



# GLOBE 2002 REVIEW

7th Biennial Conference & Trade Fair on Developing the Business of the Environment



## GLOBE 2002 - Advancing Corporate Leadership & Global Environmental Business

Over the past fourteen years, GLOBE has grown to become a reputable event for providing unparalleled access to global environmental markets and senior-level corporate and government executives. From March 13-15, 2002, GLOBE 2002 once again attracted the international environmental business community to convene and discuss timely environmental issues, exchange views and convey business ideas. Over 9,000 participants and from 70 economies attended the event.

### Objectives Achieved at GLOBE 2002

- √ Accelerated Corporate Environmental Leadership
- √ Facilitated Business Opportunities in the Environmental Industry
- √ Enhanced SME Access to Global Environmental Markets
- √ Defined Policy & Regulatory Trends
- √ Provided Updates on Global Climate Change Negotiations
- √ Attracted New Investment in Environmental Technology
- √ United World Leaders to Discuss Global Environmental Issues



"The GLOBE Foundation's work in marketing the event is outstanding. There is an excellent 'mix' of business, consulting, and government professionals. The result has been superb business exposure for us."

*Calvin Kirby  
Chief - Technology Development  
Pennsylvania Department of  
Environmental Protection  
Harrisburg, PA, USA*

GLOBE 2002 FAST FACTS:	
Total Participants	9,000
Exhibitors	357
Conference Delegates	1769
Media	280
Countries Represented	70



Conference



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## The GLOBE 2002 Conference Providing the Best in Environmental Intelligence

From March 13-15, 2002, nearly 2000 conference delegates in the business of the environment convened to discuss how major developments in energy policy and sustainable development can be translated into technology solutions and business opportunities.

Featuring over 250 senior-level speakers from business and government, GLOBE 2002 offered the latest intelligence on leading strategies for corporate sustainability, climate change adaptation and mitigation, energy and environmental opportunities from across five continents.

"The GLOBE conference is a rare opportunity to see where 'the rubber meets the road' between business realities and environmental priorities. It's a microcosm of life in the early part of the 21st century, where business must re-invent itself within sustainable limits and environmentalists must accept that without economic growth simply is unrealistic."

*Steve Krueger, Business / Trade Reporter National Public Radio, KPLU, Tacoma, WA, USA*



## GLOBE 2002 Conference Themes

### Corporate Sustainability

Business and government leaders came to GLOBE 2002 to discuss and share visions on how to respond to the spread of globalization and increased competition yet position themselves for maximum benefit. GLOBE 2002 offered a platform for leaders to strike their agendas for the World Summit for Sustainable Development in Johannesburg, and took a detailed look at the energy-environment linkages that will define the emerging continental energy strategy in North America.

### Environment and Energy

GLOBE facilitated global discussions on corporate strategy to deal with energy and climate change concerns. As corporations rapidly advance to deal with enormous challenges ahead, GLOBE 2002 provided strategic business intelligence critical for conquering the challenge of balancing business, energy and environmental agendas.



**David Runnalls**, President & CEO,  
International Institute for Sustainable  
Development, Canada

### International Business Opportunities

Shifting priorities, enhanced governance, increasing cooperation and more open markets are creating opportunities for international collaboration and innovative partnerships. These sessions focused on international business opportunities where International leaders provided insights into environmental issues and offered expert opinions on the global scene, particularly with respect to urban challenges.

"This is the 7th in the GLOBE series that we have attended—they keep getting better each year."

*Leslie Panek  
Senior VP, Environment  
AMEC Earth &  
Environmental, Calgary,  
AB, Canada*



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Plenary Speakers



## The GLOBE 2002 Conference Hosting Global Environmental Leaders...

A snapshot of the GLOBE 2002  
Plenary Speakers:



**David Anderson**, Environment Minister,  
Canada and President, UNEP  
Governing Council



**Dianne Dillon-Ridgley**, Director, Interface  
Inc.; Director, The Natural Step; Director,  
Green  
Mountain Energy, USA



**Klaus Töpfer**, Executive Director,  
UNEP, Kenya



**Maurice Strong**, Chairman, Earth  
Council, Canada



**Herb Dhaliwal**, Minister of Natural  
Resources, Canada



**John Prescott**, Deputy Prime Minister and First  
Secretary of State, UK



**Elizabeth Lowery**, VP  
Environment & Energy; Chief  
Environment Officer, General  
Motors Corporation, Detroit,  
MI, USA



**Michael Phelps**, Chairman, Advisory  
Board, Duke Energy Canada



**Mark Moody-Stuart**, Chair, Business  
Action for Sustainable Development and  
Former Chairman, Royal/Dutch Shell  
Group of Companies, UK





Trade Fair

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## The GLOBE 2002 Trade Fair World Marketplace for Environmental Solutions



Visitors viewing technology displays at the Trade Fair.

