

INVITATION

Smart Grid: bringing small projects to broad reality Unique Forum, complements and augments current Smart Grid events

Dear Madam, dear Sir,

the IEC, State Grid Corporation of China and VDE invite you to attend the World Smart Grid Forum 2013, 24 – 25 September 2013 in Berlin, Germany.

Why you need to attend

Generally Smart Grid events are either highly technical or have a strong commercial focus; it's not surprising then that the insights they deliver are similarly slanted, providing you with only a partial view.

We are organizing the first Forum that aims to stimulate thought processes freed from the technology or commercial restraints of ordinary Smart Grid events. This is a must-attend in your line-up of key Smart Grid events. You will gain new insights that will complement and enrich your overall Smart Grid comprehension.

Unique approach

We know that today most Smart Grid projects fail to move into large scale implementation. Counter intuitively this is generally due to the complexity of human decision making and not to technology, which is often readily available.

This Forum builds on real world cases and just the right level of technical insights to:

- analyze and crystallize key Smart Grid success factors
- develop the decision matrix that will bring projects to broad implementation
- outline a clear path forward.

Within a framework of interactive sessions and structured sharing, it brings together key global stakeholders from industry, regulators and utilities.

Concrete output

The Forum will publish immediately following the event a strategy paper comprising decisions and recommendations that will define the path towards strong Smart Grids, Smart Communities and Smart Cities.

About the organizers

The IEC (International Electrotechnical Commission): global provider of the majority of technical Smart Grid Standards;

SGCC (State Grid Corporation of China): the world's biggest power utility;

VDE: largest technical and scientific association in Europe.

Register now at: www.worldsmartgridforum2013.org

We look forward to seeing you in Berlin

Yours sincerely

The Organizers of the event