

EXECUTIVE SUMMARY

WORLD SUMMIT ON ETHANOL FOR TRANSPORTATION

**Québec, Canada
November 2-4, 2003**

Hosted by:

**The Governors' Ethanol Coalition
International Committee**

Table of Contents

Introduction.....	3
Background	4
Current Issues and Opportunities.....	5
Objectives	6
Target Audience.....	7
Impact/Significance	8
Feasibility.....	9
Organizing Committee.....	12
Conference Coordination and Management Services	13
Summit Agenda and Program.....	15
Summit Budget	17
Sponsorship Program.....	18
Event Sponsorship Opportunities	19
Supporting Sponsorships	22
Contact Information	23
Corporate Profiles and Biographies	24

Introduction

The Governor's Ethanol Coalition International Committee is pleased to announce the first World Summit on Ethanol for Transportation to be held on November 2-4, 2003 at Fairmont Le Château Frontenac in beautiful Québec City, Canada.

The Summit will present the global perspective of ethanol market development as a transportation fuel. Participants will have the opportunity to discuss policy issues and strategies for growth of fuel ethanol in their respective countries.

Representatives of the Governors' Ethanol Coalition-International Committee are committed to establish ethanol as an international commodity and to build a viable world ethanol market as a transportation fuel.

Fuel ethanol offers great economic and environmental opportunities and it enables countries to achieve energy security and independence. As a result, ethanol programs are being developed worldwide.

This international summit will be a great opportunity for participants to share views, ideas and strategies with key stakeholders from all sectors of the industry.

Senior government officials, industry executives and influential market representatives will converge in Québec City to shape the future of fuel ethanol in the world.

Background

So far, the Governor's Ethanol Coalition-International Committee has hosted three very successful international conferences on ethanol over the last five years:

- The *International Conference on Ethanol as a Transportation Fuel*, Mexico City, Mexico, June 8-9, 1998.
- The *First Biofuels International Congress*, Guadalajara, Mexico, February 1-2, 1999.
- The *International Development Seminar on Fuel Ethanol*, Washington, D.C., USA, December 14, 2001.

After signing a memorandum of understanding with the Governors' Ethanol Coalition (GEC) in Indianapolis, Indiana, on November 17, 1998, the Province of Québec signed alliance agreements with the GEC, Brazil, Mexico and Sweden in Guadalajara, Mexico on February 2, 1999.

Although Québec has been working very hard to set up an Ethanol Coalition in Canada since joining the GEC in 1999, it is still the only Canadian province to be actively and officially involved with the GEC.

As part of its efforts and its commitment to develop a National Ethanol Program, Quebec has systematically made presentations on the merits of ethanol as a renewable fuel at closed sessions of annual conferences of Canadian Energy Ministers (CEM) since 1999. As a result, in September 2000, Quebec has been designated to co-chair a CEM Task Force on Ethanol and Biofuels. This Task Force will likely evolve toward an Ethanol Coalition in Canada.

On December 11, 2001, Québec attended a GEC meeting in Greensboro, North Carolina. In an effort to develop its National Ethanol Program, to establish ethanol as an international commodity and to build a viable world ethanol market as a transportation fuel, Québec proposed to the GEC to host an international conference on ethanol in Québec City in 2003. Quebec's proposal was supported by the GEC-International Committee and was approved by the GEC.

In Greensboro, Québec also invited the GEC to consider holding its regular fall 2003 meeting in Québec City immediately before or after the conference. However, due to severe travel restrictions imposed on State government employees since 2001, a final decision has yet to be made by the GEC regarding the organization of a GEC meeting outside the United States.

Current Issues and Opportunities

Issues:

- Cost differential with gasoline and consumers' high sensitivity to gasoline prices
- Tax incentives
- Economies of scale and long term marketing agreements required
- Vapour pressure control and volatility increase causing hydrocarbon vapour emissions
- Water and ethanol miscibility
- Complex fuel distribution network structure
- Lower energy content than gasoline
- Cellulose-based technology under development
- Mid-West supplies/East and West coasts demand imbalance
- Trade barriers
- Insufficient domestic infrastructure to meet increased demand
- Environmental concerns at the production stage
- Increase in aldehyde emissions

Opportunities:

- Investments in infrastructures and other dedicated facilities
- Economic and efficient climate change measure to reduce greenhouse gas emissions
- Biomass market opportunities
- Reduces waste management cost and increases value-added use of residues
- Increases harvesting industry revenues
- Stimulates regional economic development
- Lower operating costs for some refineries (high octane value)
- High octane content (ethanol: 110-115 vs. gasoline: 87-92)
- Improves fuel combustion
- Clean burning fuel extending engine life
- E-10 is fully compatible with existing engines
- Helps refiners meet sulphur and aromatics requirements
- Incremental source of fuel supplies
- Helps achieve sustainable development goals
- Creates international market and trade opportunities
- Develops new domestic skills and technologies
- Value-added co-products from biomass conversion
- Diversifies energy resources
- Renewable fuel
- Significant reduction in ground level ozone formation
- Reduction of smog precursors
- Displacement of toxic substances
- Reduction of acid rain emissions

Objectives

The Summit main objectives are as follows:

