the necessary quantities of waste as well as investments. **This mobile plant will be demonstrated for the first time to the international audience at the recycling company Greentronics in Alexandria during this event!**

Please find more information at www.sat-research.at/hydroWEEE.

Important Dates

- September 15, 2011 Deadline for Pre-Registration Discount and Hotel Reservation
October 28, 2011 Deadline for Registration
November 8, 2011 Welcome Party
November 9, 2011 Official Opening
November 10, 2011 Technical Tour to Greentronics (Alexandria)

Agenda

Tuesday, November 8, 2011

19.00 **Welcome Party**

Wednesday, November 9, 2011

- 08.30 – 18.00 Registration
- 09.30 – 10.00 Welcome and Short Overview about Resource Efficiency in Romania (Ionut Georgescu, Romanian Ministry for Environment)
- 10.00 – 10.30 Better Access to Secondary Raw Materials – The Recast of the WEEE Directive (Thorsten Brunzema, European Commission)
- 10.30 – 11.00 The Importance of Critical Raw Materials for a Global IT Company (Klaus Hieronymi, HP)
- 11.00 – 11.30 Coffee
- 11.30 – 12.00 Resource Efficiency in the High-tech Plastics Industry (Giuseppe Riva, Plastics Europe)
- 12.00 – 12.30 Resource Efficiency in the Flame Retardants Industry (Lein Tange, ICL Industrial Products representing the European Flame Retardants Association – EFRA)
- 12.30 – 13.00 Resource Efficiency at Nokia (Ilona Santavaara, Nokia)
- 13.00 – 14.30 Lunch and Networking
- 14.30 – 15.00 Strategies and Solutions to Resource Efficiency in the Electric and Electronics Industry on the Example of Panasonic (Stefan Ichim, Panasonic)
- 15.00 – 15.30 RoHS Compliant Plastics from WEEE-TVs (Sven Grieger and Hiroyuki Furukawa, EcologyNet Europe)
- 15.30 – 16.00 Trends in Selected European Research Projects to Increase Resource Efficiency – ZeroWIN, TransWaste, HydroWEEE (Bernd Kopacek, SAT)
- 16.00 – 16.30 Coffee
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- 16.30 – 17.00 Overview of Hydrometallurgical Processes for the Recovery of Indium from Liquid Crystal Displays (LCDs), for the Recovery of Yttrium and Zinc from Spent Lamps and Cathode Ray Tubes (CRTs) and the Recovery of Manganese, Zinc, Lithium and Cobalt from End-of-Life Batteries, such as Lithium ones (Francesca Beolchini, HTR)
- 17.00 – 17.15 Overview of Hydrometallurgical Processes for the Recovery of Copper from Printed Circuit Boards (Zeljko Kamberovic, Pupin)
- 17.15 – 17.30 Design of the Pilot Plant (Francesco Veglio, EcoRecycling)
- 17.30 – 17.45 Next Steps in HydroWEEE (Bernd Kopacek, SAT)
- 17.45 – 18.00 Introduction to Greentronics and First Experiences with the Pilot Plant (Dan Modoran, Greentronics)
- 18.00 – 18.30 Questions and Wrap up

19.00 Typical Romanian Dinner

Thursday, November 10, 2011

- 08.00 – 10.00 Bus Transfer to Alexandria
- 10.00 – 10.20 Welcome (Victor Dragusin, Mayor of Alexandria)
- 10.20 – 10.40 Situation of Collection, Re-use and Recycling of ICT and Consumer Electronics Products in Romania (Valentin Negoita, ECOTIC)
- 10.40 – 11.00 Situation of Collection, Re-use and Recycling of White Goods and Fridges in Romania (RoRec, invited)
- 11.00 – 11.20 Situation of Collection, Re-use and Recycling of Lamps in Romania (Raul Pop, Recolamp)
- 11.20 – 11.40 Introduction of Greentronics and HydroWEEE (Cristian Aionesei, Greentronics)
- 11.40 – 12.00 Questions and Discussion
- 12.00 – 13.00 Lunch and Networking
- 13.00 – 14.30 Tour through Greentronics and Practical Demonstration of the HydroWEEE Pilot Plant
- 14.30 – 16.30 Bus Transfer to Hotel
- 17.30 Arrival at Baneasa and Otopeni Airports

Location

Romania is situated in the south-eastern part of Central Europe and shares borders with Hungary to the north-west, Serbia to the south-west, Bulgaria to the south, the Black Sea to the south-east, Ukraine to the east and to the north and the Republic of Moldova to the east. Roughly the size of Oregon, Romania is the second largest country in the area, after Poland. With **more than 21 million inhabitants** it represents one of the largest economies in Eastern Europe.

