





# 2nd Annual ENVIRONMENTAL CONFERENCE 2009

Shaping an Environmentally Responsible Society with Equitable Solutions  
24th & 25th February 2009, Berjaya Times Square Hotel & Convention Center, Kuala Lumpur

## DAY ONE: 24th February

8:30 a.m. Registration

9:15 a.m. Session 1

### Common Wealth: Equitable Solutions to a Global Crisis

According to the Director of the Earth Institute, Columbia University – Prof. Jeffrey D. Sachs in one of his article “Common Wealth” in Time Magazine, global sustainable development and environmental issues are in fact not “deathly expensive to solve” and the solutions requires the four elements: “a clear objective, an effective technology, a clear implementation strategy and a source of financing.”, coupled with a vision for the greater good. Hence, it implies that problems that we have been and will be facing, requires us to seek equitable solutions that will benefit majority, if not all, stake holders sustainably, both in terms of economic and environmental aspects.

- Revisiting the Millennium Development Goal (MDG): The progress, the challenges and the results
- As Asia boom, what have governments and corporations contributed or should contribute in terms of policies and aids to facilitate equitable solutions to environmental sustainability issues? What should be the priorities?

10:30 a.m. Coffee Break

### Environmental Protection and Natural Resource Management

11:00 a.m. Session 2

### Greening the Urbanization Trend: Planning for a Sustainable City

Given the fact that researches has projected that Asian urban population will double from 1.7 billion between 2000 to 2030, it is no wonder that pressure amounts on the local governments and municipalities to look into various alternatives in today's urban planning for sustainable development in their cities.

- What does it mean to go-green in forming an environmentally sustainable city?
- What are the factors and challenges to consider in the development of a sustainable and liveable city?
- What are the policies and strategies that local authorities should adopt in order to put them on track in building such a city?
- What are the roles of corporations in facilitating the formation of a sustainable city?
- Who are the global role models to look for and what can we learn?

12:45 p.m. Lunch

2:00 p.m. Session 3

### Land and Biodiversity Management: The Solutions, Impacts and Effectiveness

Research has shown that deforestation in the developing world accounts for 20 percent of global greenhouse gas emissions and together with it, the depletion of biodiversities. With booming population and increasing scarcity of land, managing development while conserving land and biodiversity is proving to be a major challenge globally.

- State of the Environment in Malaysia
- What are the critical factors and issues governing land and biodiversity management, particularly in Malaysia?
- How can one formulate solutions that promote equity for the environment and local community, while supporting development?
- How effective has past and current solutions been? Gaps to fill?
- What should be the role of corporations in land and biodiversity management?
- Funding green projects and biodiversity conservation: A New Forest Experience

3:30 p.m. Session 4

### The Malaysian Eco-tourism Industry: Creating Value with the Gifts of Nature

The trend of eco-tourism worldwide had been picking up in the recent decade and it has been an area of development in Malaysia. However, there have been concerns of overdevelopment and issues of balancing development with conservation, which requires the attention of all the industry's stakeholders, such that it can be resolved to allow the continual promotion of the country's natural heritage in a sustainable manner.

- How has the eco-tourism industry benefited the local communities, both economically and environmentally?
- What are the causes and effects of possible unsustainable or overdevelopment in the eco-tourism industry?
- What then would be the necessary policies and solutions to sustain the natural environment and resources that is vital to the industry?
- How does the National Eco-tourism Plan aid in the endeavour of providing a balanced approach in safeguarding the interest of all stakeholders?
- Benchmarking: Where does Malaysia stand in terms of natural resource management in its eco-tourism activities as compared to its regional or global counterparts?

5:00 p.m. Refreshments/ End of Day One

## DAY TWO: 25th February

8:30 a.m. Registration and Coffee

### Pollution and Waste Management

9:30 a.m. Session 5

### At the Forefront of Waste and Pollution Management: A Japanese Approach

Japan is the story of a remarkable country that has shifted from an era of heavy pollution and waste in its early industrializing years, into a new generation that is highly efficient and effective in resource and waste management. With household concepts such as “Mottainai”, conservation of the environment and its resources has become as much a culture as it is a necessity. This session provides an opportunity for participants to learn and share experiences on the Japanese approach in advancing solutions on managing waste and pollution.