- Highlight significant historical milestones for ethanol
- Show the importance of ethanol in the 21st century
- Review world ethanol policies and programs and assess their impact on the industry
- Study the successful implementation of an ethanol program in Brazil
- Discuss the importance and need for ethanol in developing countries
- Clarify ethanol myths and realities
- Exchange on the opportunity of making ethanol an international commodity
- Share the latest information on ethanol feed stocks and production technologies
- Promote the role of policy advocacy groups
- Identify the most important issues and opportunities for the downstream sector
- Understand the automotive industry perspective and strategies with respect to ethanol
- Provide delegates with great networking opportunities

Target Audience

Over 350 delegates are expected to attend this world-class event. Summit participants will come from the Americas, Europe and Asia and will include:

- Governors and Ministers from Canada, Brazil, Mexico, Sweden and the United States
- Government representatives from Argentina, Colombia, China, India and Thailand
- Senior public servants
- International organizations officials
- University professors and researchers
- Corn, sugar, wheat, barley and sugar beets growers
- Cellulose feed stocks providers
- Grain traders
- Bankers
- Investors
- Ethanol technology suppliers
- Ethanol producers
- Commodity trade markets specialists
- Ethanol transporters
- Ethanol importers
- Ethanol marketers
- Ethanol consumers
- Petroleum products refiners, marketers and distributors
- Energy brokers
- Consultants
- Industry associations presidents and spokespersons
- Lobbyists
- Automobile manufacturers
- Journalists

Impact/Significance

It is the Governors' Ethanol Coalition's goal to increase the use of ethanol based fuels, to decrease the nation's dependence on imported energy resources, to improve the environment and to stimulate the national economy.

This goal will be accomplished through a coordinated set of activities designed to educate and demonstrate to the public the benefits of ethanol use; to encourage ethanol fuel production and use through research and market development efforts; and to make investments in infrastructure to support expansion of the ethanol market.

The 29 members of the GEC support the production of ethanol from corn or other domestic, renewable resources using sustainable agricultural methods and encourage its use in environmentally acceptable applications. The GEC consists of 6 committees that provide support on various levels.

Through its International Committee, the GEC builds international alliances to expand global economic development, clean the environment and improve the international balance of trade through the use of ethanol. The GEC and its international partners work together and share research and development information. They explore import and export joint ventures. They make efforts to increase international public awareness of the benefits of alcohol fuels in general and ethanol in particular and to create an international economic climate favorable for the expansion of ethanol fuels worldwide.

The GEC Environment Committee mandate is to promote the environmental benefits of ethanol through environmental studies and policy recommendations.

The Ethanol Vehicle Committee of the GEC supports increased use of ethanol in vehicles through monitoring and promotion of energy efficient technologies.

The Marketing and Economics Committee of the GEC develops and promotes marketing and economic strategies that will expand the production and use of ethanol.

The GEC Policy Committee develops and recommends policies that promote the production and use of ethanol.

The Research Committee of the Governors' Ethanol Coalition encourages partnerships and establishes priorities for strategic ethanol research that will result in greater efficiencies and environmental benefits.

The program of the World Summit on Ethanol for Transportation is fully consistent with the GEC goal and objectives. The Summit will thus significantly contribute to achieve the GEC Committees mandates.

Feasibility

Context

The world energy and environment situation is increasingly favorable to the development of renewable energy sources such as ethanol.

Domestic economies are slow and need the boost associated with ethanol development:

- Ethanol production creates jobs and stimulates the economy.
- Ethanol production generates wealth that has a net positive impact on treasuries.
- Ethanol and co-products production provide tremendous trade benefits.

Reliance on imported oil is increasing and rises energy supply security issues:

- The protection of oil supplies from the Middle East carries a very high price.
- Conventional oil reserves are rapidly declining.
- Unconventional oil reserves are more expensive to develop.

Ethanol is currently one of the most feasible measure to improve the environment:

- Ethanol blends reduce carbon monoxide (CO) emissions by 10-30 %.
- Carbon dioxide emissions (CO₂) are reduced by up to 10 %.
- Toxic components such as benzene and toluene are reduced by the use of ethanol.
- Ethanol displaces harmful gasoline components such as MTBE and MMT.

Organization

The World Summit on Ethanol for Transportation is hosted by the Governors' Ethanol Coalition-International Committee (GEC-IC). The GEC-IC can count on the expertise and the full administrative support of the following organizations:

- Ministère des Ressources naturelles du Québec
- Natural Resources Canada
- Canadian Renewable Fuels Association
- Fédération de Producteurs de Cultures Commerciales du Québec
- BBI International
- Octopus DMC

Corporate profiles of organizations and biographies of key personnel involved in the planning and preparation of the Summit can be found on page _ of this executive summary.

Program

The Summit program has been developed by the GEC-IC in consultation with supporting organizations. The program is specifically addressing the current and most critical issues affecting the ethanol industry worldwide.

Speakers

Summit speakers have been selected by the GEC-IC with the help of supporting organizations. Speakers have been carefully chosen based on the following criteria:

- Knowledge and expertise with respect to specific issues or aspects of the industry.
- Fame and past performance as a speaker.
- International coverage.
- Diplomatic importance.
- Availability.

Summit speakers profiles include:

- One governor.
- Three energy and agriculture ministers.
- Industry top executives (CEOs, presidents, vice-presidents, etc.).
- GEC-IC representatives.
- Renowned international consultants.
- International speakers from nine foreign countries.

