



# IGEM

INTERNATIONAL GREENTECH & ECO PRODUCTS  
EXHIBITION & CONFERENCE MALAYSIA

## 2010

October 14-17, 2010 Kuala Lumpur Convention Centre, Malaysia

[www.igem.com.my](http://www.igem.com.my)



### INTERNATIONAL GREEN TECHNOLOGY & PURCHASING CONFERENCE 2010

•Green Future: Low Carbon Green Growth

October 15 - 16, 2010

Mandarin Oriental Hotel Kuala Lumpur &  
Kuala Lumpur Convention Centre (KLCC), Malaysia

#### WORKSHOPS

- Calculating Carbon Credits under the Clean Development Mechanism (CDM)
- Carbon Footprint Labels

October 16 - 17, 2010

Kuala Lumpur Convention Centre (KLCC), Malaysia



"Green Technology will facilitate the development of knowledge.. it is a dream that one day we can live in a clean, healthy, and high quality environment, where cities, townships, and communities are built on the fundamentals of Green Technology."

YAB Dato' Sri Mohd Najib bin Tun Abdul Razak  
Prime Minister of Malaysia



"Awareness and knowledge in green technology is essential to drive creativity, innovation and productivity for a green economy. IGEM2010 is a step in the right direction for a sustainable future"

YAB Tan Sri Dato' Hj. Muhyiddin Bin Hj. Mohd. Yassin  
Deputy Prime Minister of Malaysia



"It gives me great pleasure to welcome people from all walks of life to support our green initiative and join IGEM2010. I would also like to take this opportunity to express my appreciation to the various organisations and collaborators in supporting us to make IGEM2010 a reality."

YB Dato' Sri Peter Chin Fah Kui  
Minister of Energy, Green Technology and Water

## International Green Technology & Purchasing Conference

ECO SERVICES GREEN AMBASSADORS  
SMART GREEN CASE  
ECO MATERIAL PRESENTATIONS  
GREEN VALUE PROJECTS ECO PRODUCTS  
MINISTERIAL ROUNDTABLE GREEN HOUSE

# INTERNATIONAL GREEN TECHNOLOGY & PURCHASING CONFERENCE

## ABOUT THE CONFERENCE

Asia, as the world's largest manufacturing hub, is emerging as the nexus in promoting green technologies and eco products.

Global green economic initiative is being launched in many countries whereby policies, investments, and spending are restructured and reallocated towards the reconfiguration of businesses and infrastructures to deliver incremental returns on capital investments while simultaneously reducing greenhouse gas emission, waste pollution, natural resource consumption, and social inequalities.



Endorsed by the Prime Minister of Malaysia



Worldwide Participation



Conference Sponsors

The International Green Technology and Purchasing Conference, in recognising this worldwide trend, is host to the region's largest green technology event bringing together renowned local and international experts and 1500 participants to discuss green technology policies and strategies, while promoting green technology and eco products.

## OBJECTIVES

- To create awareness concerning the importance of green technology, eco products and services for national green growth;
- To provide a forum for dissemination of R&D findings and applications of green technology;
- To create and provide business-to-business opportunities in green technology and green purchasing;
- To generate market demand for green technology and eco products through the promotion of green purchasing and green values.
- To promote Malaysia as the regional green technology and eco products hub.

## HIGHLIGHTS

- Factor Five: Transforming the Global Economy through Energy & Resource Productivity
- Green New Deal: Prospects for a New Economy, Employment & Mitigating Climate Change
- Green Purchasing – the Driver for Green Technology and Eco products Leading to Green Growth
- A Low Carbon, Green Economy as a National Development Strategy
- Green Business Opportunities

## WHO SHOULD ATTEND

- Government Officials
- Bankers & Financial Planners
- Energy Planners
- Transport Policy Makers
- Architects
- Manufacturers
- Builders & Developers
- Procurement Officials
- Consultants
- Engineers
- IT Experts
- Waste Management CEOs
- ISO Consultants
- Town Planners
- Recyclers
- Eco-Label Consultants

## PARALLEL SESSIONS

- Green Energy • Green Buildings • Green Townships • Sustainable Transportation • Green Financing
- Resource Recovery / Waste Management for Green Values • Green Purchasing / Sustainable Public Procurement
- Green IT and Smart Grid

# DISTINGUISHED AND INTERNATIONALLY RENOWNED SPEAKERS



**"Market Driver for Green Growth: Solution to Combating Climate Change by Green Purchasing"**

**Professor Ryoichi Yamamoto**, Chairman, International Green Purchasing Network (IGPN), an organization that promotes Green Purchasing around the globe, and Expert in environmentally conscious materials and design as well as in Life-Cycle Assessment.



