



第二届中国绿色公司年会  
2nd Annual Summit of China Green Companies

**Green Transformation:  
Forecast New Business Culture**

April 22-23, 2009  
Beijing, China



中国绿色公司  
China Green Companies

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2009 The 2nd Annual  
Summit of China Green Companies

- **Organizers:** China Entrepreneur Club, Daonong Center for Enterprise, and Green Herald Magazine
- **Co-organizers:** Alxa SEE Ecological Association, The Nature Conservancy, Sina.com
- **Strategic partners:** Guanghai School of Management of Peking University, China Entrepreneur Magazine
- **Overseas Representative:** Shang-Dao
- **Time:** 22-23 April, 2009
- **Venue:** Beijing, China

Dear

We are honoured to announce that the Second Annual Summit of China Green Companies will be held in Beijing on 22-23 April, 2009. The summit aims to promote the integration of business strategies, human values and ecological culture and to explore sustainable development of business to shape the new business culture in the 21st century.

Business, political and academic leaders with foresight and innovation spirit across the world will participate in dialogues on various subjects, such as Next Growth Engine of Global Economy, National Strategy of China, Nurturing Enterprise's Green Genes, Balancing Values among Stakeholders and etc. Delegates will try to explore ways of sustainable developments for business and the human civilization.

You are sincerely invited to participate in the summit and witness the Grand Award Ceremony of the Annual China Green Benchmarking Companies together with our other distinguished guests and journalists from leading Chinese media. We do look forward to your positive reply.

Yours sincerely,

China Entrepreneur club  
Daonong Center for Enterprise  
Green Herald Magazine  
Shang-Dao

## Green Revolution: Forecast new Business Culture

What leads business out of crisis?

What are the common values needed for the future?

Explore solutions in the context of dual challenges of economic and ecological crisis; probe into the construction of new business culture; reconstruct the global economic domain; find solutions for the future of both business and society. All the topics are challenging our capacity in strategic thinking.

The present crisis is catalyzing a revolution in the business world: A new growth engine is called and the economy driven by immoderate consumption is giving way to a much greener economy that balances resources, energy and developments of human beings. China is undergoing a transformation: From an extensive economy leading to resource waste and environment deterioration into an environmental friendly economy. Such a change calls for a new business philosophy that values the balance of rewards among all stakeholders rather than focus on the shareholders solely.

The summit is a forecast of the green revolution. It will set right direction and seek new powers for business developments, and thereby nurture a new business culture.

### PROGRAM TOPICS INCLUDE

Next growth engine of the global economy  
Future direction of China's national strategies  
The best practice of Chinese companies' green transformation  
Climate change negotiation and Chinese companies  
Win in economic recession: short-term interests and long-term values  
Outlook of China's environmental and economic policies  
Environmental resource market: A Chinese model  
From maximization of shareholders' interests to the balance of stakeholders' values  
Discover and nurture companies' green genes  
Game between innovators and interest groups  
From leaders to green giants  
Green waves: positive interactions between modes of producing and living  
Green industry and venture capital  
Innovative practices of sustainable finance  
Consumers at the Bottom of pyramid and the Green Lead Initiative

### SPECIAL VALUES

Global elites meet up to seek common values  
Grand award ceremony of China Green Benchmarking Companies  
Study the current crisis and predict future developments  
Cross-border interaction of new business cultures  
Discover the best cases of Chinese companies' green practice  
Valuable chance to showcase your brand, project or product  
China opportunity in the Carbon Era

### ABOUT EXPENSES

- > Participants: RMB 8000 per person or USD 1200 per person
- > The registration fees cover the complete program lunch and dinner of 22 & 23 April and summit materials.
- > Cancellation allowable upon written notice. 80% of the registration fee is refundable if cancellation request is made before 10th April, 2009 and non-refundable after that date.
- > The registration deadline is 15th April, 2009



Overseas Representative

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## Contact Information

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