

Kick-starting Markets: Breaking the Chicken-and-Egg Dilemma

EU Conference Energy in Motion
Amsterdam, 30 October 2004



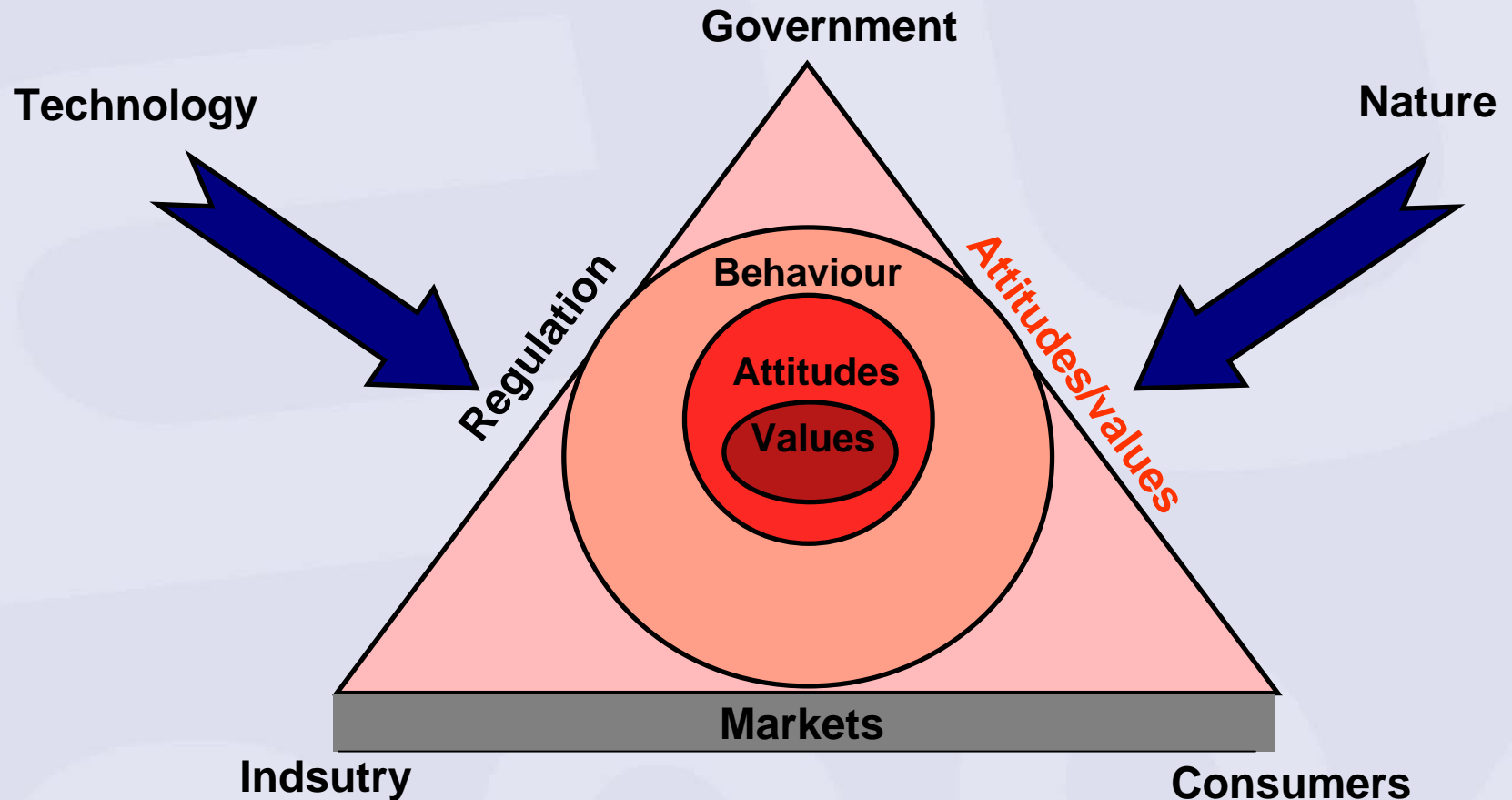
Program

- 10.45 – 10.55 Welcome & introduction, Adnan Rahman,
Rand Europe
- 10.55 – 11.15 Stimulating markets for clean, low carbon vehicles,
Per Carstedt, BioAlcohol Fuel Foundation
- 11.15-12.05 Triangular Debate
Consumers - Saul Billingsley, FIA Foundation
Industry – Ragna Ohnesorge, BMW
National Government – Lars Ekekrantz, Ministry
for the Environment
EC – Laurent Sellès, DG ENTR
- 12.05 – 12.15 Summary & conclusions

Scope of the discussion today

- Clean, low carbon vehicles
- The perspectives of:
 - Consumer
 - Industry
 - Government
- Barriers (to market development)
- Experiences (in stimulating markets)
- Actions & recommendations

Framework for today's discussion



Some of the challenges in stimulating markets

- Lack of information and awareness
- Risks associated with investing in untried technology in non-existent markets
- Lack of standards
- Lack of policy harmonisation
- Inadequate infrastructure