Funding

Funding for the World Summit on Ethanol for Transportation comes from the following sources:

- The Government of Québec.
- The Government of Canada.
- Corporate sponsors.
- Delegates registration.

Venue



Perched on a bluff overlooking Québec City, the Fairmont Le Château Frontenac Hôtel stands as a beacon to those who wish to enjoy the Gallic charm and warm hospitality.

The unique setting and the fine traditions of the recently renovated United Nations World Heritage Site make for a truly inspired setting in which to hold an international conference.

Located in the heart of Old Québec, the only walled city north of Mexico City, the Fairmont Le Château Frontenac Hôtel reigns above ancient streets that boast a wealth of arts and crafts, historical sights and lively nightlife for downtime.

Québec City is one of the safest cities in the world.

Organizing Committee

Members of the organizing Committee are as follows:

- **Governors' Ethanol Coalition International Committee**
 - Mr. Jeff Knight (WI), United States' Representative, GEC International Committee and Director, Wisconsin Bureau of transportation
 - Ms Maria Boardman, Project Coordinator, Wisconsin Alternative Fuels Task Force
 - Ms Isabel E. Gomez Macias, Mexico's representative to the GEC
 - Mr. Per Carstedt, Sweden's representative to the GEC
 - Mr. Luiz Carlos Corrêa Carvalho, Brazil's representative to the GEC
- **Ministère des Ressources naturelles du Québec**
 - Mr. Alain Lefebvre, Québec 's representative to the GEC and Director, Hydrocarbons Development Branch
- **Natural Resources Canada**
 - Mr. Bill Cruickshank, Bioenergy Research and Development Specialist, CANMET Energy Technology Center
- **Canadian Renewable Fuels Association**
 - Mr. Bliss Baker, President
- **Fédération de Producteurs de Cultures Commerciales du Québec**
 - Mr. Jean-Pierre Dubuc, Vice-president
 - Mr. Armand Mousseau, Information and Commercialization Agent
- **BBI International**
 - Ms Angela Damman (Graf), Director, Conference Services and International Business Development
 - Ms Jaime Keating-Klco, Conference and Meeting Coordinator

Entertainment and Spouses Program

A contract has been awarded to OCTOPUS DMC, a full-service Destination Management Company based in Québec City specialized in conferences entertainment, social activities and spouses programs.

Conference Coordination and Management Services

Conference coordination and management services for the World Summit on Ethanol for Transportation are provided by BBI International of Cotopaxi, Colorado.

Mission Statement

"As a cornerstone of the expanding biofuels industry, BBI International will provide, with integrity, the most authoritative and accurate information and services integral to the industry's growth and progress. Our success is measured by the growth and prosperity of our clients worldwide."

BBI Conference and Meeting Planning Services

BBI International employs a team of conference professionals, experts in planning and facilitating international conferences, seminars, large and small group meetings, technical workshops, and tradeshows specific to the bioenergy industry. BBI understands the ethanol industry because BBI is an integral part of it, and have been for over 20 years. BBI helps its clients develop and build conference agendas, plan presentation techniques and set registration goals. BBI offers state-of-the-art audio-visual equipment, as well as "for hire" A/V services.

BBI Conference experience

BBI conference experience include the following:

International Fuel Ethanol Workshop & Trade Show (FEW)

"Where Practical Application & Research Meet to Improve Grain & Biomass Ethanol Production." Conceived as a service to ethanol producers, the annual Fuel Ethanol Workshop & Tradeshow is designed to provide the industry with the latest information on technology and services for improving ethanol production processes, product yields and operations of an ethanol facility using grain and other biomass feedstocks. The FEW offers plenary sessions on major current industry issues, interactive work group sessions on specific production and research topics, and the world's largest industry trade show highlighting equipment, service and technology companies.

The three-plus day conference, attended by over 1000 people in 2002, is held in a different location each June. The 2003 FEW will be held June 16-19, at the Sioux Falls Convention Center in Sioux Falls, South Dakota. Over 1200 delegates from ethanol, agricultural, financial, equipment and technology industries, and government and research agencies are expected to attend. Participants include virtually every current and future ethanol producer in North America and increasing numbers from around the world.

With nearly 70 ethanol plants in production and over 20 projects being planned in the United States alone, attendees will find many opportunities to network with current and potential customers.

The National Ethanol Conference: Policy and Marketing

The ethanol industry's national trade conference is held each spring, focusing on important and immediate policy and marketing issues. The NEC is now in its seventh year. The primary sponsor is the Renewable Fuels Association (RFA), Washington, DC. The RFA is the ethanol industry's national voice. The 2003 National Ethanol Conference: Policy & Marketing was held at the Camelback Marriott Resort in Scottsdale, Arizona, February 17-19, 2003.

World Fuel Ethanol Congress (WFEC)

The first World Fuel Ethanol Congress, held in Beijing, October 28-31, 2001, was attended by over 200 people from 16 countries eager to network and learn about the opportunities for ethanol production and use in China, and developments in Thailand, Indonesia, India, and other regions around Asia. Chinese officials from the State Planning Commission, State Environmental Protection Administration, Ministry of Agriculture, Alcohol Producers Association, and Sinopec Petroleum discussed China's situation regarding air quality, value-added agriculture, benefits of ethanol blended fuels, and programs for ethanol production and use. The success of the WFEC and promising growth for ethanol in China encouraged the organizers, Tsinghua University and BBI International, to hold a second WFEC in 2003. In the interim, regional workshops on ethanol will be held around China. Information on these events will be shared in future issues of *Ethanol Producer Magazine*.

