

**CITY OF SAN JOSE HOSTS  
U.S. DEPARTMENT OF COMMERCE  
GREEN BUILDING PROGRAM**

To foster economic opportunities for San Jose area businesses in the Green Building sector, the San Jose Office of Economic Development partnered with the U.S. Department of Commerce Commercial Service to host the “Grow Your Green Sales in Europe” business seminar at the San Jose City Hall on November 6, 2009.

The program in San Jose was one of four business seminars offered in the nation.

Europe presents a strong market opportunity for U.S. companies in the Green Building sector, including environmentally-friendly construction materials, energy- and water-efficient buildings and green design. The Green Building “Road Show” was initiated by the U.S. Department of Commerce Commercial Service to introduce U.S. companies to the vast market opportunities across Europe.

Senior Commerce officials from U.S. Embassies in Europe and the U.S. Mission to the European Union traveled to San Jose to present to approximately 60 companies, with several businesses scheduling one-on-one meetings with the Embassy officials.

The “Grow Your Green Sales in Europe” participants include:

Mayor Chuck Reed  
City of San Jose

Paul Krutko  
Chief Development Officer  
San Jose Office of Economic Development

Joanne Vliet  
Director  
Silicon Valley Export Assistance Center  
U.S. Department of Commerce Commercial Service

Daniel Harris  
Minister Counselor for Commercial Affairs  
U.S. Embassy – Paris, France

Dorothy Lutter  
Minister Counselor for Commercial Affairs  
U.S. Embassy – London, England

Thomas Moore  
Counselor for Commercial Affairs  
U.S. Embassy – Rome, Italy

**Frank Carrico**  
**Regional Senior Commercial Officer**  
**U.S. Embassy – Stockholm, Sweden**

**George Ruffner**  
**Minister Counselor for Commercial Affairs**  
**U.S. Embassy – Berlin, Germany**

**Sylvia Mohr**  
**Standards Specialist**  
**Department of Commerce Commercial Service**  
**U.S. Mission to the European Union – Brussels, Belgium**



**Mayor Chuck Reed (third from left) joins senior U.S. Department of Commerce officials at the “Grow Your Green Sales in Europe” business seminar at the San Jose City Hall on November 6, 2009. Joining the Mayor (left to right) Joanne Vliet, Director, Silicon Valley Export Assistance Center; Tom Moore, Counselor for Commercial Affairs, U.S. Embassy, Italy; Dan Harris, Minister Counselor for Commercial Affairs, U.S. Embassy, France; Dorothy Lutter, Minister Counselor for Commercial Affairs, U.S. Embassy, United Kingdom; and Frank Carrico, Regional Senior Commercial Officer, U.S. Embassy, Sweden**



Mayor Chuck Reed speaking at the November 6 Green Building event.