

Building Standard Forum (III) EnOcean Alliance Technical Seminar

Date/Time : 10 June 2014 (Tue) , 13:30 – 16:30

Venue : Meeting Room No. 10, Level A (Area B)

Organisers : EnOcean Alliance

Guangzhou Guangya Messe Frankfurt Co Ltd



EnOcean Energy Harvesting Wireless Standard for Lighting and Energy Efficient Building Controls – workshop and hands-on training seminar

Language: Mandarin or English only, without simultaneous interpretation. Free Admission.

Time	Topic / Speaker
13:30-14:10	Explain EnOcean Alliance Eco-system, Case Studies, Technology, etc. for China — Mr Graham Martin, Chairman and CEO of EnOcean Alliance
14:10-15:00	Introduce EnOcean Products and Strategy of Sales and Marketing for China — Mr Matthias Poppel, COO of EnOcean GmbH
15:00-15:30	Introduce EnOcean Product Portfolio with Hand-on Demonstration of Possible Applications — Mr Jeff Su, Greater China Sales Director of EnOcean GmbH
15:30-16:00	Demonstrate Applications — Representative from EnOcean Member Companies
16:00-16:30	Q & A



格雷汉·马丁先生, 主席兼首席执行官 / Mr. Graham Martin, Chairman & CEO

格雷汉·马丁先生是电子行业的资深专家, 在模拟和射频解决方案领域拥有长达 30 年经验。曾在美国、英国、德国、奥地利、挪威等众多国家从事工程、销售、市场工作。加入易能森之前, 他是低功率无线传感网络方面的世界先驱, 就职于行业领先的 Chipcon 公司(于 2006 年被德州仪器收购), 在那里他负责全球业务的推广, 任总裁。并担任 Figure 8 Wireless 主席、ZigBee 联盟副主席。

Mr Graham Martin is a veteran of the electronics industry with more than 30 years' experience in analog and RF solutions. Before joining EnOcean, he held various engineering and marketing posts in the USA and Europe. Most recently he was responsible for business development at wireless sensor networks specialist Chipcon. At the same time he was president of Figure 8 Wireless and vice chairman of ZigBee Alliance.