The Ethanol Workshop Series, DOE-OFD/RBEP

The one-day workshops are sponsored by the U.S. Department of Energy (DOE) Office of Fuels Development (OFD) out of their Regional Biomass Energy Program (RBEP). While the objective is to prepare the pathway to a biomass ethanol industry, the program fully recognizes that partnering with grain ethanol is necessary to the marketplace. Each workshop focuses on the issues and opportunities in an individual state, rather than a larger region. The workshop program began its fourth year in 2002, with an ever-increasing number of states participating in the grassroots program to inspire interest in ethanol production from a variety of biomass materials.

Summit Agenda and Program

Sunday, 2 November 2003

12:00pm - 5:00pm Registration Open

6:00pm - 8:00pm Welcoming Reception

Monday, 3 November 2003

7:30am - 8:45am Registration and Continental Breakfast

8:30am - 12:00pm PLENARY SESSIONS

Welcoming and Introductions

Keynote Address:

Importance of Ethanol in 21st Century

Roundtable Discussion 1: *State of the Ethanol Industry and Policy Development Drivers*

Panelists from Canada, United States, Brazil, European Union and Mexico will discuss their ethanol policies and programs in their region and the successes and impact of their programs on the ethanol industry.

12:00pm - 1:30pm Luncheon Address: *Successful Implementation of an Ethanol Program in Brazil*

1:30pm - 5:00pm PLENARY SESSIONS

Roundtable 2: *Economic Development Drivers for Ethanol in Developing Countries*

Panelists from Mexico, India, Thailand, China and South America will discuss the importance and need for fuel ethanol in their country to foster economic growth in agriculture and industrial sectors.

3:15pm - 4:30pm Roundtable 3: *Ethanol Myths and Realities*

Panelists will discuss important public opinions about fuel ethanol and present evidence of ethanol's environment impacts, energy balance, production economics, and performance in vehicles.

6:00pm - 7:00pm Cocktail and Networking Reception

7:00pm - 10:00pm Dinner Banquet and Cultural Music and Entertainment

Tuesday, 4 November, 2003

7:30am - 8:45am Continental Breakfast and Registration

8:30am - 12:00pm PLENARY SESSIONS

Roundtable 4: *World Ethanol Trade / Ethanol as an International Commodity*

The marketplace for fuel ethanol is growing rapidly worldwide, panelists will discuss these markets, ethanol as a commodity, market barriers, logistics of ethanol trade and competition.

10:30am - 12:00pm Roundtable 5: *Feedstocks and Ethanol Production Technologies*

Panelists will share the latest on ethanol production technologies and economics using corn, sugar cane and molasses, sugar beets, wheat, barley and cellulose feedstocks.

12:00pm - 1:30pm Luncheon Address: *Role of Policy Advocacy Groups*

1:30pm - 3:00pm PLENARY SESSIONS

Roundtable 6: *Downstream Issues and Opportunities - The Canadian Perspective*

Panelists will discuss important issues and factors for refining, marketing and distributing ethanol in Canada.

3:15pm - 4:30pm Roundtable 7: *Automotive Industry Perspective*

Automotive industry representatives from around the world will discuss the role of ethanol in their production strategies and provide the latest information on advanced technologies for dedicated ethanol vehicles (E-100), flexible fuel vehicles, sub-compact vehicles, small engines and fuel cell applications.

4:30pm - 5:00pm Conference Conclusion and Adjournment

Summit Budget

EXPENSES	COST (US \$)
Food and Beverage	63 000
Banquet Entertainment	19 000
Printing and Mailing	26 000
Speaker Honorarium and Expenses	2 500
Conference Management Services	67 500
Audio/Visual Equipment	18 500
Miscellaneous	8 000
Contingency Expenses (5%)	7 500
TOTAL	212 000
REVENUES	AMOUNT (US \$)
Registrations (250 @ 395 US \$)	98 750
Sponsorships	113 250
TOTAL	212 000
PROFIT (LOSS)	0

Sponsorship Program

The World Summit on Ethanol for Transportation Sponsorship Program is an opportunity to showcase your company to the current and emerging ethanol and related industries. Over 350 delegates are expected to attend this world-class event. There are various Sponsorship categories available to suit your financial and promotional interests. For more information, please contact Jaime Keating-Klco, BBI International, Conference Coordinators at 719-942-4353 or Jaime@bbiethanol.com.

SPONSORS	PROPOSED AMOUNTS (US \$)
Natural Resources Québec (paid)	35 000
Natural Resources Canada (paid)	35 000
National Ethanol Vehicle Coalition	25 000
US Department of Energy	25 000
Agriculture and Agrifood Canada	3 000 - 7 000
Canadian Renewable Fuels Association	In-kind contribution
Federation of Commercial Producers	In-kind contribution
BC Ethanol	500 - 3 500
Province of Saskatchewan	500 - 3 500
Province of Manitoba	500 - 3 500
Province of Prince Edward Island	500 - 3 500
Petro-Canada	3 000 - 7 000
Royal Dutch Shell	3 000 - 7 000
Sunoco	3 000 - 7 000
IOGEN	3 000 - 7 000
Commercial Alcohols Inc.	5 000 - 7 000
SNC – Lavalin	3 000 - 7 000
TOTAL	145 000 - 183 000