11:00 a.m. Session 6

### Greening the Consumer Products: Perspectives from the Industry

From 3R's to Cleaner Production, manufacturers and producers today are realizing the importance of incorporating environmental friendly practices into their business model and their final products or services. Participants have a chance to learn from the industry players on green practices in their organizations, in particular eco-friendly waste and pollution management initiatives in the sourcing and life-cycle of their products.

12:00 p.m. Lunch

## Climate Change and Energy

1:00 p.m. Session 7

### Clean Technology: Trends and Issues

Clean technology has been booming in recent years. Clean Edge has reportedly that the clean energy technology sector alone is estimated to grow from USD 40 billion in 2006 to USD 167 billion a decade later. Hence, what are the current trends and issues facing such a lucrative industry?

- Demand and Supply: An Overview
- Financing clean technology initiatives: What are the current options?
- How has the current financial crisis impacted development of clean technologies?
- What are the latest innovations in clean technology?
- Outlook on trend of fossil fuel in the energy mix

2:30 p.m. Session 8

### Environmental Education: Planting the Seeds for a Greener Generation

The fight to curb climate change and environmental issues is a long term war that will most likely carry-on for generations to come. Therefore, there is no better means than education itself to sow the seeds of awareness in the next generation so that they are well-equipped with the understanding and capacities to continue the efforts of securing a cleaner and greener future.

- What has been the progress and achievement of environmental education in Malaysia?
- Where does Malaysia stand in terms of environmental awareness, particularly in the younger generation, in comparison with its regional counterparts?
- What are the improvements that can be done to move the environmental education system or mechanisms in Malaysia further forward?
- What is the role of both public and private sector in such effort?
- Project Watch:
  - Bayer Young Environmental Envoy (BYEE)
  - Malaysian Nature Society Environmental Education Programmes

3:30 p.m. Panel Discussion

### The Report Card on Global Environmentalism: Where Are We Now? Where Will We be in the Future?

Global environmentalism movements have come a long way. Yet the task and issues at hand seem never-ending. There is a need to weigh the results at present, so that one can chart the course for the future. Discussion by panels in this session will include:

- What have global environmental movements achieve by far?
- Were we and are we heading in the right direction?
- What should be the priorities for the future?
- Progress update on post-Millennium Development Goal (MGD) negotiations and plans

4:30 p.m. Refreshments/ End of Conference

#### Note:

- All Moderators and Speakers invited are subject to confirmation
- The organizer reserves the right to change the programme and speakers in the best interest of the conference
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## Invited Role Players

**Datuk Hj. Salleh B. Yusup**, Director General, Kuala Lumpur City Council

**Dato' Hajah Rosnani Bt Ibrahim**, Director General, Department of Environment, Malaysia

**Dato' Dr Dionysius S.K. Sharma**, Executive Director/ Chief Executive Officer, WWF Malaysia

**Dato' Dr. Abdul Rashid B. Hj. Ab. Malik**, Deputy Director General – Research and Development, Forest Research Institute Malaysia (FRIM)

**Dato' Dr. Ong Hong Peng**, Secretary General, Ministry of Tourism

**Datuk Ir Wahiruddin Abd Wahid**, Executive Director, Business Council for Sustainable Development in Malaysia

**Dato' Pian Bin Sukro**, Chairman, The Energy Commission of Malaysia

**Dr. Zaaba Zainol Abidin**, Director, Eco-tourism Division, Department of Wildlife and National Parks (DWNP)

**Dr. Nadzri bin Yahya**, Director General, National Solid Waste Management Department

**Dr. Haili Bin Dolhan**, Deputy Director General of Education – Policy and Educational Development, Ministry of Education Malaysia

