



**JOINT UNIDO-UNEP PROGRAMME ON RESOURCE EFFICIENT
AND CLEANER PRODUCTION**

Global forum

**On
Green Industry Initiative**

**"Competitiveness and Innovation through Green Products
and Processes"**

Organized by

United Nations Industrial Development Organization

In Cooperation with

The Regional Activity Centre for Cleaner Production

And

Egypt National Cleaner Production Center

Cairo, Egypt

26th - 28th May 2009

Semiramis Intercontinental-Cairo



Tuesday 26 May 2009

8:00 – 9:00

REGISTRATION

OPENING SESSION

Moderated by

- 9:00 – 10:30 Dr. Hany Barakat, First Undersecretary, Ministry of Trade & Industry, Egypt
 Dr. Heinz Leuenberger, Director, Environmental Management Branch, UNIDO, Austria
 Mr. Yoshihiro Natori, United National University, Institute of Advanced Studies, Japan
 H.E. Mr. Thomas Nader, Austrian Ambassador, Egypt
 H.E. Mr. Charles-Edouard Held, Swiss Ambassador, Egypt
 H.E. Mr. Maged George Elias, Minister of State for Environmental Affairs, Egypt
 H.E. Mr. Amin Abaza, Minister of Agriculture & Land Reclamation, Egypt
 H.E. Mr. Rachid Mohamed Rachid, Minister of Trade & Industry, Egypt

10:30 – 11:00

COFFEE BREAK

SESSION ONE

Science, Technology & Education for Green Industry

Chairman of the Session

Mr. Yoshihiro Natori, United National University, Institute of Advanced Studies, Japan

- 11:00 – 11:15 Dr. Adel El Beltagy, Chairman of Global Forum on Agriculture Research – GFAR, Egypt
 11:15 – 11:30 Dr. Mostafa Kamal Tolba, Chairman of the International Centre for Environment & Development, Egypt
 11:30 – 11:45 Dr. Rene Van Berkel, Chief, Cleaner & Sustainable Production Unit, UNIDO, Austria
 11:45 – 12:00 Dr. Ayman Abu Hadid, Chairman Agriculture Research Centre (ARC), Egypt
 12:00 – 12:15 Prof. Dzulkifli Abdul Razak, Vice Chancellor, Universiti Sain Malaysia, Malaysia

SESSION TWO

Bio-based Processes & Products – Opportunities & Challenges

Chairman of the Session

Dr. Abd El Beltagy, Chairman of the Global Forum on Agriculture Research (GFAR), Egypt

- 12:15 – 12:35 **Present Status & Future Prospects of Bio-pesticides in Developing Countries**

Dr. Nabil Mansour, Professor of Pesticides, Chemistry & Toxicology, Alexandria University, Egypt

- 12:35 – 12:55 **Production of Bio-pesticides; from Laboratory to the Market place – an Egyptian Case Study**
Dr. Magdy Madkour, Senior Advisor, Bibliotheca Alexandria
Prof. Arid Lands Agricultural Research Institute (ALARI)
Faculty of Agriculture Ain Shams University, Egypt
- 12:55 – 13:15 **Environmental – Friendly Plastic Material on the Basis of Renewable Resources**
Dr. Hartmut Seliger, Professor, University of Ulm, Germany
- 13:15 – 13:35 **Sustainable Natural Resource Management in Urban-Nature Fringes Case Study of Satoyama-Policy in Japan**
Mr. Yoshihiro Natori, Senior Fellow, United National University – Institute of Advanced Studies, Japan
- 13:35 – 13:45 **OPEN DISCUSSION**
- 13:45 – 14:45 **LUNCH BREAK**
- 14:45 – 15:05 **SESSION THREE**
- Greening Industries through Energy Efficiency & Renewable Energy Applications**
Chairman of the Session:
Dr. Mohamed El Sobky, Head of Energy, Industrial Modernization Centre (IMC), Egypt
- Integrated System Approach to Bio-fuels & Bio-refineries**
Dr. Said El Nashaie, Dean, Colleges of Engineering Sciences & Information Technology, Sinai University, Egypt
- 15:05 – 15:25 **Lignocelluloses Biomass Conversion Technologies to Bio-fuels: Barriers and Opportunities in Egypt**
Dr. Eid MA Mageed, Director of Technology & Management, Commercialization Officer, Agriculture Research Centre, Egypt
- 15:25 - 15:45 **Energy Efficiency for Greening Industry and Improving its Competitiveness**
Mr. Ihab El Masry, Vice President Carbon Capital Company (SCC MENA), Egypt
- 15:45 – 16:05 **Case Study in Egypt for Electric Power Generation from Rice Straw**
Mr. Jean Robert Mazaud, Chairman of Blue Holding France, France
- 16:05 – 16:25 **Egyptian Bio-fuel from Getropha Plants**
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- 16:25 – 16:35 **OPEN DISCUSSION & CLOSING OF THE DAY**

