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CONTACT INFORMATION

China-US Energy Efficiency Alliance  
One Embarcadero Center, Suite 1550  
San Francisco, CA, 94111

Phone: 415-951-8975  
Fax: 415-983-9984

info@chinauseealliance.org  
www.chinauseealliance.org

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A NOTE FROM THE ALLIANCE PRESIDENT

Dear Friends and Colleagues:

I am excited to have the opportunity to catch up with you after a long interval between editions of the Alliance newsletter. Since our last newsletter, there have been series of "firsts" for the Alliance:

► The Board elected two new members including its first Chinese member – Mr. ZHU Binbin, founder, Chairman and CEO of the Beijing Great Ideal Energy Saving investment Co., Ltd. ("BGI"). The other new member, Mr. Robert Hertzberg, is a former Speaker of the California State Assembly and currently serves as Vice-Chair of the Los Angeles Office of Mayer Brown, LLP, Managing Director of Pacific Capital Group, and Chair of the Los Angeles County Economic Development Corporation. (see page 6) I am thrilled to have these two prominent energy leaders on the Board, and look forward to continuing to work together to strengthen the Alliance and further its mission.

► In addition, we welcomed our first China-based Partner when BGI joined the Alliance as a Leading Partner. BGI is a pioneering national-level integrated energy services provider, one of the first such companies in China. Through this Partnership, BGI and the Alliance will cooperate to bring world-class energy efficiency policies and products to China. (see page 6)

► In December, the Alliance organized its first conference in the US, hosted by BGI. *The China-US Energy Efficiency Solutions Summit* brought together key experts representing both the public and private sectors from both countries. A primary goal of the Summit was to accelerate deployment of energy efficiency in China by facilitating cooperation between Chinese and American energy efficiency solution providers. I want to personally thank all the speakers and participants for joining us in San Francisco, providing valuable insights and exchanging ideas. (see page 2)

► I also want to welcome our two newest Leadership Council members – Robert Weisenmiller, Chair of the California Energy Commission, and Stephan Crawford, Director of the US Commercial Service in San Francisco. (see page 3)

► I am pleased to announce that we have a [newly designed website](#), which we hope will make it easier to navigate and learn about the work of the Alliance. It will also shortly be available in Chinese. Thanks to Emily Peckenham, who joined the Alliance as an Advisor during the preparations for the Summit and has remained to help with the website and many other outreach activities, and to Jonathan Staley, who designed the website.

Please contact me or my colleague Fran Schulberg (Director of Operations) if you have any questions or comments, or if you are interested in joining the Alliance.

With best wishes,



Barbara



## 2011 CHINA-US ENERGY EFFICIENCY SOLUTIONS SUMMIT



Above, Clay Nesler, Terry Fry & Michael Taylor present at the Summit

The 2011 China-US Energy Efficiency Solutions Summit took place December 7-8, 2011. This two-day Summit was organized by the Alliance, and was hosted by platinum sponsor BGI Energy Saving Co. Ltd., an Alliance Leading Partner. The Summit brought together a group of distinguished government officials and private sector experts from China and the United States to provide an unprecedented opportunity for high-level dialogue in the interest of accelerating deployment of energy efficiency in China.

This event was particularly timely given the expected sharp increase in demand for energy efficiency solutions and technologies in China - due to Chinese government policies to promote efficiency, including those reflected in the most recent Five-Year Plan (2011 - 2015).

The first day began with an overview of the ESCO industry in China, as well as a discussion on the potential for US businesses to partner on efficiency projects. Experts then gave an insider's perspective on energy efficiency policy initiatives in both California and China.

Additional panels during the first day discussed venture investments in energy efficiency and the development of low-carbon industrial parks in China. Finally, panelists presented a perspective on energy efficiency in the healthcare industry before adjourning for dinner with remarks from several distinguished guests.

The second and final day of the Summit began with a discussion on energy efficiency solutions for buildings, and continued with a similar perspective on the field of heavy industry. After a presentation on financing mechanisms for Chinese ESCOs, the Summit closed with a conversation about opportunities to do business in China.



Above, Art Rosenfeld addresses Summit participants



Above, Summit Tour Meets Mayor of Napa Jill Techel

The Summit provided an ideal platform for cross-cultural exchange and networking on these important issues, with a view to improving energy efficiency in China through further cooperation in the future. For more on the Summit, including a complete program, downloadable presentations, and additional photos visit: <http://bit.ly/2011SFSummit>

At the conclusion of the conference, Summit participants from China also had the opportunity to visit local attractions, taking in Monterey as well as a visit to Napa, where they had the pleasure of meeting Mayor Jill Techel and receiving the key to the city.

