



Marketing and PR Consultants for  
Sustainable & Disruptive Technologies

## Media Release

[For immediate release]

22 May 2012

The **2012 All Energy Conference** in Aberdeen, Scotland is introducing a new module entitled **Smart Energy** on May 23 & 24, 2012.

On Day 2 of the Smart Energy module, Ash Gupta, Managing Partner of The Gupta Partnership who specialize in advising leading low carbon technology OEMs and some of the world's largest utilities on Sustainable & Market Disruptive Technologies will deliver a seminar that identifies two largely invisible low hanging Carbon Quick wins and unlocking their smart secrets. Detailed real life examples will be shown with ROI pay-back data. Details of the Smart Energy Seminar can be found at:-  
[http://www.all-energy.co.uk/Smart\\_Energy\\_Seminars.html](http://www.all-energy.co.uk/Smart_Energy_Seminars.html)

Synopsis:-

### Thursday 24th May

Time	Seminar Title
10.30	<b>A Focus on Two Invisible Low Hanging Carbon quick wins - Unlocking their smart secrets</b> <b>Ash Gupta, Managing Partner - The Gupta Partnership</b>  Key learning's/ topics covered:  1 Light & Water hold the secrets to immediate & affordable solutions for reducing carbon and energy costs 2 If you switched US highway lighting to LED you could close 43 Coal powered power stations 3 Every water delivery system in the world that contains differential water pressure has the potential to generate useable amounts of electricity

For further detail please contact:-

Ash Gupta,  
Managing Partner, The Gupta Partnership  
[www.guptapartnership.com](http://www.guptapartnership.com)  
Phone: +44 [0] 131 312 7771  
Fax: +44 [0] 131 312 7180  
Mobile : +44 [0] 7774 297937  
<http://www.linkedin.com/in/ashcgupta>