**"Factor Five: Transforming the Global Economy through Energy & Resource Productivity"**

**Professor Dr. Ernst Ulrich von Weizsäcker**, Co-chair of the International Panel on Sustainable Resource Management and author of Factor Five: Transforming the Global Economy through 80% Improvements in Resource Productivity.

## Nobel Prize Winner **Scientists** Inventors



**"Policy Dimensions of Climate Change"**

**Dr. Rajendra K. Pachauri** has served as Chair of the Intergovernmental Panel on Climate Change (IPPC) since 2002. The IPCC shared the Nobel Peace prize with Al Gore in 2007. He is also Director General of TATA Energy Research Institute (TERI).



**"Green Certification: A Case Study of Malaysia Airports Berhad (MAB)"**

**Tan Sri Bashir Ahmad Abdul Majid**, Managing Director & CEO, Malaysia Airports Bhd. since June 2003. Malaysia Airports is a public listed company and operates the KL International Airport and 38 other airports in Malaysia.



**"Private Sector Financing for Green Growth"**

**Teisuke Kitayama**, President, Sumitomo Mitsui Financial Group (SMFG), the holding company for Sumitomo Mitsui Banking, which is the third-largest bank in Japan. The bank's operations include retail, corporate, and investment banking, asset management, securities trading, and loans.



**"Greening the Supply Chain"**

**Scot Case**, Executive Director of the EcoLogo Program, is an internationally recognized expert on responsible sourcing, green supply chains, and environmental marketing with more than 15 years of professional experience. As Vice President of TerraChoice, Scot has helped connect purchasers seeking more environmentally and socially responsible products with the manufacturers supplying them.

## Entrepreneurs CEOs & Presidents **Authors**

**Plus 80 more renowned local & international speakers**



**"Green Purchasing - the Driver for Green Technology and Eco Products Leading to Green Growth"**

**Mark Hidson**, Director, Sustainable Procurement Programme, Local Governments for Sustainability (ICLEI), a network of sustainable cities worldwide. The organisation is actively engaged in the European Sustainable Cities & Towns Campaign, which is associated with the globally recognised Aalborg Charter and Commitments, and supports the Covenant of Mayors Initiative.



**"Wongpanit System of Recycling"**

**Dr. Somthai Wongcharoen**, founder of Wongpanit Group of Companies. Dubbed as Thailand's "King of Recycling", Dr. Somthai Wongcharoen has received numerous awards and recognition.

## INTERNATIONAL GREEN TECHNOLOGY AND PURCHASING CONFERENCE • 15-16 OCTOBER 2010

### DAY ONE Friday • 15 October 2010

8.30 am	Registration of participants, guests and members of the media
9.00 am	Arrival of Guest of Honour
9.05 am	Welcome Address by <b>YBhg Dato' Dr. Halim bin Man</b> , Secretary General, Ministry of Energy, Green Technology and Water, Malaysia
9.10 am	Address by <b>YBhg Tan Sri Datuk Mustafa Mansur</b> , President, Green Purchasing Network Malaysia
9.15 am	Address by <b>YB Dato' Sri Peter Chin Fah Kui</b> , Minister of Energy, Green Technology and Water, Malaysia
9.30 am	Official Opening Ceremony <b>YAB Tan Sri Muhyiddin Hj. Mohd Yassin</b> , Deputy Prime Minister, Malaysia
10.00 am	Tea break/VVIP Visit to IGEM2010
10.30 am	Factor Five: Transforming the Global Economy Through Energy and Resource Productivity
11.00 am	Policy Dimensions of Climate Change
11.30 am	Green New Deal: Prospects for a New Economy, Employment, and Mitigating Climate Change
12.00 pm	Q&A session
12.15 pm	Lunch break
2.45 pm	A Low-Carbon, Green Economy as a National Development Strategy • Malaysia's GT Roadmap Initiatives Towards Green Economy • Asia's Green Growth
3.45 pm	Market Driver For Green Growth • Solution to Combating Climate Change by Green Purchasing • Green Purchasing - The Driver for Green Technology & Eco Products Leading to Green Growth
4.45 pm	Tea break
5.15 pm	Green Finance and Policy Reform Towards a Green Economy
6.30 pm	Networking Cocktail