## ALLIANCE LEADERS IN THE FIELD: ROBERT WEISENMILLER & STEPHAN CRAWFORD

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*The China-US Energy Efficiency Alliance team — which includes technical experts, members of the Board and Leadership Council, Partners, employees, volunteers and others — enables our organization to effect positive change in Chinese and American energy systems. Each newsletter features Alliance team members who are making significant contributions to our organization and the energy efficiency sector in general.*

For the newsletter, the Alliance is pleased to profile our two newest Leadership Council members: Robert Weisenmiller, Chair of the California Energy Commission, and Stephan Crawford, Director of the US Commercial Service at the US Department of Commerce. Leadership Council members play an important role at the Alliance, contributing insights from their years of combined experience, providing advice, and facilitating important relationships with experts and officials who can help further the cause of energy efficiency in China.



**DR. ROBERT WEISENMILLER**  
CHAIR, CALIFORNIA ENERGY COMMISSION

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Dr. Robert B. Weisenmiller was appointed to the California Energy Commission by Governor Arnold Schwarzenegger in January 2010 and by Governor Jerry Brown in January 2011; one month later, he was appointed Chair of the five-member Commission, where he also fills the Engineer/Scientist position. The Energy Commission is California's primary energy policy and planning agency.

After receiving his PhD in nuclear chemistry from the University of California at Berkeley, Dr. Weisenmiller began his career at the California Energy Commission in the late 1970s. Under then-Governor Brown, Weisenmiller was charged with developing a strategy to increase cogeneration capacity in California. Although cogeneration is often thought to be supply side generation, it can also be an effective demand side management strategy, reducing demand for electricity and natural gas for steam from the electricity grid.

As one of the newest members to the China-US Energy Efficiency Alliance Leadership Council, Dr. Weisenmiller greatly appreciates the many years of hard work spent in order to secure a signed [memorandum of understanding](#) between China (Jiangsu Province) and California. Given that reducing the greenhouse gases that contribute to climate change is a global issue, it benefits all nations to learn best practices for improving efficiency, which is the most cost-effective way to achieve these goals.

In China, one of the fastest growing countries on the planet, energy efficiency includes building standards for new construction projects, retrofitting existing buildings, and implementing necessary appliance standards as well as other energy-saving opportunities. As Dr. Weisenmiller noted, California has more than 30 years of experience with standards for new construction and consumer and commercial appliances to share with China. That being said, examining energy efficiency in existing buildings is also new for California: recent legislation ([Assembly Bill 758](#)) created a program that can tap into the deep energy efficiency savings of existing buildings.

Dr. Weisenmiller stated, "going forward, the collaboration between lessons learned in California and China on existing buildings energy efficiency retrofits will be invaluable." As both California and China modernize, both entities have opportunities to learn from each other through the Alliance.

Dr. Weisenmiller is also interested in exploring a research and development partnership through the Alliance. China has fairly large R&D budgets compared to California. Since California is home to some of the world's top energy efficiency incubators like the California Lighting Technology Center at UC Davis, securing China's support for technology centers could bring innovative, emerging technologies to Chinese markets. Sitting on the Pacific Rim, California has a long history of cooperation with China. The shared goal of promoting energy efficiency involves bold steps that can flourish as both countries share ideas and encourage cooperation along with civic engagement.

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**STEPHAN CRAWFORD**  
DIRECTOR, UNITED STATES COMMERCIAL SERVICE

Stephan Crawford is Director of the United States Commercial Service, San Francisco, where he manages the US Department of Commerce's international trade facilitation programs. For the past several years, Mr. Crawford has worked to connect Bay Area clean tech firms with evolving markets overseas. A San Francisco native, Mr. Crawford holds a BA from the University of Southern California and a Master's from the Fletcher School of Law and Diplomacy, and recently completed an MS in Environmental Management from the University of San Francisco. His career began in Silicon Valley, advising technology firms and continued with an assignment to the US Consulate in Düsseldorf, Germany. Mr. Crawford has had extensive experience counseling US companies on doing business abroad.

We recently spoke with Mr. Crawford about his newest role on the China-US Energy Efficiency Alliance's Leadership Council, and the US Commercial Service's work with China. Mr. Crawford noted that the Commercial Service is an economic development agency with a focus on creating U.S. jobs via export development. It has a Foreign Service side, with colleagues serving in about 70 countries worldwide. Not surprisingly, the Commercial Service has more people in China than any other country in the world, and a dedicated team on the ground there is tracking the development of China's energy markets, including energy efficiency.

