

EMBASSY OF DENMARK SARAJEVO
THE TRADE COUNCIL • EKSPORTRÅDET



**ENERGY EFFICIENCY AND DISTRICT HEATING
CONFERENCE 2010
SARAJEVO, BOSNIA AND HERZEGOVINA**

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1. DISTRICT HEATING IN BOSNIA AND HERZEGOVINA

In 2009 Bosnia and Herzegovina opened key political negotiations which are supposed to bring faster reforms needed to steer for deeper integration into European and global markets. The increased integration with and acceptance of EU standards opens significant opportunities for foreign companies through product supply and transfer of technology and know-how. Already Bosnia and Herzegovina has acceded to the Kyoto Protocol and is in the process of ratifying the protocol, which will pave the way for development of national energy and environmental strategies. Already plans and strategies for the reconstruction of the district heating systems in Bosnia and Herzegovina are being developed.

An initial analysis of investments for the development of district heating in all the zones in BiH has been carried out. Currently the projections are that investments into the development of district heating will be undertaken in the period from 2010-2015, taking into consideration growth of consumption and the extension of heating networks. Investments are foreseen in houses and apartments with central heating as well as the company - public and service sectors. The projections are that consumption measuring will be introduced to all newly connected consumers. In that respect some level of investments has already been undertaken.

As for reconstruction and improvements of district heating in Bosnia and Herzegovina energy efficiency measures, measures for upgrade functioning, business performance and competitive level of district heating companies have been introduced. According to development strategies they primarily refers to introduction of heat metering and consumption-based billing at level of individual consumers and introduction of sanitary hot water preparation in combination with district heating. Already consumption metering was carried out on experimental basis in the district heating system of the Sarajevo Canton and is included in medium term plans. The hope is to significantly increase rational use of heat energy, enable expansion of district heating market and improve commercial terms by making district heating a competitive choice.

EU and many international institutions are present in Bosnia and Herzegovina to support the transition and development projects within the district heating sector. Institutions such as the **World Bank, EBRD, KfW (German Development Bank), UNDP, USAID, SIDA**, and others are already active in financing and procuring energy and district heating development and recovery projects throughout the country.

Up to know only a few Danish companies have been involved in the overall development of the district heating sector, but it is obvious that over the coming years the need for Danish products, technologies and know-how will encrease.

2. CONCEPT

The Embassy is organizing a District Heating Conference to give the Danish district heating companies and organisations the possibility to enter a growing market, find potential partners and fulfil the needs of the district heating sector in Bosnia and Herzegovina.

It is a sector-specific event where companies, organisations, financiers and other decision makers will be able to meet, exchange experiences and do business. It is organized in the framework of the Danish Trade Council as a part of the Embassy of Denmark in Sarajevo. The Embassy will, as part of its public diplomacy activities, develop a longer term media strategy in order to raise awareness with regards to energy efficiency in the country. This will include, broader awareness rising in the media and amongst politicians and other key players and include the opening of the conference by the federal Prime Minister and the Danish Ambassador, as well as the participation of the two entity ministers for energy, as well as the ministers for environment. Logos and information about the Danish participating companies will be put on the embassy's web-page.

The conference will create a business platform where the two countries can meet, exchange ideas and plans, and hopefully do business. Danish companies will be able to present world-leading products, know-how and technology in a market going through important changes.

Within the district heating sector in Bosnia and Herzegovina, companies and institutions associated with the Danish brand – represent high quality, trustworthiness, innovation and great service. The District Heating Conference gives you an opportunity to meet with local authorities, companies and public institutions and key decision makers. A particular focus will be on the financing possibilities, as leading financial supporters in the country, such as EBRD, European Commission (pre-accession funds for B&H) will be participating in the conference. In addition you will have the possibility to present your company, and to participate in roundtable discussions and in additional informal meetings incl. during the dinner at the ambassador's residence to be organized in the evening on the first day of the conference.

There will also be the possibility to set up B2B meetings and to meet potential local buyers, distributors, suppliers and other partners in a programme crated to maximise the business benefits of participation.

In relation to the participation fee, which includes the embassy's organisational and coordination costs, the time consumption has been calculated based on the standard hourly fee of the Danish Trade Council on DKR 780,- per consultancy hour and amounts on DKR 25.000,- per company.

After the acceptance, the registration process will formally start through introducing the company in the final conference schedule and coordinating the preliminary scopes of interest of the participant (providing profiles of local participants in order to pre-select the relevant parties to meet, development of sector specific presentations, seminar and roundtable schedules).

3. PROGRAMME

Sunday, 16.05.2010.

13:15 – 15:45 DIRECT FLIGHT FROM COPENHAGEN TO SARAJEVO (www.bhairlines.ba)

Monday, 17.05.2010.

09:00 – 09:45 OFFICIAL OPENING CEREMONY (Prime Minister of FBiH, Ambassador of Denmark,
Entity ministers of Energy and Environment)

10:00 – 12:00 ROUND TABLE WITH ALL PARTICIPANTS

12:00 – 17:00 SEMINARS, PRESENTATIONS, B2B MEETINGS (booked in advance with parties of interest)

19:00 – 20:30 DINNER AT THE RESIDENCE OF THE AMBASSADOR OF DENMARK.

Tuesday, 18.05.2010.

09:00 – 13:00 B2B MEETINGS ACCORDING TO PERSONAL SCHEDULES

09:00 – 13:00 ROUND TABLE, SEMINARS, PRESENTATIONS

15:20 – 19:15 FLIGHT TO COPENHAGEN VIA VIENNA (www.austrian.com)

The Trade Council of Denmark is a part of the Ministry of Foreign Affairs and is the official export and investment promotion agency of Denmark. The Trade Council benefits from around ninety Danish Embassies, Consulates General and Trade Commissions abroad. The Trade Council advises and assists Danish companies in their export activities and internationalisation process according to the vision: We must be a partner preferred by enterprises in international trade and investment activities.

The Work in the Trade Council of Denmark follows specific procedures and quality guidelines. In this way our customers are secured the best possible quality under the varying working and market conditions at any given point of time.

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