

## Europe's cleantech leaders invite Xeros to showcase technology

Geneva, 6-7 July 2011. Xeros is to present its pioneering technology at The Tech Tour Clean Summit 2011, which opens in Geneva today with a keynote address by Professor Sir David King, former chief scientific advisor to the UK government and head of the Smith School of Enterprise & Environment at the University of Oxford.

Xeros technology has the potential to transform the way the laundry market cleans clothes by offering an environmentally-friendly alternative to conventional aqueous washing. Xeros not only cuts water but also reduces energy consumption, cuts carbon and effluent emissions.

Xeros is one of only 25 companies carefully selected by merit from applicants across Europe and Israel covering a range of cleantech sub-sectors to present its technology.

Sir David commented, *"Cleantech companies have a huge and varied role to play in the transition to a low-carbon economy, and yet at the same time financing and commercialisation is proving a challenge.*

*"At the Cleantech Summit we will be looking at the continuing demand for cleantech, and the means for getting the next generation of robust low-carbon technologies to come to fruition across global markets."*

Bill Westwater, Chief Executive Officer of Xeros, said: *"The goal of the Cleantech Summit is to accelerate the expansion and internationalization of promising cleantech companies and we are delighted that Xeros has been recognised for our pioneering technology."*

The Tech Tour Cleantech Summit is the leading biannual fundraising event for the European cleantech sector. Held in Geneva on 6-7 July, Paul Clements Hunt, head of the UNEP Finance Initiative, will lead a panel discussion on European cleantech companies breaking into Asia. A second panel will address Exits with senior contributions from Alexander von Preysing, senior vice president of Deutsche Börse.

The second day of the Summit will take place at the new Globe of Science and Innovation at European particle physics laboratory CERN, with a welcome from Wolfgang von Ruede, head of CERN Open Lab, which developed the computing grid for the Large Hadron Collider.

Between the plenary sessions of the two-day conference, delegates will see presentations from the 25 companies selected by merit from over 200 applicants. Companies selected for the 2009 Summit went on to include some of the most notable exits, follow-on funding rounds and

sub-sector leaders of recent years, including SiC Processing, Concentrix Solar, Solarion, AlertMe, Torqeedo and Power PLUS Communications. President of this year's summit is Jörg Sperling, partner at WHEB Partners, and Vice President of the selection committee is Fabian Ruechardt.

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**Notes to editors:**

Located at the Advanced Manufacturing Park (AMP) in Sheffield, south Yorkshire, Xeros Limited is a relatively new company that has commercialised a globally relevant technology which originally came out of pioneering work by Professor Stephen Burkinshaw at the Textile Design department of the University of Leeds. Xeros has raised over £5 million in funding from private investment and government R&D grants to commercialise the technology. Xeros was named 2<sup>nd</sup> in the top 50 "2010 Best Inventions" by TIME magazine; listed in WWF's survey of global "Green Game-Changers"; and selected as one of only 19 best fast-growing "Clean & Cool" companies to go on a government sponsored mission to Silicon Valley (February, 2010).

The AMP is the UK's premier advanced manufacturing technology park, providing world-class advanced manufacturing technology solutions to ensure advantage for industry.

**For further information:**

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