

INVITATION TO:**Global Forum On Green Industry Initiative**

"Competitiveness and Innovation through Green Products and Processes"

Dates: **26th - 28th May, 2009**

Place: SEMIRAMIS Hotel, Cairo, Egypt

Dear Mr.....,

During the last week of May (from the 26th to the 28th) the **Global Forum on Green Industry Initiative** organized by UNIDO, the United Nations Industrial Development Organization, in collaboration with the RAC / CP, Regional Activity Centre for Cleaner Production Centre, the Egyptian National Cleaner Production Centre and the Ministry of Trade and Industry of Egypt will be held in CAIRO, in the InterContinental SEMIRAMIS Hotel. The main subject to be treated in the Forum will be the **Green competitiveness** and innovation through ecological products and processes, discussing the demonstration projects on the promotion and development of green industries, including innovative technologies for agro-waste management. At the Forum private and public companies will participate analyzing their implementation of ecological competitiveness experiences.

During the Forum, different authorities will be present to give support such as H.E. Dr. Amin Abaza, - Minister of Agriculture and Land Reclamation of Egypt; H.E Eng Rachid Mohamed Rachid - Minister of Trade and Industry of Egypt; Dr. Hany Barakat-First Undersecretary- Ministry of Trade & Industry of Egypt, and some international representatives as Dr. H. Leuenberger, Director EMB, UNIDO; H.E. Spanish Ambassador; H.E. Mr. Thomas Nader, Austrian Ambassador; H.E Mr. Charles-Edouard Held, Swiss Ambassador.

One of the **key initiatives** in the **Forum** is **GRECO INITIATIVE**, a United Nations dependant project promoting green competitiveness along the Mediterranean Region, helping companies to implement cleaner production practices and demonstrating that green competitive can imply businesses' profits and environmental benefits. **The GRECO INITIATIVE** operates from the Regional Activity Centre for Cleaner Production (RAC/ CP) in Barcelona which is part of the Mediterranean Action Plan (MAP) and will be presented by Virginia Alzina, CP/RAC Director.

Furthermore, at the Forum sessions on Thursday 28th, the **GRECO AWARD** will be given to a company chosen among 100 by a scientific committee. The company awarded has achieved the best economic and environmental benefits as a result of implementing cleaner production techniques.

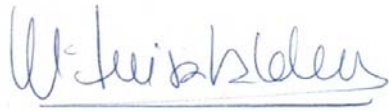
GRECO INITIATIVE is very pleased to invite you to participate in the **Forum** covering all the information that will be given. You could participate in all the sessions of the Forum (during the 3 days of the symposium) or if you prefer you could come on a certain day only. We are completely open to match your needs

Attached please find all the complete agenda and information of the **GRECO INITIATIVE** and the CP/ RAC.

We hope you find it interesting to participate; we are willing to hear from you to organize the trip and anything you may need.

Hoping to hearing from you.

Best Regards,



Luisa G-Valdecasas Serra
GRECO INITIATIVE MANAGER