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## Press Release

### The 2nd Dubai Green Conference Introduces The Novel Concept Of CO2 Neutral Events To The United Arab Emirates AUD: Actions Speak Louder Than Words

**Dubai, UAE - June 25, 2008:** The American University in Dubai and Sesam Business Consultants are organizing a two-day conference on the major sectors of the Leadership in Energy and Environmental Design (LEED) requirements, solutions and rating system, along with an in-depth analysis of the latest "Green Buildings" trends. The conference is a sequel to the "Dubai Green" seminar of February 2008 that was held following the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Prime Minister and Vice-President, and Ruler of Dubai, to adopt the "Green Building" model in Dubai.

The conference kicked off today and was officially opened by His Excellency Mr. Johann-Adolf Cohausz, German Consul General in Dubai and the Northern Emirates. It introduced the concept of being "CO2-Neutral" to the UAE by offsetting the Carbon Dioxide emissions of the event through supporting carbon offset projects in developing and emerging countries, in Africa, Latin America and Asia, in the fields of renewable energies and energy efficiency projects. In addition, AUD calculated the CO2 emissions caused by the energy needed to conduct the conference, including the commute of the delegates and the catering trucks. Among the vital speakers are Mario Seneviratne from Green Technologies, Rüdiger Burkart from Redo Water Systems, Vicente Raurich from Siemens, and Murat Aydemir from Viessmann Middle East.

In attendance were architects, consultants and representatives from construction companies from the UAE, the region and Europe; the conference included keynote addresses by Parasu Raman, founding Vice-Chair of the World Green Building Council, Jeff Willis, Director of Arup Middle East and Coordinator of the Technical Committee of the Emirates Green Building Council and Sathiarani Ram, Partner of En3 Consulting.

Dr. Linda Nubani, Assistant Professor of Interior Design at the American University in Dubai, commented, "We are trying to offer a continuous learning environment for architects, interior designers, landscape architects, consultants, engineers, and other industry professionals, in a 'how-to' format within the two-day workshop. We are hoping that the booming construction in the UAE will accommodate eco-friendly buildings in order to improve the quality of life, reduce energy consumption and operating cost and ultimately offer a better environment for all! The UAE is on the map in various areas, I won't be surprised to see it topping the world in offering and maintaining high quality environmental standards for the well-being of all."

Commenting on the importance of this two-day workshop, Boris Ritter, General Manager of Sesam Business Consultants, said, "The great demand for a LEED workshop that we received during our first Dubai Green Conference last February led us to put together this initiative. Therefore, we organized three dedicated workshops focusing on the relevant requirements, as well as

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solutions, offered by industry leaders."

The workshops conducted highlight the subjects of Water Efficiency and Indoor Environmental Quality, as well as Room Control and Indoor Air Quality. In addition, they stressed the performance requirements and standards for a successful External Insulation and Finish System (EIFS) and the applications required for the Building Envelope and Solar Thermal Systems. The "Green Building" Architecture and Construction were also among the matters emphasized.

The second day of the conference tomorrow primarily addresses property developers and building owners. The costs of conducting the "Green Building" projects as opposed to their ensued benefits are assessed.

This conference was supported by industry leaders in the field of "Green Building," such as Siemens, Grohe, Henkel, Schott, Viessmann, Wacker and Architeriors.

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Middle East Business News



The banner features the text 'بيكاسو أبو ظبي' (Picasso Abu Dhabi) in Arabic on the left and 'PICASSO Abu Dhabi' in English on the right. Below the English text, it says 'HOSTED BY THE MIDDLE EASTERN ECONOMIC FORUM' and '27 May - 4 September / Emirates Palace'. On the far right, there are logos for 'EMIRATES PALACE' and 'MEF'.

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