

## INVITATION

**" The potential for starting and developing a business for integrated technology based on heat pumps, thermal energy storage and smart control systems in order to enable the decarbonization in Romania "**

### Final Project Workshop

**12 September 2023, 9:00 - 15:00, ASE FABIZ, Calea Griviței 2, Room 4012**

**Bucharest University of Economic Studies (ASE), Faculty of Business Administration in Foreign Languages (FABIZ)**

Dear Sir/ Madam,

On 12 September 2023, 9:00 - 15:00, we invite you to take part in the final workshop of the applied research project **"The potential for starting and developing a business for integrated technology based on heat pumps, thermal energy storage and smart control systems in order to enable the decarbonization in Romania "**. The workshop will take place at FABIZ, Calea Griviței 2, Room 4012.

Between January - August 2023, ASE FABIZ undertook, in partnership with SINTEF, an applied research project on the potential for implementation of integrated technology based on heat pumps, thermal energy storage and smart control systems, financed through the Fund for Bilateral Relations in the EEA/ Norway Financial Mechanism 2014 - 2021.

The main objective of this project is to determine the potential for creating an ecosystem which reduces the emissions of greenhouse gasses and enables the implementation of the EU Green Deal in Romania by promoting new business ideas based on heat pumps, thermal energy storage and smart control systems.

The final workshop of the project will present the main findings and collect further feedback and insights from key stakeholders, including academics, researchers, decision-makers, and interested business representatives. Below you may find a preliminary agenda.

To register for the event, please fill in this Registration Form

<https://forms.gle/D5F2T8hSmpkgrRgA8>

by 8 September 2023, EOB.

The workshop will take place in Romanian and English.

Kind regards,  
Professor PhD. Adrian Tantau  
Project Director

## AGENDA

9:00 - 9:15 Welcome Coffee

### 9:15 - 9:50 Key-note Remarks

- Tănase Stamule, PhD., Dean Faculty of Business Administration in Foreign Languages,
- Răzvan Constantinescu, ANRE, Director Direction Promotion of Renewable Energy Sources and Cogeneration
- Adrian Tantau, PhD., Project Director

9:50 - 10:15 **Integrated technologies based on heat pumps, thermal energy storage and smart control systems which enable the implementation of EU Green Deal**

- August Brakken, PhD., Sintef (Norway)

10:15 - 10:40 **Romanian market overview on heat pumps, energy system suppliers and other related main stakeholders**

- Claudiu Crețu, CEO ELCEN
- Constantin Toporâște, Comercial Director Energetica Servicii
- Tanase Stamule/ Sorin Anagnoste

10:40 - 11:00 Coffee break

11:00 - 12:00 **Case studies for the market potential in Romania of heat pumps and thermal energy storages**

- Anca Bogdan, Professor ASE Bucharest, Case study 1: Diagnosis of heating and hot water systems in Tulcea Municipality,
- Simona Goia, Professor ASE Bucharest, Case study 2 : Diagnosis of heating and hot water systems in Tulcea Municipality,
- Stere Stamule, PhD., ASE Bucharest, Case study: Diagnosis of heating and hot water systems in Crucea Commune
- Violeta Dinca, ASE Bucharest, Case study: Diagnosis of heating and hot water systems at ASE Bucuresti

**12:00 - 12:30 Regulatory aspects which encourage or discourage the process of starting a business for the integrated technology based on heat pumps, thermal energy storage and smart control systems in the Romanian energy market**

- Simona Gutiu, PhD., ASE Bucharest
- Rușet Petru, CEO Siemens Energy Romania

12:30 - 13:00 Lunch break

**13:00 - 13:40 Best cases for reducing the energy costs in Romania for heating and cooling in public schools, public offices, greenhouses, health institutions, companies and the environmental impact of the new technologies based on heat pumps, thermal energy storage and smart control systems**

- Titi Paraschiv, Professor PhD., University Titu Maiorescu
- Anca Bogdan, Professor ASE Bucharest
- Stere Stamule, PhD., ASE Bucharest
- Corina Murafa, PhD,

**13.40- 14.00 Database with main companies interested for promoting and implementing new business ideas and technologies based on heat pumps, thermal energy storage and smart control systems in the Romanian energy market**

- Iancu Guda, Guda&Guda SRL

**14:00 - 14:25 Improvement of Energy Performance Through Heat Pumps System. Success Drivers and Barriers in Residential Sector**

- Carmen Paunescu, Professor PhD., ASE Bucharest

**14:25 - 14:50 Attitude of the generation Z regarding integrated technology based on heat pumps, thermal energy storage and smart control systems as a solution to increase energy efficiency and to enable decarbonization in Romania**

- Simona Goia, Professor PhD., ASE Bucharest

14:50 - 15:00 Conclusions

- Adrian Tantau, Professor PhD., Project Director

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The results of the Project will be posted at the address:

<https://www.fabiz.ase.ro/the-potential-for-starting-and-developing-a-business-for-integrated-technology-based-on-heat-pumps-thermal-energy-storage-and-smart-control-systems-in-order-to-enable-the-decarbonization-in-romania/>

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<sup>1</sup> All presentations include Q&A.