As to the US Commercial Service in the US, Stephan said: ". . . our job requires that we track industries and industry trends and correlate them with market developments overseas. The Bay Area's deep pool of expertise in the field of energy efficiency means that our regional clean technology team spends a good deal of its time working with firms in the industry." Most of the activity vis-à-vis China is in the area of building efficiency. On an individual company basis, the Commercial Service provides in-depth counseling and hands-on market entry assistance via its five offices in China.

We also asked Mr. Crawford about some of his goals for working with the Alliance to support the adoption of energy efficiency in China. He noted: "We have been working with the Alliance for the past several years, and from the start I have been impressed with its consistent effort to build deep and lasting relationships with its Chinese counterparts." Mr. Crawford explained that often, US companies and organizations approach China with the expectation of a quick return-on-investment, which almost never happens. He noted that the Alliance complements the US Commercial Service's mission by providing a platform through which US companies can better understand current market developments and meet decision-makers (via events like the recent E2 Summit in San Francisco). Mr. Crawford also told us that he believes the US Commercial Service can support the Alliance's work by introducing appropriate US firms to the Alliance network, by partnering on strategic conferences and other events, by sharing information, and by channeling relevant delegations and high-level visitors from China and Washington to the Alliance community.

Mr. Crawford also gave us some insight into the value he has found in working with the Alliance: "On a personal note, I strongly support the Alliance's goal of improving the adoption of energy efficiency in China. Urgent global challenges in the 21st Century like climate change and energy security are interconnected, and it is far more likely that we will succeed in addressing them effectively through a collaborative approach than in silos. Collaboration, however, is often more difficult to execute than competition, as it requires the time-intensive building of familiarity and trust. At this, the Alliance has succeeded impressively over the years, and I look forward to playing a supporting role in its continuing success."

## CHINA-US ENERGY EFFICIENCY ALLIANCE LEADERSHIP COUNCIL

▶ **John Adams** Founding Director, Natural Resources Defense Council

▶ **Stephan Crawford \*** Director, US Commercial Service San Francisco

▶ **Dian Gruenelch** Former Commissioner, California Public Utilities Commission

▶ **Ashok Gupta** Air and Energy Program Director & Senior Energy Economist, Natural Resources Defense Council

▶ **Michael Hoover** Director of Regulatory Affairs, Southern California Edison

▶ **Susan Kennedy** Senior Policy Advisor, Alston + Bird LLP; Former Chief of Staff, Office of Governor Arnold Schwarzenegger

▶ **Jiang Lin** Senior Vice President & Director, Energy Foundation

▶ **Mark Levine** Director, Group Leader and Founder, China Energy Group, Lawrence Berkeley National Laboratory

▶ **Steven McCarty** Director, Demand Response, Pacific Gas & Electric

▶ **Doug Ogden** CEO, North Ridge Investment Management

▶ **Arthur Rosenfeld** Lawrence Berkeley National Laboratory; Former Commissioner, California Energy Commission

▶ **Robert Welsenmiller \*** Chair, California Energy Commission

▶ **Gillian Wright\*** Director of Customer Programs and Assistance, SoCalGas, Sempra Energy Utilities

\*New to Leadership Council in 2011

## STUDY TOURS TO U.S. FOR CHINESE OFFICIALS AND EXPERTS

The Alliance had the pleasure of facilitating and supporting three separate study tours to the United States by Chinese officials and experts over the past year. In early December 2011, a group of Chinese government officials and industry representatives arrived in advance of the Energy Efficiency Solutions Summit to participate in a study tour of Bay Area energy and efficiency facilities arranged by the Alliance.

### HEBEI PROVINCIAL OFFICIALS VISIT U.S.

In March 2011, a group of government and utility representatives from Hebei province visited the US on a study tour. Participants included representatives from a variety of provincial utilities and government agencies, including: Hebei Hengfeng Power Generation Co., Ltd., Hebei Development and Reform Commission, Hebei Electric Power Research Institute and Hebei Province FaKai Smart Use of Energy Co., Ltd. among others.

The Alliance facilitated a series of meetings focused on energy efficiency in the Bay Area. The group participated in site visits at the Lawrence Berkeley National Laboratory, the National Resources Defense Council, and the California Public Utilities Commission.