Event Sponsorship Opportunities

Welcoming Reception, November 2 - \$10 000 US\$

- Corporate logo in the on-site program guide as a premier sponsor
- Corporate logo on a PowerPoint slide identifying your company as the Welcoming Reception Sponsor and formal recognition during General Session
- Opportunity to display promotional materials on Sponsor Table located in main traffic area
- Publicity of event sponsorship in the on-line program agenda, including a link to your company's web site
- Corporate logo on a recognition sign at the reception
- Acknowledgement of your company on table top tents with company name, logo and website to be displayed on cocktail tables during reception
- Two (2) complimentary conference registrations
- Each company representative will receive an official Sponsor ribbon affixed to their name badge
- Use of private meeting space meetings with colleagues or clients (by appointment only)
- Two (2) VIP seats at the Summit Banquet & Entertainment Event

Cocktail and Networking Reception, November 3 –\$5 000 US\$

- Corporate logo in the on-site program guide as a premier sponsor
- Corporate logo on a PowerPoint slide identifying your company as the Cocktail Reception Sponsor and formal recognition during General Session
- Opportunity to display promotional materials on Sponsor Table located in main traffic area
- Publicity of event sponsorship in the on-line program agenda, including a link to your company's web site
- Corporate logo on a recognition sign at the reception
- Acknowledgement of your company on table top tents with company name, logo and Web Site to be displayed on cocktail tables during reception
- One (1) complimentary conference registration
- Each company representative will receive an official Sponsor ribbon affixed to their name badge
- Use of private meeting space meetings with colleagues or clients (by appointment only)
- One (1) VIP seat at the Summit Banquet & Entertainment Event

World Summit Banquet & Entertainment Event, November 3 - 15 000 US\$

- Corporate logo in the on-site program guide as a premier sponsor
- Corporate logo on a PowerPoint slide identifying your company as the Banquet & Entertainment Sponsor and formal recognition during General Session
- Opportunity to display promotional materials on Sponsor Table located in main traffic area
- Publicity of event sponsorship in the on-line program agenda, including a link to your company's web site
- Corporate logo on a recognition sign at the banquet
- Acknowledgement of your company on table top tents with company name, logo and Web Site to be displayed on banquet tables
- Two (2) complimentary conference registrations
- Each company representative will receive an official Sponsor ribbon affixed to their name badge
- Use of private meeting space meetings with colleagues or clients (by appointment only)
- One VIP table for your dinner guests and important persons

Luncheon, November 3 - 10 000 US\$

- Corporate logo in the on-site program guide as a premier sponsor
- Corporate logo on a PowerPoint slide identifying your company as the Luncheon Sponsor and formal recognition during General Session
- Opportunity to display promotional materials on Sponsor Table located in main traffic area
- Publicity of event sponsorship in the on-line program agenda, including a link to your company's web site
- Corporate logo on a recognition sign at the luncheon
- Acknowledgement of your company on table top tents with company name, logo and Web Site to be displayed on cocktail tables during reception
- Two (2) complimentary conference registrations
- Each company representative will receive an official Sponsor ribbon affixed to their name badge
- Use of private meeting space meetings with colleagues or clients (by appointment only)
- One VIP table for your luncheon guests and important persons

Luncheon, November 4 - 10 000 US\$

- Corporate logo in the on-site program guide as a premier sponsor
- Corporate logo on a PowerPoint slide identifying your company as the Luncheon Sponsor and formal recognition during General Session
- Opportunity to display promotional materials on Sponsor Table located in main traffic area

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- Publicity of event sponsorship in the on-line program agenda, including a link to your company's web site
 - Corporate logo on a recognition sign at the luncheon
 - Acknowledgement of your company on table top tents with company name, logo and Web Site to be displayed on cocktail tables during reception
 - Two (2) complimentary conference registrations
 - Each company representative will receive an official Sponsor ribbon affixed to their name badge
 - Use of private meeting space meetings with colleagues or clients (by appointment only)
 - One VIP table for your luncheon guests and important persons

General Session Refreshment Breaks: November 3rd morning or afternoon and November 4th morning or afternoon - 2 500 US\$

- Corporate logo in the on-site program guide as a sponsor
- Corporate logo on a slide identifying your company as a Refreshment Break Sponsor and formal recognition during General Session
- Opportunity to display promotional materials on Sponsor Table located in main traffic area
- Publicity of event sponsorship on on-line program agenda, including a link to your company's web site
- Corporate logo on a sign at the event
- Company name will be printed on napkins used for refreshment break
- Each company representative will receive an official sponsor ribbon affixed to their name badge

Supporting Sponsorships

Conference Supporting Sponsor - 1 500 US\$

- Corporate logo in the on-site program guide as a sponsor
- Corporate logo on a PowerPoint slide identifying your company as a Supporting Sponsor and formal recognition during General Session
- Opportunity to display promotional materials on Sponsor Table located in main traffic area
- Publicity of sponsorship on on-line program agenda, including a link to your company's web site
- Corporate logo on a sign placed in prominent location throughout conference
- Each company representative will receive an official sponsor ribbon affixed to their name badge

Conference Associate Sponsor - 500 US\$

- Company name in the on-site program guide as a sponsor
- Corporate logo on a PowerPoint slide identifying your company as a an associate sponsor and formal recognition during General Session
- Opportunity to display promotional materials on a Sponsor Table located in main traffic area
- Publicity of sponsorship on on-line program agenda, including a link to your company's web site
- Each company representative will receive an official sponsor ribbon affixed to their name badge

