

Investment Strategies for Green Economies: Opportunities and Challenges

GREEN INVEST CONFERENCE 2010



11 DOE
CPD Credit
Hours



29th -30th June 2010, Berjaya Times Square Hotel, Kuala Lumpur

**New
Dates**

Introduction

As the impact of climate change issues intensifies, the dynamicity of global green movements have been increasing in recent years. It is without doubt that environment, social and economic impacts of climate change has changed the direction of business developments. This is vividly seen not just in the West, but also in Asia. The immense effort to boost the Malaysian economy paired with the recent implementation of the nation's Green Technology Policy, the pressure for eco-friendly practices is more evident now, more than ever.

The developments on green technology in Malaysia have become another major hotspot for global investors. As part of the developing economies in Asia, Malaysia has taken significant steps to put itself in the multi-billion global green-tech arena with its latest green policies and efforts to be the forefront in the green industry. However, with major players like China, Korea and Japan, how will Malaysia position itself in the global green tech market? What are the viable investment options available for foreign and local investors alike in the country which will set the nation apart from other countries in the region? This 2-day conference will take a look at some of the latest green issues and development in the Asia Pacific region, particularly Malaysia as well as serve as an excellent platform for potential investors to explore and determine what opportunities lies ahead in the up-and-coming green ventures in Malaysia as our panel of experts analyse and discuss the various green investment options available locally.

This Highly Focused 2-day Conference will:

- PROVIDE** you with updates, insights and future trends of Malaysia's green market
- REVIEW** the Malaysian government policies and initiatives in moving the green technology market forward
- DETERMINE** various green investment opportunities available in Malaysia and learn each of its potential barriers
- EXPLORE** and assess future merger and acquisition activities in the local green industry and how it will create momentum to the industry

Objectives of the conference:

- To enlighten the participants and prospective investors on the latest local and regional green trends
- To provide a platform for exchange of ideas that will spark further improvements in green technology development
- To set the platform for investors, financiers, clean energy developers and government representatives to engage in local efforts to address energy crisis and climate change
- To serve as an excellent touch point for green business networking within a highly focused group

Who should not miss this event:

Senior Executives, Heads, Partners and Senior Managers in the Strategic/Corporate Planning/Business Development / New Ventures from the following organisations:

- Government Agencies
- Corporate/Institutional Investing Companies
- Environmental Groups/NGOs
- Consultancy/ Advisory Companies

Developed & organized by:



For further information please contact

+603-6203 2009 +603-6203 5030 info@aep.com.my www.aep.com.my

Day One

8.00am	Registration & coffee
9.00am	Welcome Address Chairman of Organizing Committee
9.10am	Session 1 Beyond 2010: Prospects, Challenges and the Drivers for Asia's bid for a Greener Development As the Asian economy clear its way for a rebound, the green investments funds continues with a bullish trend. However, the urgency of the current climate change issues coupled with the complexity of current market requires thorough assessments of all aspects, from policies to sustainability of green investment initiatives. This session provides a glimpse of the issues and potential outcomes of Asia's green development.
10.30am	Refreshments
11.00am	Session 2 A Green Economy in the Making : Malaysia's Green Ventures In an effort to build the country into a regional player in the green investment market, Malaysia has made green technology a corner stone of the country's development policy for the future and now, more than ever, the nation is moving even more swiftly and seriously in adapting green policies. <ul style="list-style-type: none"> • Policy and regulatory updates in Malaysia: Current governmental effort to promote green investing and what are the implications of this? • With the newly implemented green technology policy in Malaysia, how would this policy impact investment decisions of entrepreneurs, corporations and investors trading locally? • What is the general direction of green policy development locally heading? • Benchmarking with other ASEAN countries: What are the effective steps and strategies companies in Malaysia can take to elevate its effort towards going green? What are the lessons that can be learnt from other developing nations which have succeeded in the implementation of green policies?
12.30pm	Lunch
2.00pm	Session 3 Investment Highlights: Asia's Green Tech Movement 'Socially Responsible Investments (SRI) Outperforms KLCI' (CSR Malaysia) strongly suggest that customers are not only more informed of the underlying returns greener investments bring but they are also moving towards that direction. This outlines the vast emerging opportunities through responsible investing. <ul style="list-style-type: none"> • The rationale of SRI investing versus stock market trading: How SRI create sustainable profits and why greener business models are attracting a new customer base? • Maximizing your returns through green investments: What are investors investing in and what are their selection criterions? • How responsible investing aid in solving the current financial crisis: How investors can do their part in rebuilding the local financial arena while maximizing their returns?

3.30pm

Session 4

Developing Clean Energy Technologies and Infrastructures under Challenging Economic Times

The hopes of making Malaysia a regional hub for green technology particularly in renewable energy paired with a forecast in increase in electricity demand which is expected reach 18,947 megawatts (MW) in year 2030, the local market for clean energy is set to boom. This session discusses the scale and nature of the investment opportunities presented by renewable (clean) energy technologies, the need for the development of clean energy as well as discusses the barriers this investment option may pose.

- What are the finance opportunities for the clean energy market? What are the investment opportunities presented by the clean energy market?
- What are the current policies on clean energy in Malaysia which makes it a viable investment option?
- New players in the clean energy market. Who are they and what are their roles in driving the industry forward?
- What are the gaps in Malaysia's clean energy market? What are the steps needed for the local clean energy market to be at par with those of developed nations?