The study tour group from Hebei then continued on to southern California, New York, and Washington, DC, where they were able to meet with the Energy Center of Los Angeles, Con Edison, and the New York Power Authority and the New York State Energy Research and Development Authority.

Participants in the Summit study tour involved experts from both the public and private sector including representatives from Chinese energy service companies, technology firms, legal and financial services, and central, provincial and municipal government agencies..

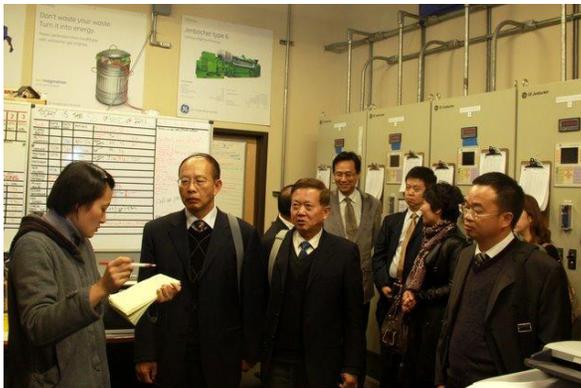
The study tour started with a visit to the University of California-Davis including its Institute of Transportation Studies and the China Center for Energy and Transportation. Representatives from the UC Davis Energy Efficiency Center then led the group on a tour of "West Village", a new zero-net-energy residential community at the University. Next on the tour was a visit with the California Lighting Technology Center, where tour participants learned about the Center's mission to demonstrate and provide education on energy efficiency lighting and daylight technologies.

After leaving UC Davis, tour participants were then given a detailed tour of the Vaca-Dixon Solar Station, built by the Pacific Gas & Electric Company as a 2 MW solar pilot project.

The second day of the study tour began at PG&E's Pacific Energy Center with an introduction on the Center's educational and advisory services for energy efficient buildings. A representative of General Electric's Smart Grid Center of Excellence was also on hand to present an update on smart grid communication and control technology. Half Moon Bay's Ox Mountain landfill and biogas-to-electric facility was the next stop, where the Summit tour group was able to inspect this innovative model for capturing landfill gas to create energy.

The next stop for tour participants was a presentation by OSIssoft at the offices of the US Commercial Service in San Francisco, where they learned about OSIssoft's data management systems. Finally, the tour closed with a meeting on utilizing smart planning to achieve energy efficiency at the offices of Sherwood Environmental Engineers.

The Alliance helped facilitate another study tour in December 2011, featuring a group of high-level representatives from China's National Development and Reform Commission (NDRC), arranged by the Alliance along with the Natural Resources Defense Council. Beginning in New York City, the NDRC study tour met at the offices of the Natural Resources Defense Council where they heard presentations from a variety of local experts on energy and efficiency. The NDRC group next visited, Washington, DC, where they met with a representative of the Federal Energy Regulatory Commission.



Summit Tour visits Ox Mountain gas-to-energy facility

The study tour continued with a cross-country flight to California and a visit to the PG&E Pacific Energy Center. Next on the agenda was a visit to the Lawrence Berkeley National Laboratory.

As part of their study tour, the NDRC group was able to join the China-US Energy Efficiency Solutions Summit for the first day of the Summit on December 7th. In the afternoon, the group was welcomed by the California Public Utilities Commission where they had a presentation by the Demand-Side Analysis Branch.

The NDRC study tour ended with one final stop in Hawaii. There, the group met with representatives of the Hawaii Energy Efficiency Program at SAIC.

## NEW ALLIANCE LEADING PARTNER

In July 2011, The China-US Energy Efficiency Alliance officially welcomed BGI Energy Saving Co. Ltd, an integrated energy services provider based in Beijing, as the newest Alliance Leading Partner. Through this Partnership, BGI and the Alliance will cooperate to advance proven efficiency policies and products in China. Alliance Partners contribute to the Alliance mission by providing financial and technical support.



Alliance President Barbara Finamore with BGI Chairman ZHU Binbin

BGI is a pioneering national-level integrated energy services provider, one of the first such companies in China. Their innovative business model and commitment to energy conservation have led to extensive press recognition and numerous awards in China, and they are rapidly expanding their operations.

During the press conference welcoming BGI held in Beijing, Alliance President Barbara Finamore noted that BGI is the first Chinese company to join the Alliance, and that BGI's unique "energy conservation supermarket" platform will deepen Alliance connections to the Chinese energy conservation industry.

The Partnership announcement met with intense interest among the Chinese media. Dozens of reporters attended the July 15 signing ceremony at Beijing News Plaza Hotel, leading to stories in leading Chinese news outlets such as China Daily and People's Daily.