Contact Information

For program information, please contact:

Alain Lefebvre
Ministère des Ressources naturelles, de la Faune et des Parcs
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For registration and sponsorship opportunities information, contact:

Angela E. Graf or Jaime Keating-Klco
BBI International
Conference Coordinators
Cotopaxi, Colorado
Phone: 719-942-4353
Email: conferences@bbiethanol.com
www.bbiethanol.com

Corporate Profiles and Biographies

Mr. Jeffery P. Knight

Jeffery P. Knight currently serves as the Director of the Bureau of Transportation with the Wisconsin Department of Administration. In that capacity Mr. Knight also serves as the Director of the Wisconsin Alternative Fuels Task Force and as the Wisconsin State Representative to the twenty-nine state Governors' Ethanol Coalition (GEC).

In 1996, the coalition formed the Governors' Ethanol Coalition -International Committee (GEC-IC). Mr. Knight upholds the mission of the GEC-IC by facilitating the expansion of international alliances that will improve global economic development, clean the environment and advance the international balance of trade through the use of ethanol.

Mr. Knight establishes relationships with countries interested in cooperative efforts to promote the production and use of ethanol worldwide. Mr. Knight has led trade missions in Brazil, Mexico and Sweden on behalf of the GEC-IC and has directly overseen international alternative fuel conferences and workshops. In addition, he has been instrumental in expanding GEC-IC membership by spearheading several world seminars in Mexico City, Guadalajara, Mexico; São Paulo, Brazil; and Washington D.C., United States and subsequent signing ceremonies where Governors and Prime Ministers joined the coalition. The GEC-IC membership now includes Governors and Prime Ministers from Brazil, Canada, Mexico, Sweden and the United States.

In a separate capacity, Mr. Knight executes the responsibilities of Director of the State Bureau of Transportation. Mr. Knight is responsible for the administration, procurement, disposal and operation of the 7, 400 state vehicle fleet (1, 900 of which are alternative fuel vehicles); 30 plane air services fleet; state surplus property program and state travel and lodging.

Prior to his service to the State, Mr. Knight served as Chief Elected Official for the Village of Saukville for 14 years.

Ms. Maria Boardman

Ms. Boardman serves as the Project Coordinator for the Wisconsin Alternative Fuels Task Force. In this capacity, she plans and executes research activities regarding alternative fuels for the State of Wisconsin. She develops and submits applicable grants, as well as, prepares and submits state and federal reports. In addition, Ms. Boardman manages the operations of the Wisconsin Alternative Fuels Task Force and serves as its liaison with other state agencies, granting agencies, contractors and the public. Ms. Boardman monitors and analyzes pending alternative fuels legislation and prepares official speeches and public relations materials. Additionally, she performs workshop, conference and seminar development and coordination on behalf of the State of Wisconsin and the GEC-International Committee.

In 2001, Ms. Boardman assisted with coordinating the International Development Seminar on Fuel Ethanol in Washington, DC and was responsible for site coordination,

program design, speaker coordination, seminar promotion, sponsorship, seminar registration, and post-seminar coordination and reporting.

Since 2001, Ms. Boardman assists the GEC-International Committee members with communication efforts. She serves as the central contact for the committee and supports the committee members with consistency in information exchange.

Ms. Isabel E. Gomez Macias

Ms. Macias serves as Mexico's representative to the Governors' Ethanol Coalition-International Committee. Ms. Macias worked in the Department of Rural Development for the State of Jalisco and was instrumental in organization of the First Biofuels International Conference in 1999 in Guadalajara, Jalisco, Mexico.

Ms. Gomez serves as a liason to Jalisco's government working diligently towards the introduction of biofuels into its urban areas. She was involved in commissioning a pilot program through a local university to study the economic and environmental benefits of ethanol.

Ms. Gomez currently serves as the Director of the Promotion of Agro-Industrial Investments.

Mr. Per Carstedt

Mr. Carstedt has a Masters degree of Business Administration from University of California at Berkeley. He has a professional background from AGA industrial gases in Brazil, Apple Computer in USA and the Swedish automobile industry. He has been active in the international development of BioAlcohols since 1995.

Mr. Carstedt is the chairman of the BioAlcohol Fuel Foundation (BAFF) since 1998. BAFF is a non-profit organization established 1984 focused on the entire system for developing and implementing large-scale production and usage of BioAlcohols in the transportation sector. BAFF is supported by private industry and government entities. See www.baff.info

Mr. Luiz Carlos Corrêa Carvalho

Luiz Carlos Corrêa Carvalho is a graduate in agronomic engineering, with post-graduate qualifications in management and agriculture. Mr. Carvalho was General superintendent of Planalsucar - the Brazilian Sugar Cane Research & Development Institute - from 1979 to 1983. In 1985/86, he was appointed Director of the IAA - the Brazilian National Sugar and Alcohol Institute - which had national responsibility for these two sectors and, at the same time, Executive Secretary of the National Ethanol Executive Committee.

Mr. Carvalho is Director of Canaplan - a private consultant company working in the sugarcane, sugar and ethanol sectors - and Superintendent of UNICA - the institution which represents the majority of the sugar and ethanol production in the State of Sao

Paulo. UNICA accounts for about 50 % of Brazilian ethanol and sugar output and 80 % of Sao Paulo ethanol and sugar output.