16:35 – 17:00

COFFEE BREAK**Wednesday 27 May 2009****SESSION FOUR****Green Construction & Eco Design****Chairman of the Session**

Dr. Paul Makin, UNIDO Representative & Head, Regional Office, Egypt

9:00 – 9:20

Impact of Green Buildings on Resource Efficiency & Clean Production

Dr. Hazem Elzarka, Professor, University of Cincinnati, OH, USA

9:20 – 9:40

Case Studies of Green Buildings in the USA & ChinaDr. Alan J. Warner, Partner-in-Charge for Sustainability
GBBN Architects, USA & China

9:40 – 10:00

Solar Energy as a Future Green TechnologyMr. Ibrahim Samak, General Manager
Engcotec GmbH, Stuttgart, Germany

10:00 – 10:20

Paving the Way for Green Roads

Eng. Ali Hosni, Senior Advisor, Egypt National Cleaner Production Centre

10:20 – 10:30

OPEN DISCUSSION

10:30 – 11:00

COFFEE BREAK**SESSION FIVE****Innovations for Profitable Growth****Chairman of the Session**(1) Dr. Mohamed El Zarka, Senior Consultant, Ministry of Environment, Egypt
(2) Dr. Azza Morssy, Industrial Development Officer, UNIDO,
Cleaner & Sustainable Production Unit, Austria

11:00 – 11:20

Organic Farming: Market & Demand

Mr. Helmy Abu El Eish, CEO, SEKEM Company, Egypt

11:20 – 11:40

Added Value through Sustainability at BASFDr. Ana Alba Pérez, Senior Sustainable Development Manager
BASF, Ludwigshafen, Germany

11:40 – 12:00

REACH towards Competitiveness

Dr. Frank Fecher, Egypt National Cleaner Production Centre

12:00 – 12:20

New Generation of Processes for Metal Finishings & Coatings, Safe & Economical

Dr. Nabil Zaki, Vice President, SurTec International, MPT and Middle East

12:40 – 13:00 **Traceability of Agro-Industrial Products: Egyptian Case Study**

Dr. Alaa Fahmy, Acting National Project Director
Egyptian Traceability Centre of Agro-Industrial Exports, Egypt

13:00 – 13:20 **Recovery of Valuable Resources from Waste**

Eng. Sherif Issa, Mobinil's Environmental Department Manager
Telecommunication Industries, Egypt

13:20 – 13:40

OPEN DISCUSSION

13:40 – 14:40

LUNCH BREAK

SESSION SIX

Financing the Greening of Industries

Chairman of the Session

(1) Dra. Virginia Alzina, Director, CP/RAC Spain

(2) Dr. Heinz Leuenberger, Director, Environmental Management Branch,
UNIDO, Austria

