

Capturing the growth in the Cleantech industry

By **Lars Ling**, CEO, CleanTech Region

▶▶ Capital raised for investments in Cleantech companies reached close to \$50 billion in 2008 and in March 2010 195 funds were targeting Cleantech as part of their fund raising efforts. These funds sought to raise an aggregate of \$48.1 billion. In spite of this flow of capital, it is estimated that as much as three trillion U.S. dollars might be required in order to address the effects of climate change and maintain the 2° limit for a sustainable environment. Any team seeking to raise significant funds to invest in Cleantech companies for introduction in different markets must have a clear and

concentrated focus, which they can support with excellent international management skills and experience. They must be prepared and willing to take crucial decisions for the benefit of the investors. We concentrate on capturing the growth of Cleantech companies in Mid-Sweden and identify opportunities and bring them to market in India, South Korea, and the U.S. These three large markets have a strong demand for Cleantech products and services and are ideally suited to our team. Based in Sweden, UK, and the U.S., our seasoned team of five executives have experience and degrees in technology, engineering,

business management, liberal arts and law. We will deploy our resources and networks to carefully determine the potential value of the products and services offered by Mid-Sweden based companies.

Once we have identified the potential of a selected company we align the concept with our interpretation of the sector's future roadmap. If we are convinced the target acquisition has a clear opportunity we will seek an investment of sufficient capital to allow the investor to control at least 51 per cent of the votes and grow the company to an IRR of at least 20 per cent over a three to five year period.

ABOUT LARS LING



Lars Ling CEO, CleanTech Region, Sweden, is a global Cleantech enterprise promoter, delivering focused technology transfer, systems integration, localisation and outsourcing services and green solutions. Lars is also the founder of CleanTech Region Solutions AB, a CleanTech enterprise promotion company focusing on accelerated growth for Swedish CleanTech

companies on international markets with the support of public Swedish agencies and private equity funds.

Lars's background is in sports and IT, with over 20 years of experience creating results with strong emphasis on marketing and sales. For the last ten years Lars has been engaged in international business and lived in Melbourne, Australia for five years, setting up ReadSoft, a Swedish listed IT/software company's office there and for five years Lars lived in Copenhagen, Denmark working on the Scandinavian markets.

Lars has organised and initiated numerous projects creating businesses and strengthening relationships platforms between

Sweden and Australia, the Nordic countries and the U.S. Lars is now assisting Swedish CleanTech companies to find their ways to global markets. Lars has received several awards and CleanTech Region – consisting of two counties in Mid-Sweden – has received the *NewEconomy* magazine's award as one of the most innovative CleanTech regions in the world. The *NewEconomy* is part of a UK based publishing house. CleanTech Region Solutions AB has been nominated for several awards in Sweden and recently been announced as one of the fastest top 50 innovative CleanTech companies in Europe by the *NewEurope* magazine, to be presented in their December issue.

Lars is frequently invited as a speaker and inspirational presenter on CleanTech, and in February this year he completed a World-tour including 15 cities, three continents in 28 days. Lars is educated in marketing and economics at RME Bergs School of Economics in Stockholm, and has taken several leadership programmes. Lars is a certified personal coach and motivator. Lars is currently working on his first book about the potential of CleanTech