

# Business

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## Valley's renewable energy industry to get European view

### CVEP director is state's only delegate to trade show

**BY K KAUFMANN**  
The Desert Sun

The Coachella Valley's renewable energy industry will get international attention when Wesley Ahlgren, director of the Coachella Valley Economic Partnership, joins a U.S. trade delegation heading to one of Europe's largest green technology trade shows.

The trade mission, which will run from Nov. 29 to Dec. 4, will be a key part of the American presence at the 24th annual Pollutec in Lyon, a major international business expo drawing thousands of companies from the clean tech sector.

The trip represents the first time community leaders, as well as individual businesses, have been included in an international trade mission, according to a release from the U.S. Department of Commerce.

"They're very excited to have California represented and very excited to have an area with multiple renewable resources," Ahlgren said, announcing the trip at CVEP's Renewable Energy Roundtable on Thursday at University of California, Riverside's Palm Desert campus.



Ahlgren

In its blueprint for drawing new businesses to the region, CVEP has targeted development of the valley's sun, wind, geothermal and biodiesel resources as major drivers for economic diversification.

Ahlgren is the sole California member of the delegation.

The group is also scheduled for a stop in Brussels to meet with officials from NATO, who are looking for green tech products and services for a new \$1 billion headquarters.

Ahlgren has two goals for the trip, he said.

"One is to go over and entice foreign investors, to try to get them to come back here," he said. "The second piece is to take some industry partners there," to promote renewable partnerships.

Technology Associates International Corp. is one of the companies Ahlgren said he may promote in Europe.

The firm, which helps companies with site location and permitting, is headquartered in Carlsbad and is looking to open an office in the valley, said Catherine Marshall, a program manager.

"He is exposing our capabilities internationally," she said. "We could help companies that might come here to settle to develop their capabilities."