

FOR IMMEDIATE RELEASE  
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**NEWCOMM GLOBAL GROUP SELECTED AS CALIFORNIA REPRESENTATIVE FOR  
THE WORLD SUSTAINABLE ENERGY INITIATIVE (WSEI)**

*Leverages 20 years in Global Business, Silicon Valley Base to Help California Companies*

*Embrace Green*

MOUNTAIN VIEW, CA-- Today, Silicon Valley-based The NewComm Global Group, Inc., experienced experts in strategic global markets expansion and global leadership development worldwide, has been named California representative for the World Sustainability Energy Initiative (WSEI). The WSE Initiative connects companies, organizations, universities and entrepreneurs worldwide to focus on Sustainability. The primary California contact will be NewComm Global's CEO, Lucie Newcomb.

At the core of WSEI's offering is the annual World Sustainability Energy Forum, with the 4th Forum being held November 20-22, 2014 in Vienna, Austria. The Forum includes a conference, partnership and sales meetings, an exhibition and an excursion to a Smart City. This year's theme is "Sustainable Cities: Sustainable Mobility, Environment, and Energy & Society in collaboration with delegates from more than 70 countries worldwide.

"We are delighted to have Ms. Newcomb and NewComm Global linking us to those California companies and organizations, in Silicon Valley particularly, who are eager to advance WSE Initiative's aims and objectives," noted Director of Global Partnerships

and Marketing, Ms. Katka Letzing. “This is such a critical time for the planet and for globalization, “said NewComm Global’s CEO, Ms. Lucie Newcomb. ”Accordingly, we believe every opportunity to collaborate for global betterment, if not survival, must be taken and taken now via Global Business and Sustainability initiatives, such as the many offerings the WSE Initiative provides.”

California companies interested in getting involved in the WSE Initiative should contact [hello@newcommglobal.com](mailto:hello@newcommglobal.com) or 650.735.1875. For the November Forum information and registration, please visit: <http://www.world-sustainable-energy.com/wsef/wsef-2014/>

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**ABOUT THE WSE INITIATIVE:** The [WSE Initiative](#) connects and supports companies, organizations, educational institutions and entrepreneurs worldwide in Renewable Energy, Environmental Technologies and Sustainability. Its annual [World Sustainable Energy Forum \(WSEF\)](#) brings together company experts and representatives that focus on international energy, environment and sustainability solutions. Other WSE Initiative activities include the World Sustainable Energy Institute and the World Sustainable Energy Award.

**ABOUT THE NEWCOMM GLOBAL GROUP:** [The NewComm Global Group, Inc.](#), an international management consulting firm based in Silicon Valley, helps companies become and stay leaders by optimizing international marketing and sales, teams development and business development worldwide. Please visit: [www.newcommglobal.com/](http://www.newcommglobal.com/)

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