

# GLOBAL ADVANTAGE

BUSINESS KNOWS NO BOUNDARIES

*Please join us for a workshop on  
Advanced Energy  
“Opportunities for the North American Market”*

According to the Solar Energy Industries Association (SEIA), the solar industry in North America is growing at a record rate. The U.S. market is the second largest solar market in the world. Mexico is one of the fastest growing markets. Solar energy accounted for 30% of all new power capacity installed in the U.S. during the first quarter of 2017. Tucson and the Southern Arizona Region is a leader in the development and deployment of new solar technology in North America.

We can help your company enter the North American Market. Here is what we have to offer:

- Tucson is strategically located within one of the largest markets in North America with more than 68 million consumers, including markets in California, Texas and western Mexico.
- Tech Parks Arizona hosts one of the largest multi-technology solar testing and evaluation sites at grid level
- University of Arizona runs the Institute for Energy Solutions for energy science, policy and technology research and development to address emerging energy challenges and opportunities
- Unique partnership between University of Arizona/ Tech Parks Arizona and Tucson Electric Power
- We are pursuing major projects in energy storage, grid management and optimization, microgrids, and embedded and integrated solar materials. ESS technologies that we are interested in are flow batteries, flywheels, supercapacitors, compressed air, thermal, and novel battery chemistries.
- An RFP for Phase 2 of the Solar Zone, focusing on test beds for storage, stabilization, and microgrids is coming in Fall 2017
- Through its Global Advantage Program, an international soft-landing program, Tech Parks Arizona can assist Israeli companies looking to establish business operations in the United States and Mexico.

**Join us for a presentation and discussion of the opportunities for  
Israeli companies to enter the US and North American market.**

**Date: Thursday, August 31, 2017, 14:00 – 16:00**

**Location: We Work@Saron, 3 Aluf Kalman Magen, Tel Aviv 6107075**

Discussants will include representatives from the University of Arizona Office of Research and Discovery, UA College of Science, and Tech Parks Arizona.

This event is free of charge, but pre-registration is required. Please r.s.v.p. by August 21 to Naomi Weiner at [nweiner@uatechpark.org](mailto:nweiner@uatechpark.org) or 1-520-382-2437.



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