



## Public Seminar on

# DOING BUSINESS WITH THE EU; GREEN BUSINESS AND ITS IMPLICATIONS IN THE SUPPLY CHAIN

Grand Ballroom, Grand Hyatt Erawan Bangkok

Date: Thursday 8<sup>th</sup> October 2009

Time: 08.30 - 17.30 hrs.



This Project is funded by the European Union

## Background

Climate change has already happened and represents one of the greatest environmental, social and economic threats facing our planet. The fight against climate change has become one of today's most challenging tasks. The European Union has committed to work constructively for a global agreement to control the phenomenon and is leading the way by taking ambitious action of its own. The famous "EU Climate and Energy package" has committed that by 2020, the EU will reduce its overall emissions to at least 20% below 1990 levels, establish a 20% share of renewable energy and improve energy efficiency by 20%.

These efforts are also shared by Europe's private sectors who have designed and implemented initiatives to cut green house gas emissions, improve energy efficiency and increase use of renewable energy. Many European companies have their own environmental policies that play an important role in the fight against climate change. These efforts have far-reaching influence on internal operations as well as suppliers, both in and outside of the EU.

## Objectives of the seminar:

Recognising the importance of raising awareness about the EU's green policies and those of the major EU multi-national companies among local businesses who are currently trading or aim to trade with them, the Delegation of the European Commission to Thailand in cooperation with, The Ministry of Commerce - Department of Foreign Trade, The Mission of Thailand to the European Communities and National Metal and Materials Technology Center (MTEC), are organising a public seminar to improve understanding of the EU's climate change policies and its green public procurement approach as well as exchange views with relevant stakeholders about "green trends" of European businesses.

With the growing concern of the EU and its member countries for the protection of the environment, the Thai Business Sector needs to identify opportunities to meet the challenge of ever changing environmental policies. Taking advantage of such opportunities can create and add value to Thai products and services. The seminar will include a panel discussion, with both Thai and European companies, detailing the challenges and opportunities in running a "Green Business" as well as discussing environmental policies that may impact Thai suppliers to companies in the EU.

## Venue and Date

Grand Hyatt Erawan Bangkok Hotel: Thursday 8th October 2009: Time 8.30-17.30 hrs.

## How to Attend

The seminar is free of charge on a first come first serve basis

Due to limited seats, only 2 persons from the same organization may register for the seminar, which is expected to have up to 300 participants

## Language

The seminar will be conducted in English and Thai Simultaneous interpretation (English-Thai and Thai English) will be available



**Programme of the seminar on  
DOING BUSINESS WITH THE EU;  
GREEN BUSINESS AND ITS IMPLICATIONS IN  
THE SUPPLY CHAIN**

08.30 - 09.00 Registration  
09.00 - 09.15 Welcoming Address, HE Mr. David Lipman, Ambassador-Head of EC Delegation to Thailand

09.15 - 09.30 Opening Remark, HE Porntiva Nakasai, Minister of Commerce\*

09.30 - 10.00 The EU "Climate and energy package"; shaping the future global climate change regime  
Mr. Karl F Falkenberg, Director-General of DG Environment, European Commission

10.00 - 10.30 **Coffee/Tea Break**

**Session 1**

10.30 - 11.00 Can a green business revolution bring us out of the economic downturn?  
Assoc. Prof. Adis Israngkura, School of Development Economics, National Institute of Development Administration (NIDA)

**Session 2**

11.00 - 12.00 EU Green Public Procurement (GPP)  
● General Scheme  
● The use of the EU Eco-Label in Green Public Procurement Approaches  
● The use of EU Eco-Management and Audit Scheme (EMAS) in the EU Green Public Procurement  
Mr. Robert Donkers, European Commission

12.00 - 13.00 **Lunch**

**Session 3**

13.00 -15.30 Environmental policy of EU companies which have impacts on suppliers  
● Furniture and home decorations, Mr. Thomas Bergmark, Sustainable Manager, IKEA Group  
● Textiles & Garments, A representative from H & M Group\*  
● Automotive and spare parts, Prof. Dr. Alexander Paufler, President & CEO, Mercedes-Benz Thailand Co., Ltd.  
● Electronics and electrical equipments, A representative from an European EEE producer\*  
● Retail business and distribution, Mr. Paul Rowsome, Group Environmental Manager, Carrefour

15.30 - 16.00 **Coffee/Tea break**

**Session 4**

16.00 -17.30 Panel discussion on "Green business ; Challenges and Opportunities"  
Moderator: Dr. Wit Sittivaekin  
● Greening the supply chain; the environmental policy of a major Thai company trading with the EU, Mr.Cholathorn Dumrongsak, Director - Total Quality Promotion Center (TQPC), Siam Cement Group  
● Implementing "Eco-Design" views from the winner of Thailand Eco design Awards 2008, Mr. Thavephong Vajanopath - Engineering General Manager and Mr. Bandit Phonghirun - Technical and Products Development Manager, Siam Furukawa Co., Ltd.  
● Experiences of a Thai company in coping with the EU environment policy; EU Eco Label, Mr. Chen Namchaisiri, Executive Director & President of Asia Fiber Public Co., Ltd.  
● Preparations for being a part of the green supply chain, Representatives from invited EU companies; IKEA, H & M Group, Mercedes Benz and Carrefour

17.30 **Closing Session**

\* Speakers to be confirmed. Programme may change without notice.  
For more information, please see the website [www.doingbusinesswiththeeu.com](http://www.doingbusinesswiththeeu.com)



# Registration Form

## DOING BUSINESS WITH THE EU; GREEN BUSINESS AND ITS IMPLICATIONS IN THE SUPPLY CHAIN

**Venue:** Grand Ballroom, Grand Hyatt Erawan Bangkok

**Date:** Thursday 8<sup>th</sup> October 2009, Time: 08.30-17.30 hrs.

Yes, the person below would join the seminar (Please Print in English)

Company:

Address:

Tel:

Fax:

1 Title:

Name:

Position:

Mobile Phone:

Email:

2 Title:

Name:

Position:

Mobile Phone:

Email:

Main Activity  Government Sector  Researcher  Manufacturer

Private company  Trader/Supplier  Business Association

Other (please specify)

Please return this form by 18 September 2009

Email [info@doingbusinesswiththeeu.com](mailto:info@doingbusinesswiththeeu.com)



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For further information please visit [www.doingbusinesswiththeeu.com](http://www.doingbusinesswiththeeu.com)

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