



**GREEN
BUSINESS
FORUM 2009**

Green Business Forum 2009

'Climate Change' changes Business

July 16 (Thu) ~ **July 17** (Fri), 2009

Grand Ballroom(1st Floor), **Grand Hyatt Seoul**

Hosted by Ministry of Knowledge Economy (MKE)
Korea Energy Management Corporation (KEMCO)

Sponsored by Presidential Committee on Green Growth
Korea Energy Climate Change Institute





GREEN BUSINESS FORUM 2009

Why does climate change serve as a business opportunity?

Welcoming Message

Our survival has been threatened by climate change, a product of industrialization. As a response, the international community has adopted the United Nations Framework Convention on Climate Change (UNFCCC) and the Kyoto Protocol to prevent global warming.

Upon adopting the Kyoto Protocol, ways of reducing greenhouse gas emissions such as Clean Development Mechanism (CDM), Joint Implementation (JI), Emission Trading (ET) were introduced. This introduction was followed by the innovation of a new industry and a market mechanism. Under the Kyoto Protocol, carbon trading has become an inevitable task to accomplish, thus, the carbon trading market such as the CDM business is expected to grow significantly.

Lately a lot of countries around the world have been participating in the so-called "green race" to take the initiative, recognizing the role of the green industry and green technology as the new growth engines in the future global market. Last year, the Republic of Korea has joined this race, stating that the "low carbon & green growth" is a new cornerstone for the national development.

Climate change is now opening a new chapter in the history of business. The forum will be very helpful for companies that try to carry out "low carbon & green management" and "climate change business". At this forum, strategies on climate change business models, overseas greenhouse gas reduction project cases, and the market status of climate change business will be discussed with prominent experts from the Republic of Korea and other countries.

Please take a part in this forum and contribute your invaluable insights and opinions.

Thank you

June, 2009



Lee Tae-yong
President of KEMCO

Overview

Title	Green Business Forum 2009
Date	July 16 (Thu) ~ July 17 (Fri), 2009
Theme	'Climate Change' changes Business
Venue	Grand Ballroom(1st Floor), Grand Hyatt Seoul
Hosted by	Ministry of Knowledge Economy (MKE) / Korea Energy Management Corporation (KEMCO)
Sponsored by	Presidential Committee on Green Growth / Korea Energy Climate Change Institute
Language	Korean (Simultaneous interpretation: Korean -English, Korean -Japanese)

■ PROGRAM

July 16 (Thu)

09:30~09:35

09:35~09:45

09:45~09:55

09:55~10:10

10:10~10:25

10:25~10:40

10:40~11:00

11:00~11:20

11:20~11:40

11:40~12:00

12:00~13:30

13:30~13:50

13:50~14:10

14:10~14:20

14:20~14:30

14:30~14:50

14:50~15:10

15:10~15:30

15:30~15:40

15:40~16:00

16:00~16:20

16:20~16:30

July 17 (Fri)

09:30~09:45

09:45~10:00

10:00~10:20

10:20~10:40

10:40~11:00

11:00~11:10

11:10~11:30

11:30~11:50

11:50~12:00

12:00~13:30

13:30~13:50

13:50~14:10

14:10~14:30

14:30~14:40

14:40~15:00

15:00~15:20

15:20~15:30

Opening Session

OPENING REMARKS

WELCOMING REMARKS

CONGRATULATORY REMARKS

KEYNOTE ADDRESS

Signing the MOU with ADB for FCF investment *[FCF : Future Carbon Fund]

Coffee Break

Session I. Green Bridge between Developed Countries and Developing Countries

INTRODUCTION OF KOREAN GREEN POLICY AND INDUSTRY • Presidential Committee on Green Growth

KOREAN CLIMATE CHANGE POLICY • Ministry of Knowledge Economy

CLIMATE CHANGE & SUSTAINABLE FINANCE – CDM (1) • World Bank

CLIMATE CHANGE & SUSTAINABLE FINANCE – CDM (2) • Asian Development Bank (ADB)

Luncheon

INFRASTRUCTURE BUILDING FOR ADDRESSING CLIMATE CHANGE – INTERNATIONAL ORGANIZATION (1)
United Nations Development Programme (UNDP)

INFRASTRUCTURE BUILDING FOR ADDRESSING CLIMATE CHANGE – INTERNATIONAL ORGANIZATION (2)
United Nations Environment Programme (UNEP)