**Dr. Ahmad Fariz B. Hj Mohamed**, Chairperson, Research Centre for Environmental, Economics and Social Sustainability

**Ms. Maree Candish**, Director, New Forests Asia Sdn. Bhd.

**Mr. Philip Mathews**, Assistant Director-General, Institute of Strategic and International Studies (ISIS) Malaysia

**Mr. Yao Xian Bin**, Director General and concurrent Chief Compliance Officer, Asian Development Bank (ADB)

**Mr. Yeo Heng Hau**, Deputy Secretary General – Policy and Development, Ministry of Housing and Local Government

**Ms. Fun Siew Leng**, Director – Urban Planning and Design, Urban Redevelopment Authority (URA), Singapore

**Mr. Wong Hon Wai**, Chairman, Penang Town and Country Planning and Housing Committee

**Mr. Wong Tack**, President, Sabah Environment Protection Association (SEPA)

**Mr. Lim Kok Boon**, President, Malaysian Plastics Manufacturers Association (MPMA)

**Mr. Lee Weng Seong**, Chairman/ CEO, Phillips Group of Companies, Malaysia

**Mr. Yee Boon Yeow**, Managing Director, BASF (Malaysia) Sdn. Bhd.

**En. Rosman Hamzah**, Director of Business Development, Alstom, Malaysia

**Mr. Soeren Varming**, Managing Director/ Founder, YTL-SV Carbon Sdn. Bhd.

**Ms. Ruth Yeoh**, Director of Investments, YTL Corporation Bhd

**Mr. I.S. Shanmugaraj**, Head of Environmental Education Division, Malaysian Nature Society

**Mr. Christoph Alexander Bremen**, Managing Director, Bayer Co. (Malaysia) Sdn. Bhd.

**Mr. Nithyanathan Nesadurai**, Vice-President, Environmental Protection Society Malaysia

**En. Faisal Parish**, Managing Director, Global Environment Centre

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## Participant's Information

(1) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_  
Company: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

(2) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_  
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(3) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_  
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## Contact Person's Details

Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_  
Company: \_\_\_\_\_  
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Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment


\_\_\_\_\_ (no of Pax) x \_\_\_\_\_ (fee)


= RM \_\_\_\_\_


Enclosed herewith bankdraft/Cheque No. \_\_\_\_\_


## 5 Easy Ways To Register

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 [info@aep.com.my](mailto:info@aep.com.my)

 Suite C-3A-2, Plaza Mont' Kiara  
No. 2 Jalan Kiara, Mont' Kiara,  
50480 Kuala Lumpur, Malaysia

 603-6203 2009

 603-6203 5030

## Registration Fee

### Standard Rate

RM1,980.00 per delegate

Group discount of 10% will be extended to organization sending 3 or more delegates.

Fee is inclusive of lunch, refreshments and documentations.

## Venue

### Date

24th & 25th February 2009

### Venue

Berjaya Times Square Hotel & Convention Center, Kuala Lumpur

## Registration Information

### Payment

All payment must be made in advance of the conference. Bank drafts or cheques should be crossed and made payable to Asia Executive Programs Sdn Bhd together with the completed registration form.

### Cancellation

A prompt refund minus a service charge of 15% will be levied for cancellations received in writing 10 days before the date of the conference. Alternatively, you may nominate a substitute. We would appreciate advance notice.

### Registration Procedure

Please complete and fax the registration form to book a seat/seats to the address listed below :

#### a) Asia Executive Programs Sdn Bhd

(623109-U)  
Suite C-3A-2, Plaza Mont' Kiara,  
No. 2 Jalan Kiara, Mont' Kiara,  
50480 Kuala Lumpur, Malaysia  
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Fax : 603-6203 5030

E-mail : [info@aep.com.my](mailto:info@aep.com.my)

Website : <http://www.aep.com.my>

#### b) Payment can be deposited directly to :

**Asia Executive Programs Sdn Bhd**  
(623109-U)

**Account No. 14194 0010017352**  
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Please notify us of your payment by faxing a copy of your remittance to us.