



## Join SII and IEC Workshop International Standards for E-mobility A Necessity for Mass Deployment

October 18th, 2009

Venue: D hall, David Intercontinental Tel Aviv, Israel

Today, electric vehicles provide a unique opportunity to respond to global challenges. Oil dependence and internal combustion engines have produced climate change, air pollution, and economic volatility. Recognizing these problems, entrepreneurs have joined with engineers to create a new, feasible, sustainable transportation model for the future based on electric vehicles. This solution has brought together business leaders, automotive manufactures, electricity providers, investors, and many others who all agree that a marketplace transformation can and must occur now.

Join us during this IEC general meeting in Tel Aviv for a special workshop dedicated to the important role international standardization must play in the electric vehicle market. Above all, standardization can ensure that the mass deployment of emerging vehicle technology results in a modern, sustainable e-mobility infrastructure.

This workshop will bring together key policy makers, industry experts, and standards development authorities. These speakers will present different cases studies from early deployment around the world, highlighting the specific issues encountered.

Critical topics, including energy sourcing, energy efficiency, renewable sources, and electric vehicles, will be dealt with in Joint committees, strategic groups and technical standardization committees. Standardization on many of these topics will both ensure fair competition and accelerate the transition to sustainable transportation.

### Agenda:

08:30 Registration

09:00 Opening

**Mr. Doron Tamir**, Director General, Standards Institution of Israel (SII)

Mr. Renzo Tani, IEC Immediate Past President

Mr. Moshe Kaplinsky, CEO of Better Place Israel

Mr. Avner Flor, Director of Vehicle division, Israel's Ministry of Transportation (MOT)

Mr. Zion Amossi, Director of Electricity division, Israel's Ministry of Infrastructure (MOI)

09:40 Set the scene-standards to enable mass deployment of E-mobility

**Mrs. Ziva Patir**, Vice-President Better Place

10:00 Setting standards for a nationwide smart grid: an enabler for EV's

**Dr. George Arnold**, Deputy Director Technology Services, NIST, USA, VP Strategy ISO

10:20 Standardizing charging infrastructure for EV's

**Dr. Cyriacus Blejis**, Chairman of IEC/TC 69 Electric road vehicles and electric industrial trucks

10:40 Coffee break

11:00 Case study of the EV solution

**Dr. Barak Hershkovitz**, Chief Architect Better Place

11:20 Electrical codes and regulations for EV charging equipment

**Mr. Greg Nieminski**, Chairman of SC23H, consultant

11:40 Policy for sustainable mobility around the world

Speaker TBC

12:00 Lunch

13:30 Influence of EV's on the electricity grid

**Dr. Dan Weinstock**, Infrastructure & SCM, Better Place Israel

13:50 EVs: the role of standards in the Canadian emerging market

**Mr. David Mascarenhas**, program manager, Canadian Standards Association (CSA), Canada

14:10 The case of green cars in a smart renewable energy

**Mr. Regnar Schultz**, Danish Standards, Senior Consultant Standardization

14:30 Australian policy towards EV's

**Dr. Jason Lazar**, Relationship Manager, Standards Australia

15:00 Coffee break

15:30 Panel: EV's around the world and impact on sustainability

16:30 Conclusion

### Sponsored by:

Kindly register at <http://meetings.iec.ch>

### For assistance in registration please contact:

Mr. Danny Akerman at [www.iec2009@sii.org.il](mailto:www.iec2009@sii.org.il)