



For immediate release

Skipping Stone and Experient to Conduct Brazil Electricity Reverse Trade Missions

ATLANTA & WASHINGTON, February 2, 2016 - Skipping Stone, in conjunction with their strategic partner, Experient, a Maritz Travel Company, announced today the award of a contract through the U.S. Trade and Development Agency (USTDA) to conduct two one-week reverse trade missions (RTMs) for electricity distribution and transmission for delegations from Brazil.

Anticipated delegations will consist of approximately 12 representatives for each RTM, including executives from Brazil's power utility sector and regulatory authority as well as representation from the local U.S. Department of Commerce at the U.S. Embassy in Brazil. The RTMs will focus on large electricity infrastructure and Smart Grid projects to support Brazil's expanding economy and will feature leading power distribution and transmission technology suppliers in the United States, as well as U.S. power utilities utilizing those technologies.

"Almost all of the electricity load growth in the world over the next several decades is projected to come from developing countries," says Ross Malme, Skipping Stone Partner. "USTDA is doing an outstanding job showcasing leading U.S. power technology suppliers with international buyers to maximize the U.S. Smart Grid export potential. We are pleased to be able to participate as the technical advisor to these RTMs to match the requirements for the Brazil utility projects with the right U.S. vendors."

The Transmission RTM is slated to be conducted the week of April 11, 2016, in Washington, DC and Atlanta. The Distribution RTM takes place the week of May 11, 2016, in Washington, DC, Atlanta and Houston. Both RTMs will involve visits to U.S. vendors, utilities and federal government representatives.

Chip Smith, Experient Vice President, Government Markets, goes on to say, "Paired with Skipping Stone's deep knowledge of the energy sector, we are able to customize these RTMs to maximize the opportunity to increase the export potential to Brazil. We are looking forward to implementing these RTMs with USTDA."

About Skipping Stone

Skipping Stone is an energy markets consulting firm that helps clients navigate market changes, capitalize on opportunities and manage business risks. Our services include market assessment, strategy development, strategy implementation, managed business services and talent management. Market sector focus areas are natural gas and power markets, renewable energy, demand response, energy technology and energy management. Skipping Stone's model of deploying only energy industry veterans has delivered measurable bottom-line results for over 260 clients globally. Headquartered in Boston, the firm has offices in Atlanta, Houston, Los Angeles, Tokyo and London. For more information, visit www.SkippingStone.com

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About Experient

Experient, a Maritz Travel Company, leads the Meetings & Events Industry as one of the best-known and most respected brands in the world. This reputation is earned with each meeting, convention, tradeshow, conference, sporting event and exhibition produced for clients. Professionals are dedicated to Perfecting the Event Experience® through experience design, attendance building, risk management and security, revenue generation and cost savings, and event intelligence. Across the globe, association, tradeshow, sports and government clients turn to Experient for the best in unified registration and housing, event planning and management, site sourcing and contract negotiation, mobile event platform, lead retrieval, data management and marketing. Experient creatively engineers and fully integrates the total event experience—one that is distinct, memorable and remarkable—while driving data analytics and bottom line results. Visit www.experient-inc.com for more information.

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Tags: Skipping Stone, Experient, Brazil RTM, Reverse Trade Mission, Brazil reverse trade mission, electricity distribution and transmission