## ROBERT HERTZBERG AND ZHU BINBIN JOIN ALLIANCE BOARD OF DIRECTORS

*The Alliance is pleased to welcome two distinguished new members to its Board of Directors: Robert Hertzberg and ZHU Binbin. They join a distinguished group of pioneering energy leaders already serving on the Alliance Board.*

**ROBERT HERTZBERG** was elected to the Alliance Board in May, 2011. Mr. Hertzberg is a former Speaker of the California State Assembly and currently serves as Vice-Chair of the Los Angeles Office of Mayer Brown, LLP. Mr. Hertzberg serves as Chairman of the Los Angeles County Economic Development Corporation in addition to serving on the Board of the Los Angeles World Affairs Council, as a member of Council on Foreign Relations and the Pacific Council, and as Chair of the California State Assembly International Foundation. Mr. Hertzberg is also Co-Chair of California Forward, a bipartisan effort to solve governmental challenges in California. Since completing his term as Speaker, Mr. Hertzberg has demonstrated his commitment to international renewable solutions by co-founding Renewable Capital as well as G24 Innovations, a lightweight solar cell company based in Wales with offices in China.

"Greening China's energy system is crucial to the global economy as well as the global environment," Mr. Hertzberg said, "and energy efficiency must take a leading role in that process. The China-US Energy Efficiency Alliance has worked with businesses, government, and the nonprofit sector to bring world-class efficiency policies and technologies to China. As China realizes

the value of efficiency as a critical energy resource, the Alliance's common-sense approach will continue to save resources and reduce pollution in both China and the US."

**ZHU BINBIN** joined the Alliance Board in July, 2011. Mr. Zhu is Founder, Chairman and CEO of the Beijing Great Ideal Energy Saving investment Co., Ltd ("BGI"). Prior to founding BGI, Mr. Zhu served as President of Huaxia Healthcare Holdings Limited, and Chairman of Hong Kong Zhuhai & Macau Hospital Group (International) Investment Management Co., Ltd, as well as the Chairman of Zhuhai Jiulong Hospital.

Mr. Zhu is now focused on a goal of creating a better environment and is committed to devoting his resources to help China save energy. In pursuit of this goal, BGI was founded in May 2010 as an energy services company (ESCO) which invested in energy savings performance contract projects. BGI subsequently developed China's first energy savings "supermarket". Under Mr. Zhu's leadership, BGI was the only ESCO that was granted the exceptional honor of "CCTV Best Brands of the Year 2010" by China's Ministry of Commerce, State Administration of Industry and Commerce, and China Consumers Association. Mr. Zhu is an active participant and committee member in several nonprofits and charities.

## ONE YEAR LATER: CHINA'S NEW DSM REGULATIONS NOW IN EFFECT

A year ago, the Alliance newsletter reported on an exciting development in China's energy efficiency journey – the release of new Demand Side Management (DSM) regulations by the National Development and Reform Commission in November 2010. Now that more than a year has passed since the rules went into effect in January 2011, we take a closer look at the early impact of the new regulations.

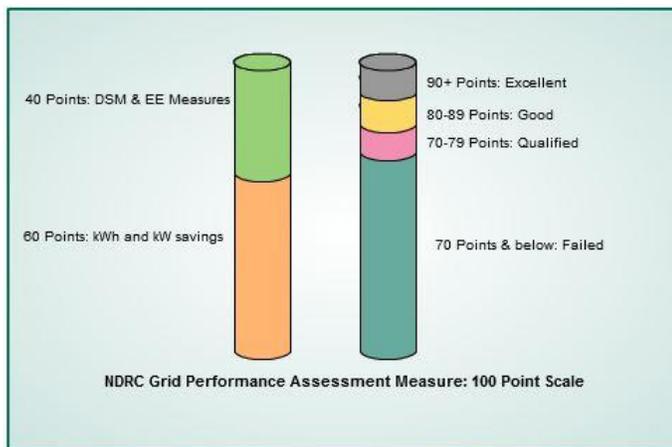
The law called for the prioritization of efficiency and conservation over new power generation, and specified DSM responsibilities for utilities. Grid companies are required to use some of the proceeds of their power revenues for DSM programming while meeting an annual savings target of 0.3% of the sales volume and maximum load of the previous year – a requirement which is projected to increase energy savings incrementally each year. It was intended that the regulations would be implemented at a provincial level. The expected financial impact of the regulations was offset by the stipulation that grid companies may incorporate expenses related to demonstration and other projects into the power supply cost. Due to the size of China's electricity market, these regulations could have a significant impact if they are successfully implemented.