### DAY TWO Saturday • 16 October 2010

8.30 am	Registration of participants, guests and members of the media
8.45 am	Keynote: Towards a Solar Economy
9.15 am	Sustainable Futures: New Economic Model (NEM)
9.35 am	Green Business Opportunities
10.15 am	Tea Break
10.45 am	Parallel Sessions on Green Business Opportunities & Challenges
6.00 pm	Plenary session: Conclusion and Recommendations

## WORKSHOP ON CALCULATING CARBON CREDITS UNDER CLEAN DEVELOPMENT MECHANISM (CDM) • 16-17 OCTOBER 2010

### DAY ONE Saturday • 16 October 2010

9.00 am	<b>Introduction to CDM and the CDM Project Cycle</b> • Climate Change Issues • The role/responsibilities of UNFCCC • Malaysia's commitments & Initial Communication
10.00 am	Tea Break
	• Introduction to CDM • The CDM Project Cycle • Roles of Institutions involved
1.00 pm	Lunch
2.00 pm	• The CDM Process in Malaysia, institutional set-up and National CDM Approval Criteria
3.30 pm	Tea Break
4.00 pm	• The Carbon Market Process & Calculation • Finance & Funding

### DAY TWO Sunday • 17 October 2010

9.00 am	<b>Calculating Carbon Credits</b> • Determination of Additionality of a Project
10.30 am	Tea Break
11.00 am	• Practical experience in Developing a CDM Project
1.00 pm	Lunch
2.00 pm	• Exercise on screening projects eligibility under CDM
3.30 pm	Tea Break
4.00 pm	• Exercise on filling out a Project Development Document (PDD)

## WORKSHOP ON CARBON FOOTPRINT LABELS • 17 OCTOBER 2010

### Sunday • 17 October 2010

9.00 am	A New Label is Arising – Carbon Footprint Label Carbon Footprint Label in Japan	2.00 pm	Carbon Footprint Label in Taiwan Carbon Footprint Label in Korea Resources and Capacities to Support an Eco Labelling Scheme
10.00 am	Tea Break	3.30 pm	Tea Break
11.30 am	Carbon Footprint Label in Thailand Type III Environmental Declarations and the Carbon Footprint Label	4.00 pm	How to Help Consumers Identify and Choose Green Green Marketing and Consumers
1.00 pm	Lunch Break		

**Please fax/post/email completed form to:**

Conference Secretariat, Green Purchasing Network Malaysia  
 23-1 Jalan PJU 1/3B, Sunway Mas Commercial Centre, 47301 Petaling Jaya, Selangor, MALAYSIA  
 Fax: +603 7880 7003 Email: conference@gpnm.org www.gpnm.org/conf

YES! Please register me for the International Green Technology & Purchasing Conference 2010.