Mr. Carvalho is a member of the Chamber of Commerce for Ethanol and Sugar in the State of Sao Paulo. He is Director of ABAG - a national private sector agribusiness organization - Director of AMCESP - Sugarcane Municipalities Organization in the International Alliance for Ethanol which is a member of the GEC.

Mr. Alain Lefebvre

Mr. Alain Lefebvre has 22 years of experience in the Energy Industry.

He is currently the Director of the Hydrocarbons development Branch of the Quebec Ministry of Natural Resources. He has served in this position since 2002 and various management positions with the Ministry since 1992.

As part of his current mandate, Mr. Lefebvre advises the Minister of Natural Resources on crude oil, natural gas and renewable fuels matters.

He is the Quebec Government representative to the International Committee of the Governors' Ethanol Coalition.

Prior to joining the Ministry of Natural Resources, Mr. Lefebvre held several positions in the Energy Supply Branch and the Pipeline Engineering Branch at the National Energy Board in Ottawa, Ontario; a Canadian federal energy regulatory tribunal which is now based in Calgary, Alberta.

Mr. Lefebvre holds a Bachelor of Science degree in Geological Engineering which he received from Laval University in Quebec City in 1981.

Mr. Bill Cruickshank

Bill received his honour Bachelor's degree in chemistry and Ph D. in biochemistry from the University of Waterloo and subsequently held several research positions in the private sector working on structure function relationships in proteins.

He joined the Canadian federal government in 1981 as an R&D contract manager at Public Works and Government Services Canada.

In 1992 he moved to Natural Resources Canada where he is currently Manager, Biochemical Conversion in the CANMET Energy Technology Centre - Ottawa.

The focus of Bill's R&D program is on the development and deployment of cost-competitive technology for the production of transportation fuels and value-added co-products from renewable resources, with a current focus on fuel ethanol from cellulosic biomass.

Ms Angela E. Graf

Ms Angela E. Graf is Director of Conference Services and International Business Development with BBI International.

Angela has twelve years experience in the renewable energy industry. At BBI International, Angela carries an array of responsibilities, largely focused on the company's international conference planning services. Angela works in the BBI International office in Golden, Colorado.

Past Experience:

US DOE Great Lakes Regional Biomass Energy Program - Technical Consultant. Angela reviewed and monitored biomass energy subcontracts, produced informational materials on biomass-derived energy including ethanol, biogas, electric power; wrote articles on biomass energy program activities and technologies for industry publications.

Wisconsin Energy Bureau - Project Coordinator, Wisconsin Resource Assessment Project for Ethanol Production. Angela evaluated quantity, disposal methods and markets for available biomass resources for ethanol production potential in each Wisconsin county. Angela assessed ethanol production technology for the feedstocks in use and produced comprehensive reports on the results. Angela coordinated the Symposium on Ethanol Production Potential in Wisconsin in 1998.

Minnesota Department of Agriculture, Marketing Division - Program Administrator for Ethanol Programs. Angela coordinated statewide ethanol promotion programs and produced ethanol informational materials for public outreach. Angela interfaced with the general public, environmental groups, government agencies, petroleum industry, ethanol producers, and agricultural organizations on state and national ethanol issues. Angela is a member of several environmental and industry committees, and participated in the organization of ethanol-related promotional events.

Graf Feed and Fuel, Watertown, Minnesota. Angela assisted in the operation of a family-run ethanol plant.

Environmental, Renewable Energy, Alternative Transportation - Fellowship, The Wilderness Society, Washington, DC; Project Manager, Madison Bicycle Commute Project, Madison, Wisconsin; Board Member, Midwest Renewable Energy Association, Amherst, Wisconsin; Board Member, Bicycle Federation of Wisconsin.

Ms Jaime Keating-Klco

Ms Jaime Keating-Klco is Conference and Meeting Coordinator with BBI International

Jaime Keating-Klco has been with BBI International since August 2001. Since then she has been assisting with all meeting, workshops, seminars, and conferences from program logistics to new project development.

Past Experience:

Jaime worked on the 2001 World Fuel Ethanol Congress, in Beijing, China, and assisted with the U.S. Department of Energy Ethanol Workshop Series and National Renewable Energy Laboratory Biodiesel Workshop Series. Currently Jaime is working on the annual National Ethanol Conference: Policy and Marketing, the annual International Fuel Ethanol Workshop & Trade Show, and the 2003 World Fuel Ethanol Congress

Canadian Renewable Fuels Association

Officially incorporated in 1994, the Canadian Renewable Fuels Association (CRFA) is a non-profit organization mandated to promote renewable bio-fuels (ethanol, biodiesel) for automotive transportation through consumer awareness and government liaison activities. The membership includes representatives from fuel marketing, fuel producing/processing, energy, agriculture, agri-business, forestry, engineering and environmental organizations, researchers and individuals who all share a common interest in developing alternative fuels from renewable resources.

CRFA's activities include government liaison, generic promotion and awareness of ethanol and biodiesel, and on-going research prioritization. CRFA's efforts are now also focussed on promoting public awareness of the merits of renewable fuels -- via workshops for automotive sales/service personnel and fuel retailers, media awareness activities, newsletters/publications, annual convention, expanding the CRFA internet information site, etc.