Since the requirements set out by the new regulations will be implemented locally, there will be differences in the policy tools used. Expert Hyoungmi Kim, of the Natural Resource Defense Council's Beijing office, has highlighted two early plans out of Ningxia Autonomous Region and Jiangxi Province.

Ningxia has set specific targets which include 3-year energy savings of 500 GWh and peak load reduction of ~60 MW. The funding will be achieved through a 0.001 RMB/kWh surcharge, differential pricing, and a special DSM fund, which will be used for education, establishment of a load management system, and other incentives.

Jiangxi's Provincial Energy Bureau has taken the lead in implementing the regulations there, and will announce DSM targets each year on January 31<sup>st</sup>, after which each district will submit an implementation plan by the end of February. The only funding source is a surcharge of 0.002 RMB/kWh. The collected fund will be used for load management, pilot projects, evaluation and other initiatives. Jiangxi is specifically supporting ten DSM technologies, including heat pump technology and energy efficient lighting technology.

In addition, provincial level State Grid subsidiaries will be required to establish an energy services company (ESCO) as a way to help implement DSM and recover costs. As an additional way to encourage efficiency, "Energy Efficiency Networking Groups" have been set up by local grid companies which meet regularly on a regional basis to share information.



How will the new regulations be assessed? The National Development and Reform Commission has issued a report on assessment measures that will be used to evaluate the State Grid and the China Southern Grid's performance. Based upon a full score of 100 points, up to 60 points will be awarded for kW and kWh savings and up to 40 points will be awarded based on DSM and efficiency measures, including outreach and technical support. Thereafter, grid companies will be categorized on a scale that ranges from excellent (90 points and above) to failed (below 70 points).

In China, there are still challenges to connecting DSM awareness with end-use energy efficiency, as there has traditionally been a stronger concentration on load management. Ultimately, these regulations could help change this focus.

While Ningxi and Jiangxi have already announced their plans, there are still dozens of regions which have yet to submit their proposals. The

implementation in additional provinces will certainly be an area to watch in the near future. For more details on the plans in Ningxia and Jiangxi, please see Hyoungmi Kim's full article here: <http://bit.ly/wCkJcz>

## NEW MEMORANDUM OF UNDERSTANDING WITH SICHUAN

The Alliance is pleased to announce that a new memorandum of understanding was signed in October 2011, formalizing an agreement by National Resources Defense Council (NRDC) and the China-US Energy Efficiency Alliance to work together with the Sichuan Energy Conservation Supervision Center (ECS) and the Sichuan Energy Savings Service Center (ECC) to develop energy efficiency trainings and work in the region.

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The Sichuan Energy Conservation Supervision Center is a government agency under the Sichuan Economic and Information Commission which works on industrial energy efficiency, supervises industrial energy consumption and promotes energy efficiency technologies. The Sichuan Energy Saving Service Center is a legal entity and complements the Sichuan Energy Conservation Supervision Center, by providing energy efficiency service for industrial enterprises.

The Alliance and NRDC have officially agreed to provide technical assistance to promote energy saving and emissions reduction work in Sichuan from October 2011-October 2012. Some of the specific activities that are planned with the Sichuan ECS and ESS Centers include the following:

- Provide policy planning support and recommendations for DSM program, efficiency power plants and program management plans.
- Assist Sichuan with preparing local energy efficiency standards such as standards for energy intensive products, and guidance for stabilizing industrial energy consumption.
- Develop and implement a plan to provide ongoing training and capacity building to support the Sichuan ECS and ESS Center's efforts to enhance energy efficiency.
- Work with Sichuan to provide domestic and international data and information regarding innovative policies and mechanisms for achieving energy savings.
- Assist the Sichuan ESS and ECS Centers with a research project on carbon auditing as well as establishing a carbon emissions monitoring system for energy-intensive industries.

This new memorandum of understanding represents an important step in the Alliance's mission to promote energy efficiency in China. By sharing best practices and policy tools with the Sichuan ECS and ESS Centers, the Alliance and NRDC can help the region develop policies that will work best locally. With the addition of training and capacity building, the program will be able to achieve longevity and thereby continue to implement important efficiency programs and policies after the period of training and support has expired.

## OUR PARTNERS

*The Alliance would like to acknowledge our Partners for their technical, financial, and in-kind support.*

### LEADING PARTNERS



### SUPPORTING PARTNERS

PETER LIU



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