



## *International Clean Tech Companies See Syracuse as “Launch Pad” to Growth Companies to Create 112 Jobs*

SYRACUSE, NY — February 28, 2011– CenterState CEO announced today two international companies have opened their US headquarters at The Tech Garden, in Syracuse. ProTerra LED and SunEnergy Europe will tap into the resources of The Tech Garden to rapidly scale-up their US clean tech operations. ProTerra expects to create 100 direct jobs over three to five years. SunEnergy expects to create 12 direct jobs when fully staffed.

“ProTerra and SunEnergy are two more examples of how this region is attracting innovative companies from around the globe with our unique mix of resources and partners” said Susan Crossett, vice president, Economic Development and Community Investment, National Grid; and chair, CenterState CEO. “These companies see the opportunity to grow their businesses here, and we look forward to working with them to help expand their manufacturing and retail operations while creating jobs in CenterState New York.”

**Proterra LED, inc.** Toronto-based ProTerra incorporates next generation LED devices, utilizing semiconductors designed for high-output lighting applications. ProTerra’s approach includes local contract manufacturing which builds regional supply chains, and allows the company to focus on direct sales and a brand presence around quality and reliability. The company, an emerging leader in industrial and commercial LED lighting, is using The Tech Garden as a “launch pad” to accelerate its rapid scale-up. ProTerra, locally, has plans for a technical R&D center, sales and marketing, procurement, light manufacturing and assembly, testing and logistics facility. “We are overwhelmed with the support and networking we have received to help us launch the setup of our US headquarters in the Syracuse area,” said John Johnston, CEO of ProTerra LED. “We look forward to building our sales support, supply chain, engineering development and ultimately manufacturing capability in the Syracuse region. The area’s educated workforce and enlightened government leadership made the choice of Syracuse and New York State a logical and clear one for us.” In addition to the 100 direct jobs ProTerra estimates, 1,000 indirect (supply chain and installation) jobs will be created.

ProTerra will develop a regional manufacturing supply chain with support from the Manufacturers Association of Central New York. “MACNY is excited to welcome two internationally renowned companies to our consistently growing regional manufacturing community,” stated MACNY President Randy Wolken. “Both ProTerra and SunEnergy have wisely identified the many benefits our region has to offer them as innovative and growing businesses.

With the decision to locate their newest facilities in the Syracuse region, they are positioned to take advantage of our regional assets, including a highly skilled workforce and a wealth of local manufacturing suppliers. We look forward to adding them to our region’s highly innovative and advanced manufacturing community.” “We are pleased

that ProTerra and SunEnergy have selected Onondaga County as the home for their US Headquarters,” said Onondaga County Executive Joanie Mahoney. “These two companies will complement the diversity of our local economy and contribute to the growth of our entire region.”

**SunEnergy Americas** SunEnergy Europe, of Hamburg, Germany has also opened its US headquarters at The Tech Garden. SunEnergy is a photovoltaic system provider that develops solar systems for businesses, government and schools. The company which started in 2001, sold 62 MW of PV in 2010 for a total of more than \$126 million. It expects to have solar power installations totaling 12-15 MW of output by the end of 2012, in the US. “SunEnergy Americas is pleased to join the distinguished list of companies residing within The Tech Garden, said Robert Holz, project sales manager, SunEnergy Americas.

As a global solar energy company, SunEnergy Americas selected Central New York as a perfect area to build its North American business. The Tech Garden affords us the opportunity to collaborate with other technology based organizations in a unique environment. We look forward to developing the relationships and partnerships to help SunEnergy Americas advance solar energy as an attractive investment in our region and the country as a whole.”

ProTerra and SunEnergy are working with CenterState CEO to identify opportunities in the CenterState region as part of a scaled expansion plan. Additionally, the Syracuse Center of Excellence (SyracuseCoE) is providing technical assistance through R&D partnerships. “Central New York has a thriving regional innovation cluster in clean technologies that offers tremendous benefits to firms all over the world, and we’re pleased to welcome ProTerra and SunEnergy to our community of collaborators,” said SyracuseCoE Executive Director Ed Bogucz. “We look forward to working closely with them as they build relationships in our region and across New York to accelerate the development and commercialization of their innovations for energy-efficient buildings and renewable power generation.”

“New York State’s reputation for innovation and investment in clean-energy technology is clearly paying off,” said NYSERDA President and CEO Francis J. Murray, Jr. “NYSERDA is proud to have played a role in attracting businesses from other nations, helping to grow our upstate jobs while continuing to promote energy efficiency.” ProTerra expects the North American industrial, commercial, and outdoor lighting sector totals to exceed over \$500 billion in the next ten years.

With photovoltaic energy becoming an increasingly important part of municipalities’ efforts to reduce electricity costs, SunEnergy is well positioned to take advantage of this growing market by leveraging CenterState New York’s clean tech cluster assets. “Companies like ProTerra and SunEnergy benefit dramatically from the connection cleantech clusters can provide,” said Shawn Lesser, co-founder of the Global Cleantech Cluster Association. “The global cleantech market is expanding quickly and I’m proud to see Syracuse stepping on the global stage. As a GCCA member, Cleantech Syracuse now has access to an international network to give its emerging companies excellent advantages over their competitors, especially when it comes to investment exposure and overseas expansion.”

In the coming years, ProTerra has plans to expand with satellite operations on the west

coast and, eventually, worldwide. For more information, visit [www.proterraled.com](http://www.proterraled.com). In addition to its new Syracuse Headquarters, SunEnergy Americas expects to open a west coast office in the next few years, as well. For more information, visit [www.sunenergyeurope.eu](http://www.sunenergyeurope.eu).

**About CenterState CEO** Based in Syracuse, the CenterState Corporation for Economic Opportunity is a twelve-county business leadership and economic development organization. A private, not-for-profit organization, CenterState CEO represents more than 2,000 members and serves as the region's primary economic, community and business development catalyst. CenterState CEO works to achieve regional growth and total community prosperity through partnerships, planning and problem solving. **About**

**The Tech Garden** The Tech Garden's mission is to stimulate high-tech entrepreneurship, foster the development of emerging growth companies, and support technology commercialization throughout the region. Start-up technology businesses are offered business plan assistance, mentoring and marketing advice, targeted referrals, networking opportunities and state-of-the-art office space from which to grow their businesses. The Tech Garden is an affiliate of CenterState CEO (Corporation for Economic Opportunity).