



## Green Construction Export and Investment Opportunities in Romania and the CEE Region

### Event Purpose:

To highlight export and investment prospects for green construction in Romania and the Central Eastern European (CEE) region. The event will discuss both the business opportunities and the opportunity to make a timely intervention to mitigate unsustainable practices in a high growth region.

### Background:

As recent entrants to the European Union, Romania and neighboring countries will continue to be strong performers in the CEE construction market. 500k to 800k new housing units are predicted for Romania alone with significant growth in all types of building and infrastructure ahead.

The Romania Green Building Council has identified an opportunity for solution providers who can satisfy the requirements for "building green". Strong economic growth, favorable legislation, more stringent building codes, increasing green certification interest, higher energy prices and decreasing energy subsidies make the CEE region an attractive prospect for potential exporters of green construction technology, materials, other products, and services or investors in green real estate projects.

### Location / Dates / Format:

<b>October 22, 2008</b>	Redwood City, CA / Silicon Valley Venue: <a href="#">The Crosby Group</a> 726 Main Street Redwood City, CA 94063	Business Breakfast: 9am – 10:30am
<b>October 23, 2008</b>	Los Angeles (Westside) Venue: <a href="#">Consulate General of Romania, Economic Office</a> 11766 Wilshire Blvd, #560 (1/2 mile west of I-405) Los Angeles, CA 90025	After work session: 6pm – 7:30pm
<b>November 17, 2008</b>	New York City Venue: <a href="#">Clifford Chance</a> 31 West 52nd Street New York, NY 10019-6131	After work session: 6pm – 7:30pm

### Fees / Registration:

\$15 discounted price extended to USGBC members / \$25 general public – please send a message to [info@RoGBC.org](mailto:info@RoGBC.org) stating which event location, your organization and the names of the participant(s).

### Agenda:

- Opening remarks
- An update on the CEE real estate market with an emphasis on sustainable construction
- What is the state of real estate and green construction in Romania and the region?
- Are developers interested in building green? Getting green certification?
- What are the opportunities for:
  - Real Estate Investment?
  - Construction Products, Services, Technology and Expertise?
  - Manufacturing under license?
- Legislative Framework / EU's Energy Performance for Buildings Directive
- Questions & Answers / Networking



## Presenter:

Steven Borncamp is a native of Pasadena, California with extensive business experience in Romania and the Central Eastern European region. He is the founder of SOPOLEC - a business and technology company and organizer of the Romania Green Building Council, the "Build Green CEE" conference and numerous other related green building initiatives in the region.

## Event Organizer:

### Romania Green Building Council

The RoGBC is a non-profit association encouraging the market, educational and legislative conditions necessary to promote construction that is both sustainable and profitable. The RoGBC also assists neighboring GBCs in the region to promote a more efficient regional market place for green building products, services, and technology. The recently-formed RoGBC includes twenty one leading companies as founding members and has been accredited with "Emerging Council" status within the World Green Building Council. (see [www.rogbc.org](http://www.rogbc.org)).



WORLD GREEN BUILDING COUNCIL

The RoGBC is an  
"Emerging Council" of  
the WorldGBC

## Supporters:

### United States Green Building Council

The U.S. Green Building Council (USGBC) is a non-profit organization committed to expanding sustainable building practices. USGBC is composed of more than 15,000 organizations from across the building industry that are working to advance structures that are environmentally responsible, profitable, and healthy places to live and work. Members includes building owners and end-users, real estate developers, facility managers, architects, designers, engineers, general contractors, subcontractors, product and building system manufacturers, government agencies, and nonprofits.

### United States Commercial Service – Bucharest, Romania

The U.S. Commercial Service in Bucharest, as part of the U.S. Embassy in Romania is part of a global network of trade specialists dedicated to support U.S. commercial interests around the world. The USCS offers comprehensive export promotion assistance through a variety of programs and services. The USCS can help you identify potential business partners, obtain valuable market intelligence, and launch your company into the Romanian marketplace.

### Ambassador of Romania to the United States

Adrian Vierita was confirmed as Ambassador to the United States on December 5, 2007. Prior to his current assignment, he served as State Secretary for European Affairs with the Romanian Ministry of Foreign Affairs. Ambassador Vierita is a career member of the Diplomatic Corps of Romania and held various executive positions with the Romanian Ministry of Foreign Affairs and served as Ambassador to Germany. Ambassador Vierita and his Economic team at the Romanian Embassy in Washington D.C. offer their strong support for this event to promote better trade relations and green building solutions.

### American Chamber of Commerce (AmCham) Romania

The American Chamber of Commerce in Romania (AmCham Romania) is a non-profit and non-political organization that promotes the commercial and economic interests of U.S., international and local business community in Romania. Currently, AmCham has over 270 members doing business in Romania, as well as small and medium-sized firms and business executives in the country, who support and abide by the policies of the U.S. Chamber of Commerce.

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