**REGISTRANT'S INFORMATION** (Please use only one method to register to avoid duplicate charges)

Name : Dr./Mr./Ms./	Nature of business :
Position :	Address :
Mobile :	
Email :	Country&Postcode :

(Please ensure valid email address to receive confirmation)

**I. CONFERENCE FEES** - Participants can also select the various optional packages as follows :

Package	Event	Dates	Malaysian participants	Foreign participants	Your selection
1	I. International Green Technology and Purchasing Conference	15 - 16 Oct	RM 750 RM 500 (student)	USD 350	
2	II. Workshop on Calculating Carbon Credits using CDM	16- 17 Oct	RM 750 RM 500 (student)	USD 350	
3	I. International Green Technology and Purchasing Conference * III. Workshop on Carbon Footprint Labels	15--17 Oct	RM 1100 RM 850 (student)	USD 500	
4	II. Workshop on Calculating Carbon Credits using CDM * I. Day 1 of Conference [15 Oct]	15 - 17 Oct	RM 1100 RM 850 (student)	USD 500	

Includes conference kit and meals /refreshments for duration of conference. Registration fees must be received in full. Participants are requested to pay all additional charges and handling fees by his or her bank(s). Receipts will be issued upon arrival at the conference.

**II. For participants selecting Package 1 or 3, please indicate the Parallel Session (x):**

- |  |  |
|--|--|
| <input type="checkbox"/> A. Green Energy                                     | <input type="checkbox"/> B. Green Buildings            |
| <input type="checkbox"/> C. Green Townships                                  | <input type="checkbox"/> D. Sustainable Transportation |
| <input type="checkbox"/> E. Recovery/ Waste Management for Green Values      | <input type="checkbox"/> F. Green Financing            |
| <input type="checkbox"/> G. Green Purchasing/ Sustainable Public Procurement | <input type="checkbox"/> H. Green IT and Smart Grid    |

**III. MODE OF PAYMENT**

- Participants can select one of the following modes of payment

- Government local order       Bank draft/cashier's order/banker's cheque       Telegraphic transfer

**Payment by cashier's order/banker's cheque/government local order:**  
 Only available for participants who are in Malaysia. Cashier's orders/banker's cheques should be made out to GPNM Account 2

**Payment by telegraphic transfer/bank draft:**  
 This option is available for participants outside Malaysia. (For telegraphic transfers, please fax your t.t. receipts to the Conference Secretariat).

The following is the information you will need to process the t.t./ bank draft.

Name of Beneficiary: GPNM ACCOUNT 2  
 Bank : Malayan Banking Berhad,  
 62-66, Jalan SS21/35,  
 Damansara Utama,  
 47400 Petaling Jaya, Selangor  
 Account No. : 564191025848  
 Bank swift code : MBBEMYKL

## WORLD CLASS VENUES



### Kuala Lumpur Convention Centre, Kuala Lumpur

The Kuala Lumpur Convention Centre, in the heart of Kuala Lumpur's business, shopping and recreation district, is a state-of-the-art exhibition, conference and events facility that sits on the edge of the leafy Kuala Lumpur City Centre (KLCC) Park. Within walking distance to the KLCC Towers, 5-star business hotels and linked by tunnel to the Suria KLCC shopping mall and entertainment complex, it is the ideal location for conference and exhibition.



### Mandarin Oriental Hotel Kuala Lumpur

Mandarin Oriental, Kuala Lumpur is located right by the country's world famous Petronas Twin Towers, giving the most distinctive meeting address in the capital. With one of the largest Five-Star venues in the capital, the hotel has the expertise in staging major meetings and is well versed in delivering VIP services with dedication to delegates' needs to make them feel like VIPs.

#### • JOINT ORGANIZERS



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Ministry of Agriculture and Agro Based Industry  
Ministry of Works  
Ministry of Domestic Trade, Cooperatives & Consumerism  
Ministry of Human Resources  
Ministry of Housing & Local Government  
Ministry of Foreign Affairs



Economic Planning Unit,  
Prime Minister's Department



Malaysia External  
Trade Development Corporation

#### • IN COLLABORATION WITH



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Asian Development  
Bank (ADB)



Korean Green  
Purchasing Network



Green Purchasing  
Network India



Swedish Environmental  
Management Council (SEMC)



Asian Productivity  
Organization (APO)



Green Purchasing  
Network Japan



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Hong Kong  
Green Council



ICLEI - Local Governments  
for Sustainability



Thailand Green  
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#### • SUPPORTING ORGANIZATIONS



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SME International Cooperation  
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For more information, contact :



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Email : azkl@mpc.gov.my

**A GREEN  
NEW DEAL**

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