Specific goals of the organization include:

- To serve as a source of factually reliable information for members, media and other interested parties on renewable fuel usage and development.
- To transfer information and correct misinformation, and to promote policy initiatives advantageous to ethanol and biodiesel fuel development and usage to politicians, government officials, the media, and other key individuals and organizations.
- To represent and promote fuel ethanol and biodiesel interests at meetings of governmental task forces, commissions, committees, and other related events/initiatives pertinent to the fuel ethanol industry.
- To organize seminars and information meetings across Canada to present and discuss fuel ethanol usage and development, and to encourage market expansion.
- To expand interest in renewable fuels and the Canadian Renewable Fuels Association.
- To help keep CRFA members abreast of new technological developments on renewable fuels at Canadian and foreign universities, private research institutions, and allied associations.

Fédération des Producteurs de Cultures Commerciales du Québec

The Fédération des Producteurs de Cultures Commerciales du Québec (FPCCQ) is a group of professional commercial growers mandated to study, defend and develop social and economic interests of its members.

More specifically, the FPCCQ :

1. Operates in the Province of Québec, Canada;
2. Has its head office in Longueuil, Québec;
3. Groups commercial growers unions;
4. Administers the joint commercial growers plan in Québec;
5. Studies issues related to the production and marketing of commercial crops;

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6. Cooperates to the scientific popularization of agronomic science and production techniques;
 7. Informs growers on the production and sale of commercial crops;
 8. Monitors and intervenes to influence commercial producers related legislation; and,
 9. Promotes the role of commercial growers to the public.

The FPCCQ is a non-partisan organization. However, the FPCCQ must intervene before governments to defend the interests of its members as required.

The FPCCQ is managed by a board of directors composed of twice the number of affiliated crop growers unions. The president and vice-presidents of each union sit on the FPCCQ board of directors. Two of them are designated to act as the FPCCQ president and vice-president, respectively.

Octopus DMC

Octopus DMC is a full-service Destination Management Company based in Québec City that prides itself on providing superior service, unique creativity and the expert guidance required to successfully operate conventions, incentive trips or any special events and programs.

Octopus DMC is a member of *Groupe Tourism* who is a legal licensed travel agent. All financial transactions between Octopus DMC and its clients are operated through its Canada Trust "IN TRUST" account.

What differentiates Octopus DMC from the competition is its distinct approach to providing convention and incentive trips planning services. Their experience and creativity blend well to create a dynamic team dedicated to ensuring that Octopus DMC's clients are completely satisfied with its commitment.

Octopus DMC's full time on-site presence gives clients an added advantage and comfort level when organizing programs in Québec. Octopus DMC is also very sensitive to the need for accurate communication. As a result of this understanding, we provide answers to questions on a timely basis and keep clients informed of all developments related to their program as soon as they become available.

Octopus DMC is a client focused Destination Management Company, dedicated to exceeding expectation. Their philosophy is simple - only first class service satisfies the company.

Careful attention to details is Octopus DMC primary focus. The planning and organisation of a special event or program is the most demanding and competitive facet of this industry. Octopus DMC continually challenge themselves in order to produce "novel & creative" programs. They take special pride in their ability to locate different and exciting venues that will transform those first impressions into lasting memories.

Octopus DMC translate the objectives of a program into a memorable experience. Octopus DMC can bring it all together by producing a unique and imaginative event from start to finish, coordinating all the necessary elements and being available throughout the operation of the program.

Mr Jean Nadeau

Jean Nadeau is President of Octopus DMC.

Born in 1962, Mr. Nadeau graduated from Laval University –Québec city- in 1985 and spent the first ten years of his career in the marketing and advertising industry. He worked for major companies such as Shell Canada, the RadioMutuel media

network and the Quebec Nordiques a NHL team which has been sold to US interests and which is currently known as The Avalanche, a NHL team based in Denver, Colorado. In 1995, Mr. Nadeau accepted the marketing and sales director's position at the internationally renowned Stoneham ski resort where one of his roles was to develop the meeting and convention's on-site facilities.

A combination of two major factors guided Mr. Nadeau into his next career step, the one that preceded being the most important one.

- The marketing skills acquired in the first stage of his career (creativity, budget management, schedule/deadlines management, ...);
- The sense of logistic management he self discovered in the mid '90s (accommodation services, beverage and food services, AV services, transportation services, ...)

In 1998, he joined a well-known destination management company operating in Quebec City as vice-president marketing and sales. His first steps were to totally redesign the company's logo and signature, to review and rewrite the company's sales presentation and to finally give it access to the world of internet (including producing the web site). In a little less than four years, Mr. Nadeau increased this company's sales in a significant way.

In May 2001, both parties agreed to terminate their business relation, which led to the most important moment of Mr. Nadeau's career.

The sixteen years of professional experiences certainly played a major role in Mr. Nadeau's decision to start his own destination management company: **OCTOPUS DMC**. However, *the* most important factor was his ability to gain people's trust. Although he himself knew that he had this facility, it is his personal environment that made him realise it the most. While analysing the possibility for him to become an entrepreneur in the convention and incentive programs' industry, Mr. Nadeau was told time and time again by friends as well as clients and industry partners that this specific skill of his had to be at the basis of his decision to go ahead with his project.

He decided to do so in June 2001 and, creating a human trust link with his clients became the main pillar of his business' philosophy.