5.00pm

End of Day 1

Day Two

8.00am

Registration & Coffee

9.00am

Session 5

Shifting towards a Greener Market: Implications on the Malaysian Market

'While the role of public policy is clearly important, it is certainly not enough to turn around the market' (Malaysian Association of Standards). This means local companies as well as foreign companies trading in Malaysia must do their part to achieve the economic benefits of shifting towards a greener market. What does this imply to local and foreign companies and how great are the potential returns on investment (ROI)?

- Opportunities and benefits of moving towards a greener market
- What will be the underlying drivers and obstacles?
- The future of the Malaysian green industry: What are the growth opportunities for local and foreign entities in Malaysia?
- What are the current initiatives to stimulate the local green market and to increase domestic direct investments (DDI)?
- How severe are the impacts on current 'non-green' companies? What are the necessary steps needed to put them on par and above their greener competitors?

10.30am

Refreshment

11.00am

Session 6

Clean Water: Investing on Sustainable Water Solutions in Malaysia

As the nation progresses towards 2020, the demand for water is expected to soar in Malaysia as life expectancy increases and the effects of climate change becomes more severe. This has brought

investors' attention to tap into technologies that provide sustainable water solutions to meet this demand. The question now comes down to this: In this wake of climate change and the issue on scarcity of clean water escalating in recent years, can green technology in the water sector relieve the pressure on the water supplies for the region? Is investing in clean water a viable investment?

- Supply versus demand: how are the latest technological developments in the water sector coping with the increasing regional water demand? What does this imply to the Malaysian clean water market and how does it impact investment prospects in the country with regards to this industry?
- What should investors expect from the developments in Malaysia's water market in both the short and long term?
- What are the issues and barriers in investing in the local water market?

12.30pm

Lunch

2.00pm

Session 7

The Green Building Outlook in Malaysia: Potentials, Barriers and Complexities

Determined to achieve its developed nation status in 2020, a mere decade away, Malaysia will see emergence of many new buildings. This presents abundance of emerging opportunities in the Malaysian building sector and great potential for all industry players including investors, developers, architects and technology vendors in this arena. Though Malaysia has taken its first step in an effort to promote green building and construction with the introduction of its Green Building Index (GBI), it will take time before the prospects of green building sector in Malaysia take a leap.

- What are the potentials for green and sustainable buildings in Malaysia?
- What is the landscape for Malaysia's future sustainable building planning and construction?
- What impact/s does the GBI have on the building sector and how would this impact green investments locally?
- What is the potential growth in this sector within the next five years?

3.00pm

Session 8

Green Potentials in Malaysia's Waste Management: Turning Waste into Resources

Asia Pacific had been predicted the fastest growing waste and environmental management market in the world. Asia Development Bank (ADB) had previously estimated the growth of this USD 40 billion market at about 10 to 12 percent annually. In Malaysia itself, local authorities and waste management consortiums have to handle 17,000 tonnes of solid waste daily. With this potential growth, new players are looking to penetrate into this market and current industry players are expanding immensely, realising the potentials this market is set to bring.

- What role do solution providers play in taming the critical economic, social and environmental impacts of waste management issues in Malaysia?
- How do these issues translate into opportunity for green technology companies within the sector?
- What are the current government policies and effort in this sector?

- How would these policies impact investment decisions and activities of investors today?
- What are the investment opportunities in this sector? What are the potentials and barriers does this sector set to pose?

4.30pm

End of Conference

Invited Role Players

- YBhg Datuk Jailiah Baba, Director General, Malaysian Industrial Development Authority (MIDA)
- YBhg Prof. Dato' Ibrahim bin Komoo, Director, South East Asia Disaster Prevention Research Institute
- YBhg Dato' Dr. Nadzri Yahaya, Director General, National Solid Waste Management Department, Ministry of Housing & Local Government, Malaysia
- Mr William Kho, Managing Director, Carbon Capital Sdn Bhd
- Mr. Garth Taylor, ASEAN Trade Commissioner-Clean Energy and Environment, AUSTRADE, Malaysia
- Dr. Thomas SK Tang, Director, Corporate Sustainability, Asia, AECOM
- Mr. Steven Wong, Assistant Director-General, Institute of Strategic and International Studies (ISIS) Malaysia
- En Rosman Hamzah, Director of Business Development, ASTOM Asia Pacific Sdn Bhd
- Ralph Dixon, Director of Environmental Investments, YTL Corporation Bhd
- En. Mohamed Azrin Bin Mohamed Ali
- Mr Thirupathy Rao, Senior Consultant, EcoNomics Focal Point, WorleyParsons
- Ir Chen Yew Seong, Deputy Chairman, Association of Environmental Consultants and Companies (AECCOM)
- Prof Dr Yang Farina Abdul Aziz, Head, Centre for Water Research and Analysis (ALIR), Universiti Kebangsaan Malaysia
- Prof Dr Azni Bin Idris, Technical Director, Pakar Management Technology (M) Sdn Bhd
- En. Ir. Elias Bin Ismail, Senior General Manager, Technology Development and Innovation Sector, Construction Industry Development Board (CIDB) Malaysia
- Mr. CK Tang, Director, IEN Consultants Sdn. Bhd (confirmed)
- Prof Ir Dr Zuhairi Abd Hamid, Executive Director, Construction Research Institute of Malaysia (CREAM)
- Mr. Sapan Agarwal, Director - Environment & Building Technologies, Frost & Sullivan
- Mr. Matthias Gelber, Co Founder, Maleki GmbH
- Dr Ong Hwee Keng, Principal Research Officer, Malaysian Agriculture Research and Development Institute (MARDI)

Notes: -

- **The organiser reserves the right to change the programme and speakers in the best interest of the conference**