

Sacramento Area Businesses Look To “Green” Future

Companies Assemble at Sacramento State University to Exhibit, Educate...

CITD Director Provides Counseling

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The **3rd annual Sacramento Clean Tech Showcase** provided an all day platform for greater Sacramento area businesses to showcase their products as well as improve the general awareness of Green Technology as a whole.

As Sacramento’s clean technology industry is constantly growing, the annual Showcase commends the efforts of several energy companies. Exhibitors included companies with diverse products and services such as atmospheric water generators, educational and legal services, exporting and importing services, fuel efficient vehicles, and solar powered devices, amongst others. Nearly 700 people attended and almost 80 different agencies staffed exhibitor booths.

The Sacramento State University Union played venue to the event hosted by the **Sacramento Area Regional Technology Alliance’s (SARTA)** CleanStart program. The champion sponsoring company of this affair was SMUD.

Beyond exhibitor tables, the Clean Technology Showcase also featured an agenda filled with information sessions and panel discussions related to four different tracks: Clean Tech Public/Private Policies, Clean Technologies, Clean Technology Workforce, and Clean Technology Startups.

Many key figures spoke on these panels and shared their collective knowledge with representatives from other clean-tech companies. Brooks Ohlson, Director of the **Sacramento Regional Center for International Trade Development**, spoke on a panel discussion on the topic *Selling Clean Tech Products and Services Worldwide*. Ohlson was joined by panelists from the U.S. Export Assistance Center, the U.S. Export-Import Bank, The Davis Group, and the U.S. Small Business Administration. After the panel discussion, Ohlson offered 15-minute private counseling sessions to attending clean technology companies.