Romania's territory features splendid mountains, beautiful rolling hills, fertile plains and numerous rivers and lakes. The Carpathian Mountains traverse the centre of the country bordered on both sides by foothills and finally the great plains of the outer rim. Forests cover over one quarter of the country and the fauna is one of the richest in Europe including bears, deer, lynx, chamois and wolves. The legendary Danube River ends its eight-country journey at the Black Sea, after forming one of the largest and most biodiverse wetlands in the world, the Danube Delta.

About a third of the country consists of the Carpathian Mountains (also known as the Transylvanian Alps). Another third is hills and plateaus, rich with orchards and vineyards. The final third is a fertile plain, largely devoted to agriculture.

Bucharest - the capital city of Romania - Is located at the same latitude with the cities of Portland (Oregon), Montreal (Canada), Venice (Italy) and Bordeaux (France).

Known for its wide, tree-lined boulevards, glorious Belle Époque buildings and a reputation for the high life (which in the 1900s earned its nickname of "Little Paris"), Bucharest, Romania's largest city and capital, is today a bustling metropolis.

The Venue: Hotel Novotel Bucharest City Centre

Novotel Bucharest City Centre is located in the heart of the city. The 4-star hotel offers not only an exceptional positioning but also a unique blend of classical architecture and modern, functional design and free Wi-Fi high speed wireless internet access.



Hotel Highlights

The unbeatable location is just a few steps away from Lipscani Old Town, National Art Museum, Romanian Athenaeum, Cismigiu Garden and many others.

Language

The working language will be English. There will be no simultaneous translation provided.

Accommodation

Rates are quoted **per room, night and including breakfast**. You will receive confirmation of your reservation from the hotel directly. Please be aware that only a limited number of rooms have been reserved with the following reduced rates until September 15, 2011. The rooms will be distributed on a first come first serve basis.

Hotel	Category	Single use	Double use
Hotel Novotel Bucharest City Centre 37B Victoriei Str., 010061 Bucharest T. +40 21 308 88 88 F. +40 21 308 88 89 Home: www.novotel.com	****	€ 95,- (excl. 9% VAT)	€ 105,- (excl. 9% VAT)
Hotel ibis Bucuresti Palatul Parlamentului 82-84 Izvor Street, 050564 Bucharest T. +40 21 401 10 11 F. +40 21 401 10 10 Home: www.ibishotels.ro	***	€ 59,- (incl. VAT)	€ 67,- (incl. VAT)

Registration Fee

The registration fee includes an information package, the excursion to Greentronics in Alexandria, lunches, refreshments during the breaks and the evening events.

All prices are excl. 20% VAT (based on current legislation, VAT only applies for participants from Austria)

Workshop Fee	before September 15, 2011	after September 15, 2011
Participant	€ 290,-	€ 350,-

Who will participate?

- Senior business managers, product managers, design engineers and environmental experts from leading electr(on)ic companies from America, Asia and Europe,
- Management and engineering representatives from the recycling industry, component and material suppliers, chemical industry and financial institutes,
- Attendees from governments, public authorities, associations, leading universities and research organizations from all around the globe.
- More than 60% of all participating experts hold management positions in companies.

Meet your future clients, raise their attention and make your products and services known to them. A major step to increase your business in the future!

Sponsoring

Gold Sponsor

€ 4 000,- (excl. VAT)

- A complimentary place to set-up your roll-up or similar in a prominent location
- 3 complimentary registrations for associates or business partner of your organization
- Your organization will be mentioned on all publications, press releases and on our webpage as "Gold Sponsor of **Green Electronics 2011**"
- In addition, a link to your website can be positioned on our website
- The possibility to present your company with a half page four-color advertisement in the program
- The possibility to present your company with advertising material (flyer, brochures, etc.; format max. A4) in the information package
- 3 invitations for the typical Romanian Dinner
- Company logo on screen throughout the breaks

Sponsor

€ 1 500,- (excl. VAT)

- 1 complimentary registration for associates or business partner of your organization
- Your organization will be mentioned on all publications, press releases and on our webpage as "Sponsor of **Green Electronics 2011**"
- In addition, a link to your website can be positioned on our website
- 1 invitations for the typical Romanian Dinner
- Company logo on screen throughout the breaks

Individual Sponsorship

In addition we can offer individual sponsoring possibilities, such as

- Distribution of company brochures
- Advertisements in our documentation
- Patronage for coffee breaks, lunches and dinner events
- Patronage for the technical tour
- Special give-aways, flags, ...

For additional information please contact us at info@care-electronics.net.

Information Updates

All information on our website will be continuously updated. Please check regularly!

If you want to be informed of all major updates, please fill in the Contact Form on www.care-electronics.net/greenelectronics.



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Status as of April 2011

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HydroWEEE Partner



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