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SEEDA SHIFT CONFERENCE (SUSTAINABLE HIGH INNOVATION FUELS AND TRANSPORT) 2007

Dear Delegate,

This year, [SEEDA](#) sponsors and launches a new one-day conference-expo: Sustainable High Innovation Fuels and Transport (SHIFT), being organised by High Value Manufacturing Series event manager and technology consultancy, CIR Ltd, on **Wednesday 19 September 2007, at the [Said Business School, Park Street, Oxford](#), from **10:00 - 18:00**.**

Our focus for the day will be 'non-bio', sustainable, alternative sources of fuel for transport, within the context of what we are shifting away from. Since SHIFT will precede the REA's Bioenergy event (biomass, biofuels and energy-from-waste), we shall have an opening session looking at general background topics of the climate and sustainability of fuels, transport, vehicles and their production. This will be a practical, quantitative session. There will then be a survey of the types of sustainable fuels for transport against a background of the net resource-using fuels, with contributions from Dr John Wormald MBA of [autoPOLIS](#) and from Imperial College, London. We shall also touch on the integration positives and issues for sustainable fuels and transport.

In the session after lunch, there will be a talk about alternative power sources such as hydrogen, alcohols, 1st generation biofuels (various issues), 2nd generation biofuels (lignocellulistic biomass: biohydrogen (for fuel cells to make electricity), biomethanol (low infrastructure changes)), micro-hydro, hydrogen-as-catalyst, hydrogen-under-pressure, (solar, tidal, wave, wind) with electrical. We'll end this afternoon session with a talk on fuel cells, batteries, supercapacitors and their role in pure electric or hybrid vehicles.

In the final session, we go on to talk about exciting, viable, example sustainable vehicles themselves and finish the day with talks on the new integration of the road, rail, air mix, and sustainable transport policy. This leads into the final

panel discussion.

We shall place these topics into our day of talks in the following approximate order:

SEEDA SHIFT Symposium - Oxford, 19 September 2007 - Programme Outline

Opening Session – Chairman's Introduction (Professor Pete Dobson, Oxford);

Survey - fuels for transport - 1 (Dr John Wormald, AutoPOLIS);

SEEDA & Sustainability in the South East (Graham Tubb, Head of Sustainable Development);

Background to climate change (Daithi Stone, Oxford Atmospheric Group);

Background to sustainability of fuels, transport and, production(Hugo Spowers, OSCar Automotive);

Background to sustainability & fuel cells (Martin Green, Johnson Matthey Fuel Cells)

Panel.

Lunch

Afternoon Session

Survey - fuels for transport continued:

GTL and Fischer Tropsch Reductions (Malcolm Wells, Sasol-Chevron; Will Barton, Oxford Catalysts tbc)

2nd Generation Biofuels (Prof Nilay Shah, Imperial College & Porter Alliance);

Hydrogen as Fuel & Fuel Cells (Ben Madden, Element Energy)

Battery Power with Supercapacitors (Neil Owen, Ricardo plc (tbc))

Final Session – Sustainable Vehicles - hydrogen, electric, dual fuel & hybrids: (Examples - Morgan Electric Life Car, BMW Hydrogen 7 Series, Mercedes Benz Hydrogen Fuel Cell Bus , Honda FCX, Toyota, Daimler Chrysler, Ford Fusion Hydrogen, ENV Motorcycle) (Malcolm McCullough, Morgan Electric LifeCar);

Transport policy and sustainable car, plane, train, mix (Professor David Banister, ECI, Oxford University (tbc));

Minister's Address (Ruth Kelly MP proxy - Dept of Transport);

Final Panel.

This will be a stand-alone conference expo, but it will also be a very useful, highly-complementary prequel to the [Bioenergy 2-day event by the Renewable Energy Association](#) at the same venue (also supported by SEEDA) on the days following the SHIFT Conference Expo. All delegates attend the invitation-only SHIFT Event free-of-charge, and REA/Grove Fuel Cell Symposium delegates are welcome, but we ask that all please register at the website or telephone number above.

Cambridge Investment Research Ltd

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Professor Pete Dobson, of the Engineering Science Department at Oxford University and Academic Director of the Begbroke Science Park, chairs the SHIFT Conference. The event will be by invitation, and limited exhibition stand space is available. The recommended SHIFT Conference Hotel, very close by, is the [Royal Oxford](#).

We hope that you and your team can take part in this important and complex debate.

Yours sincerely

Dr Justin Hayward MBA,

CIR Ltd Team Director