

# DIRECT TECHNOLOGY SELECTED TO PARTICIPATE IN INTERNATIONAL COLLABORATIONS ON LOW-CARBON TECHNOLOGY DEVELOPMENT

*Industry expert has been chosen to participate in conversations around globally improving low carbon development and energy efficiencies at the Low Carbon Development Forum in China.*

## **For immediate release:**

March 2010 – The China Low Carbon Development Forum will take place in the Southern Chinese city of Shenzhen, on April 16-18, 2010. The mission of the conference is to promote international collaborations in low-carbon technology development, technology transfer, business development and marketing in both the U.S. and China. Direct Technology, a premier custom software development firm, has been selected to lead discussions around successful energy efficiency programs and also act as the industry facilitator for all US based companies to exchange information, technology ideas and concepts and shared business opportunities around the development of low carbon communities.

This significant event is being convened by Peking University Shenzhen Graduate School (PKUSZ), the Shenzhen Nanshan County Government, and organized with joint efforts from different sectors across the Pacific. The objective is to offer a platform for dialogue, strategizing, and collaboration among the governments, academies, and industries that are key players in the current low-carbon development (LCD) association.

Specific agenda topics will include:

- Applications of clean tech in developing a “low-carbon city”
- Green buildings and advanced materials
- LED technologies
- The energy and water nexus
- Developing alternative energy resources (focusing on bio-energy)
- Commercializing clean energy technologies
- Venture capital, private equity, and alternative financing strategies
- LCD training and public education

Direct Technology will be discussing the deep importance of technology and the role it will be playing in the advancement and realization of low carbon development. Direct Technology has been selected to participate in a long term effort to promote low carbon development with UCLCIA (US-China Low-Carbon Industries Alliance), an organization formed to provide the necessary trade tools, technology exchange platform and mutual market development services to ensure successful collaboration between companies interested in low carbon development in either the United State or China. Direct Technology will be providing the technology foundation for a UCLCIA portal which will include all the necessary tools for effective communication and collaboration between members in this rapidly evolving industry, and provide a forum for information to be shared and collaborated between

members both in the United State and China. UCLCIA has a unique design and is truly a global effort, as the organizations in each country will act as a single entity and all membership rights and privileges will apply to both the U.S. and China.

Direct Technology will be hosting the UCLCIA round table panel during the third day of the conference to begin dialog with all current and future members about the function of the UCLCIA organization and future actions individuals can take to stay involved with this cause. Direct Technology will be contributing concepts, ideas and their extensive experience to the forum in an effort to create appropriate programs and incentives to realize the adoption of a low carbon community. The goal of this forum is to help shape the low carbon advancement globally and ensure continued momentum with the ideas and opportunities discovered at the conference. In addition, the portal will be officially launched at the conclusion of the round table.

Sr. Solution Architect, Christopher Duxler will also be joining industry and government experts to showcase successful examples of Energy Efficiency programs Direct Technology has implemented with all the California Independent System Operator's (ISO's) including PG&E, Edison, Sempra, and more on the following panel:

#### **China and California: Towards Low-Carbon Communities**

The Copenhagen Accords put forth domestic measures as the key to combating climate change, with a bottom-up approach playing the most critical role. In addition to giving an overview of the recently agreed accords, this panel will highlight California's success and leadership in energy efficiency and the first economy-wide law on climate change. The panel will also discuss collaboration between China and California and how to provide the policy and tools that are necessary in building more sustainable, low-carbon communities.

#### **About Direct Technology:**

Direct Technology, [www.directtechnology.com](http://www.directtechnology.com), is a technology consulting firm founded in 1995 with offices in Bellevue, WA and Roseville, CA. Direct Technology solves complex business problems with technology solutions including Custom Software Development, Network Technologies and Professional Services. Direct Technology is recognized for its highly experienced teams and consultants who use an innovative and forward thinking approach when offering services to their Fortune 500 and mid-market clients across various industries.

For more information, please refer to our website [www.directtechnology.com](http://www.directtechnology.com) or contact:

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