



INTERACTIVE WEBINAR WITH AMBASSADOR WILLIAM EACHO

U.S. Ambassador to Austria William Eacho will be live online for an interactive webinar to talk about business opportunities for U.S. companies in the Austrian environmental and alternative energy technology sectors. The webinar, moderated by Commercial Counselor Thomas Brennan, is free of charge and will take place on Tuesday, July 2, at 12:00 p.m. Eastern/9:00 a.m. Pacific.

Green technologies are a promising growth area in today's economy. Here are a few examples from Austria:

- In 2010, Austria spent \$15 billion on environmental measures, of which more than half went toward waste management and surface water protection.
- By 2019, 95% of all Austrian households and commercial entities are required to be served by a smart meter and the switches and software that make them useful. Currently, coverage is limited to a handful of pilot projects.
- Electricity providers plan to add over 700 km to the high voltage power lines at a cost of approximately \$7.7 billion in order to accommodate increased EU electricity trading and the transfer/storage of renewable electricity output across the region.
- There are also significant opportunities to enter the supply chain of Austria's own green tech sector, which charted a turnover of \$11 billion in 2011, most of that in export sales.

During his tenure in Austria, Ambassador Eacho has been a strong advocate for U.S. business, including green tech companies. He has promoted U.S. technology with the "League of Green Embassies" project, led a reverse trade mission of Austrian companies to California, supported U.S. companies competing to provide hybrid engines for the City of Vienna bus fleet, and tirelessly worked to position the United States as a leading provider of innovative green tech solutions in speaking engagements, press events, and personal meetings.

To participate, please RSVP to: DirectLineEmbassyVienna@state.gov. The webinar is free of charge, but participation is limited. Registrations will be processed on a first come, first served basis.