14:40 – 15:00

Utilizing Clean Development Mechanism (CDM) as a Tool for Financing

Dr. Amr Osama Abdel Aziz, President, Integral Consultant, Egypt

15:00 – 15:20

Financing Package of Egyptian Pollution Abatement Project

Eng. Maysoun Nabil & Eng. Yasser Asker
Egyptian Environmental Affairs Agency, Egypt

15:20 – 15:40

Financing Package Available by National Banks for Greening Industries

Mr. Hamedy Azam, Deputy Director, Small & Medium Enterprises, Egypt

15:40 – 15:50

OPEN DISCUSSION

15:50 – 16:00

COFFEE BREAK

SESSION SEVEN

Cleaner Production & Resource Efficiency Cleaner Production Centres – Case Studies

Chairman of the Session

Dr. Azza Morssy, Industrial Development Officer, UNIDO,
Cleaner & Sustainable Production Unit, Austria

16:00 – 16:20

Uganda Cleaner Production Centre (UCPC)

Dr. Patrick Mwesigye, Director

16:20 – 16:40

Morocco Cleaner Production Centre (CMPP)

Eng. Hanan Hanzaz, Director

- 16:40 – 17:00 **Egypt Cleaner Production Centre (ENCPC)**
Eng. Hanan El Hadary, Director
- 17:00 – 17:20 **Lebanon Cleaner Production Centre (LCPC)**
Dr. Ali Yaacoub, Director
- 17:20 – 17:40 **Jordan Cleaner Production Centre (JCPC)**
Mr. Raouf Dabbas, Senior Adviser, Ministry of Environment
- 17:40 – 18:00 **Ethiopia Cleaner Production Centre (ECPC)**
Mr. Lelissa Daba, Director

18:00 – 18:30 **OPEN DISCUSSION & CLOSING REMARKS**

The Congress Meeting on Green Competitiveness

Thursday 28 May 2009

SESSION EIGHT

9:30 – 10:00

GRECO Initiatives Opening & Welcome Statement

Chairman of the Session

- (1) Dr. Heinz Leuenberger, Director, Environmental Management Branch, UNIDO, Austria
- (2) Ms. Luisa Garcia-Valdecasas, CP/RAC GRECO Manager, Spain
- (3) H.E. Spanish Ambassador
- (4) Dr. Azza Morssy, Industrial Development Officer, UNIDO Cleaner Production & Sustainable Unit, Austria

10:00 – 10:30

Introduction: A Mediterranean Initiative to Boost Green Competitiveness in the Region Among Industry
Ms. Luisa Valdecasas, CP/RAC Spain

10:30 – 11:00

COFFEE BREAK

11:00 – 12:00

Plenary Session: A Firm Shearing Success Experience on Cleaner Production

GRECO Presentation & Auto Audit Project

Ms. Luisa Garcia-Valdecasas, CP/RAC Spain
Prof. Juan de Castro, University of Nebrija

12:00 – 12:30

Presentation of Business Med: Eng. Ahmed Kamal: ECO office Manager

12:30 – 13:00

OPEN DISCUSSION
All Participants (Private & Public Sector Business)

13:00 – 14:00

LUNCH BREAK

14:00 – 16:00

Panel Discussion

All Participants (Private & Public Sector)

(A) Green Competitiveness: Awareness raising, Capacity Building and implementation tools: Eng.Hanan El Hadary (ENCPC)

(B) Economic Instruments: Mr. Sherif Motawe (IFC)

(C) Legal & Institutional Framework: IPPC guide...: Dr. Samir El Mowafi

16:00 – 16:30

COFFEE BREAK

16:30 – 17:00

GRECO Award Presentation

Ms. Luisa García-Valdecasas CP/RAC GRECO Manager, Spain

Dr. Anton Pizzuto, Chairman of the Scientific Committee

Ten companies as a finalist out of the 100 Med Clean Case Studies files published in 2008

17:00 – 17:15

Closing remarks of the Session

Ms. Luisa Garcia-Valdecasas CP/RAC GRECO Manager, Spain