

LG conference pioneers sustainability in businesses

October 20, 2009

The challenge of addressing sustainable practises in business was tabled at a conference held in Dubai on 3rd October by LG Electronics (LG), a global leader and technology innovator in consumer electronics. LG joined the UAE Ministry of Environment and Water (MoEW), the United Nations University International Network on Water, Environment and Health (UNU - INWEH) and a panel of business and environmental experts for the second annual 'Life's Green' conference discussing the theme of 'Greenomics', how sustainable practises in business can actually benefit the bottom-line.

Under the patronage of His Excellency Dr. Rashid Ahmad Bin Fahad, UAE Minister for Environment and Water, the one-day event provided an interactive forum in which speakers and guests alike discussed best practice models in light of current global environmental challenges.

"Environmental awareness should play a key role in all industries and institutions that are looking towards more long term development and growth. Sustainability is a driving influence in our product development, but at LG we also realise the importance of constructive conversation across the broader industry. Life's Green Conference provides a forum for the region's business and environmental community to focus on issues that are specifically relevant to the local population and supports practical advancements in environment and sustainability at home and in the workplace,"

said the Managing Director of LG Electronics Levant, Mr. Kevin Cha.

The high-profile summit was designed to review global and regional environmental trends and discuss how they can be applied to local sustainable business and economic models while showcasing best global and local practices. Government agencies, international and regional private sector companies, environment experts and regional media had the opportunity to voice their concerns and recommendations on environmental policies through a series of workshops, in addition to keynote speeches.

Panels were also set up to lead discussions on clean and efficient eco technologies and renewable energy, focusing on how these initiatives can shape environmentally conscious business models.

The summit concluded with the creation and signing of a 'Green Life Protocol,' an environmental guideline agreed upon by the UAE Ministry of Environment and Water, LG Electronics and UNU-INWEH.

(AME Info)