

Invitation

BUSINESS INNOVATION FOR SUSTAINABLE GROWTH

The facts are on the table. We all know that monumental changes on a global scale are necessary to combat climate change and create a sustainable future.

At Globe Forum 2008 we set our sights on the innovations needed to accomplish these changes and the business opportunities that arise in the process.

We explore synergies between markets and industries, discuss research, trends and new insights, but first and foremost: We do business.

We firmly believe that the business world has to take the lead in turning the sustainability challenges into business opportunities. At Globe Forum 2008 we will discuss how to do this and how to bring ideas into action. By bringing together all parties - business leaders, entrepreneurs, policy makers and academics - we create a unique platform for real change.

Globe Forum 2008 covers business perspectives in Europe, China, India and the Gulf Region. We cover financial and legal aspects, consumer market trends and a number of focus industries. The overall goal is always to form business relations - sustainable business relations.

The vibrant business network is already connected through our online community. Now it is time to roll up our sleeves, meet in real life and do real business.

As the Chinese saying goes, "The best time to plant a tree was a hundred years ago. The second best time is today."

Let's plant a tree together at Globe Forum 2008.



Johan Gorecki
Founder
Globe Forum Business Network



Niclas Ihrén
CEO
Globe Forum Business Network

MODERATOR



Edward Law
Anchor
CCTV

DAY 1 - MAY 7TH, 2008

BUSINESS INNOVATION FOR SUSTAINABLE GROWTH



Maud Olofsson
Minister for Enterprise and Energy
Deputy Prime Minister of Sweden



Yulia Tymoshenko
Prime Minister
Ukraine



Lasse Gustavsson
Secretary General
WWF



Jean Lemierre
President
EBRD



Hans Rosling
Professor
International Health
Karolinska Institutet



Göran Tidström
Chairman of the Board
Öhrlings PricewaterhouseCoopers

MARKET INITIATIVES AND WINNING POLICIES



Lois Dougan Tretiak
Senior Advisor China Economist
Intelligence Unit Beijing



C. S. Kiang
Dean
College of Environmental
Sciences Peking University



Anders Nordström
Director-General and Head
SIDA



K.P. Nyati
Principal Adviser
Confederation of Indian Industry



Maria Wetterstrand
Spokesperson
Swedish Green Party



Anders Wijkman
Member of the EU parliament

EXPERT PANEL



Dennis Pamlin
Global Policy Advisor
WWF



Parul Sharma
Human Rights Lawyer

WORKSHOP TOPICS:

SUSTAINABLE GROWTH

- How will carbon neutralization change the global markets?
- The future belongs to us all
- The rise of microfinance: How village women challenge Wall Street men
- World health is much better than its reputation
- The importance of Public Private Partnerships to support the Millennium Development Goals
- Ukraine: A market for innovation and growth

TECHNOLOGIES FOR LIFE

- Beyond cleantech: Rapid shift needed - Can we deliver?
- A groundbreaking concept for achieving the goals for reduction of CO2 emissions
- The role of IT and communication technology in a sustainable society
- Sustainable Corporate Travel – is it possible?
- Ecological planning and architecture: Better city, better life
- What will you wear tomorrow? Textiles and sustainability

INNOVATION FOR SUSTAINABLE GROWTH

MODERATOR



Monika Richardson
TV Journalist
Polish State TV

DAY 2 - MAY 8TH, 2008

TECHNOLOGIES FOR LIFE



Henryka Bochniarz
President
Boeing Central & Eastern Europe
and Lewiatan



Dipal Chandra Barua
Deputy Managing Director
Grameen Shakti
Nobel Prize Laureate
Microcredit Institution



Richard Gledhill
Global Leader
Climate Change &
Carbon Market Services
PricewaterhouseCoopers



Hans Stråberg
President and CEO
Electrolux

INTELLIGENT AND CARING CONSUMERS



Johan Björkstén
Founder and CEO
Eastwei



Preeta Singh
Branding Specialist
India



Rosaline Yin
Director Brand Strategy
Kodak Design Strategy Group



Eden Woon
Managing Director
Toys R Us, China

EXPERT PANEL



Thomas Scheiwiller
Partner and Global
Sustainability Leader
PricewaterhouseCoopers



Pontus Schultz
Editor in Chief
Veckans Affärer

FINANCE AND LEGAL

- How to finance projects in fast-growing markets
- Proactive ethical and environmental investments - the third wave
- Transparency - Corruption in fast-growing markets and how to beat it
- CSR: From risk to value
- Legal reforms – the way ahead for sustainability?
- The business case for reporting in accordance with Sustainability Reporting Guidelines

INTELLIGENT AND CARING CONSUMERS

- The changing global workforce and consumers: Intelligent and caring?
- The power of the crowd: Viral and community perspectives on a changing marketing landscape
- The changing roles of media: in informing, in public relations and in marketing
- CSR impact on branding and consumer behavior
- Entrepreneurship in fast-growing markets
- Travel with heart and brain

REGISTRATION & INFORMATION

REGISTRATION

Register for GLOBE FORUM 2008 at: <http://community.globeforum.com>, under "events".
For more information call: +46 (0)8 586 199 00 or e-mail to info@globeforum.com

VENUE

China Theater and Berns Salonger, Berzelii park, Stockholm.
7th - 8th May, 2008.

CONFERENCE ADMISSION FEE

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|------------------------|-----------|
| ATTENDANCE TO TWO DAYS | 9,600 SEK |
| ATTENDANCE TO ONE DAY | 4,900 SEK |

Note: All listed prices excl. VAT

CANCELLATIONS

If you are unable to attend, a substitute delegate may attend in your place. For cancellations received before 18th. of April, your fee will be refunded (minus 20% administrative charges), thereafter no refunds will apply.

PARTNERS AT GLOBE FORUM 2008



SUPPORTING PARTNERS