DISCUSSION

Coffee Break

Session II. Addressing Climate Change & Supporting Developing Countries

KOREA'S ACHIEVEMENTS ON SUPPORTING INTERNATIONAL CLIMATE CHANGE BUSINESS
Korea Energy Management Corporation (KEMCO)

SAMPLE CASE OF INTERNATIONAL CLIMATE CHANGE BUSINESS (1) • Vietnam

SAMPLE CASE OF INTERNATIONAL CLIMATE CHANGE BUSINESS (2) • Nepal

Coffee Break

SAMPLE CASE OF INTERNATIONAL CLIMATE CHANGE BUSINESS (3) • Cambodia

SAMPLE CASE OF INTERNATIONAL CLIMATE CHANGE BUSINESS (4) • Indonesia

DISCUSSION

Session III. Climate Change Business Networking

ANNOUNCEMENT OF THE IPE T/F PLAN

*(IPE: Identification & Pre-Evaluation on Overseas GHG Reduction Project)

Signing the MOU on a power plant construction using biomass in Gorontalo Province, Indonesia

INTRODUCTION ON ASIA AND THE PACIFIC CLIMATE BUSINESS MARKET

United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

OVERSEAS GHG REDUCTION PROJECT DEVELOPMENT (1) • Mitsubishi UFJ Securities

OVERSEAS GHG REDUCTION PROJECT DEVELOPMENT (2) • Ecosecurities

Coffee Break

OVERSEAS GHG REDUCTION PROJECT DEVELOPMENT (3) • Traditional Finance Service (TFS)

OVERSEAS GHG REDUCTION PROJECT DEVELOPMENT (4) • Point Carbon

DISCUSSION

Luncheon

Session IV. Future Climate Business Model

STRATEGY ON CLIMATE CHANGE BUSINESS MODEL • Chonnam National University

SECTORAL CLIMATE CHANGE BUSINESS MODEL (1) - NEW & RENEWABLE ENERGY
Ministry of Economic Affairs and Energy of the State of North Rhine – Westphalia, Germany

SECTORAL CLIMATE CHANGE BUSINESS MODEL (2) - FINANCIAL BUSINESS • Asian Development Bank (ADB)

Coffee Break

SECTORAL CLIMATE CHANGE BUSINESS MODEL (3) - LEGISLATION • Baker & Mackenzie

SECTORAL CLIMATE CHANGE BUSINESS MODEL (4) - CARBON TRADING • Chicago Climate Exchange (CCX)

DISCUSSION

*Note : This program is subject to change.

Registration

Please complete and send the attached registration form via fax or e-mail to the secretariat. Registration forms are also available to be downloaded from the official website.

Green Business Forum 2009 Secretariat

- **Contact Person** : Mr. Jason Kim (Registration)
- **Address** : 2F Sim-Kyung Bldg. 951-26 Dogok-Dong, Gangnam-Gu, Seoul Korea 135-270
- **Phone** : +82-2-3461-1318~9
- **Fax** : +82-2-3461-1340
- **Email** : gbf2009@unineo.com
- **Official Website** : www.kemco.or.kr
- **Registration Fee** : None
- **Registration Deadline** : July 10th(Fri), 2009, 18:00

*The number of seats are limited and registration will be done on a first-come-first-served basis.
For all opening session participants, please be seated by 09:00 on the 16th of July.

*Luncheons will be served.

Venue

Grand Hyatt Seoul

- **Address** : Grand Hyatt Seoul 747-7 Hannam 2-Dong, Yongsan-Ku, Seoul, South Korea
- **Tel** : 02) 797-1234 • **Fax** : 02) 798-6953
- **Website** : <http://www.grandhyattseoul.co.kr>

[TRANSPORTATION]



- **Local Line(Green)** : 0014
- **Main Line(Blue)** : 402



- **No. 6 subway line** :
Get out of gateway No. 1 from Noksapyeong station and ride a local bus No. 3 heading to the Grand Hyatt Seoul right across the street.



- **Hannam Bridge** : the direction of Yaksu Dong > enter the Namsan highway > Turn left at the 2nd traffic light
- **Banpo Bridge** : the direction of tunnel No.3 > Turn right at the Rok Army Central Finance Corps > Turn right at the head of a slope
- **Seoul station** : Turn right at the Sungnyemun > Turn right at the end of Namsanhigh way
- **Dongho Bridge** : Turn left at the Yaksustation > the direction of Itaewon > Turn right at the Sungnyemun milestone > Turn left at the 2nd traffic light