

# SEEEM Launch

London 20th June 2006

Side Event at EEDAL'06

Registration: [www.seeem.org](http://www.seeem.org)

09 00	Coffee	
09 30	Welcome	<b>SEEEM</b> Conrad U. Brunner
10 00	Introduction to SEEEM	John Mollet, International Copper Association: State of the market for high efficiency industrial motors Paolo Bertoldi, EC Joint Research Center: Motors in the European energy and environment program
10 30	Motor status: Key regions, countries and international organizations	<b>Australia/New Zealand</b> Paul Ryan, Australia: New minimum energy performance standards – How to deal with two testing procedures
10 45		<b>China</b> Victor Zhou, ICA or Zhang Xin, CNIS/TAG: New minimum energy performance and reach standards
11 00		<b>Europe</b> Jürgen Sander, SEW/Cemep: The new approach of Cemep Chris Baker, Defra: International Task Force for Sustainable Products Charles Gaisford, AEA: UK Market Transformation Programme Anibal de Almeida: Energy Using Products – Motors
11 15		<b>USA/Canada</b> Austin Bonnett, Emerson/Nema and member of TAG: Why the industry transitioned from voluntary to mandatory regulations
11 30		<b>IEA</b> Paul Waide, IEA: IEA Motor World Report
11 45		<b>IEC</b> n.n.: The state of the revision of IEC motor standard 60034-2 ed. 4
12 15	Lunch	Buffet lunch offered by SEEEM
13 30	Status of SEEEM	Report of the first Technical Advisory Group (TAG) meeting in New York on harmonized verification methods and mandatory minimum standards Anibal de Almeida, Austin Bonnett, Zhang Xin
14 30	Discussion	Chair: Conrad U. Brunner Panel: TAG members
16 00	Next steps for SEEEM	Conrad U. Brunner - Motor Summit'07 Zurich/Switzerland - EEMODS'07 Beijing/China - SEEEM Working Groups: Call for participation
16 30	Concluding remarks	Shane Holt, Australian Greenhouse Office (AGO): Motors in the Asian Pacific Partnership for Clean Development and Climate Anne Arquit Niederberger, A+B International: Political framework for energy efficiency in motor systems
17 00	End	

**Industrial electric motor systems use 40% of electricity worldwide.** They drive pumps, fans, compressors and other mechanical traction systems. Their quality varies, largely because testing procedures and performance standards are not harmonized. In a globalized market, effective promotion of energy efficient products requires alignment of energy performance standards internationally. SEEEM aims to stimulate and accelerate this process of harmonization in order to save energy and reduce greenhouse gas emissions.

**Date and time**

20th June 2006, 09 00 to 17 00

**Location**

Millennium Gloucester Hotel  
Decade Suite  
4–18 Harrington Gardens, London,  
England UK SW7 4LH

**Participants**

SEEEM Technical Advisory Group (TAG), SEEEM Steering Committee, SEEEM participants, EEDAL'06 participants, other interested participants.

**Moderator**

Conrad U. Brunner, A+B International, Zurich/Switzerland  
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**Secretariat**

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**Info on EEDAL'06**

<http://livegroup.co.uk/EEDAL>