The GLOBE 2002 Trade Fair provided a major international marketplace for environmental solutions. Nearly 400 leading-edge companies from North America, Asia and Europe gathered to display their innovative environmental technologies, products and services. Purchase decision makers from corporate and governmental sectors were there.



"GLOBE 2002 provided an excellent opportunity to benchmark your organisation's progress towards sustainability."

Andrew Gibson  
Environmental Manager  
Severn Trent Plc  
Birmingham, United Kingdom



Firoz Rasul, Chairman of Ballard Power Systems, John Wiebe, President & CEO of the GLOBE Foundation and Allan Rock, Minister of Industry for Canada



Duncan Prior and his colleagues from Joint Environmental Markets Unit at the UK Pavilion



Gilbert Parent, Canadian Ambassador of the Environment and Rick Thorpe, Minister of Competition, Science and Enterprise for British Columbia opening the BC Pavilion

### In addition to the traditional Trade Fair, this year GLOBE 2002 had some exciting new features:

Climate Change Presentations where innovative companies presented insights and ideas on climate change solutions

The Vancouver Whistler 2010 Olympics Bid presented by Senior Officials from the Vancouver Whistler 2010 Bid Coproation

Alternative Energy vehicles such as Hydrogen/Natural Gas, High Pressure Diesel Injection and Fuel Cell trucks and automobile parts by Ford and General Motors.

"The GLOBE conference series is THE environment business event to attend in Canada. The 2002 conference program was superb, providing an exciting balance of technical and thought-provoking business issues with technology demonstrations."

Ronald Portelli  
Vice President, Gartner Lee Limited  
Markham, ON, Canada



## International Participation

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## GLOBE 2002 International Participation Gateway to the World

GLOBE 2002 attracted 70 economies worldwide. With delegates and speakers from Argentina to Venezuela in attendance, the event provided an unparalleled opportunity to meet with government leaders as well as corporate and environmental industry executives from around the world.



*John Prescott, Deputy Prime Minister and First Secretary of State of the UK visits the UK Pavilion at the Trade Fair*

Argentina Australia Austria Bangladesh Belgium Brazil Brunei Darussalam Cambodia Cameroon Canada Chile Colombia Congo Costa Rica Czech Republic Denmark Dominican Republic Ecuador Egypt El Salvador Finland France



Germany Ghana Greece Guatemala Hong Kong Hungary India Indonesia Italy Iran Israel Japan Kenya Korea Lebanon Malaysia Mexico Netherlands New Zealand Nigeria Norway Pakistan Peru Philippines Poland Portugal PRC Romania Russian Federation Saudi Arabia Sierra Leone South Africa Sri Lanka Sweden Switzerland Taiwan Tibet Trinidad & Tobago Turkey Ukraine United Arab Emirates United Kingdom USA Uruguay Venezuela



*Hiroyuki Fujimura, Chairman, Ebara Corp., Japan*



*International Delegates Converge at GLOBE 2002*



"GLOBE 2002, as in previous GLOBE Conferences, provided an opportunity for global leaders to share leading edge technology and information, debate policy directions, and discuss new technologies."

*Dean Smith  
Manager, Analytical Division  
PFRA - Agriculture Canada  
Regina, SK, Canada*



Gala Awards

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## **GLOBE Awards for Environmental Excellence**

*Sponsored by The GLOBE and Mail and the GLOBE Foundation*

The Corporate Competitiveness Award

winners: CH2M Hill Canada • Dofasco Inc.

The Corporate Award for Technology Innovation

winner: Westport Innovations Inc.

The Industry Award for Environmental Performance

winner: Forest Products Association of Canada

The Industry Award for Export Performance

winner: Delcan Corporation



**Doug Goold**, Editor, Report on Business Magazine

### **GLOBE Awards Gala Dinner The First Annual GLOBE Awards for Environmental Excellence:**

On March 15, 2002, the GLOBE Foundation in partnership with The Globe and Mail recognized Canadian corporations and industrial sectors that have embraced sustainable business strategies and are pushing the envelope in terms of environmental distinction. The Award Gala Closing Dinner was the flagship social event of the GLOBE 2002 Conference and Trade Fair.



**John D. Wiebe**, President and CEO, GLOBE Foundation



President of CH2M Hill Canada **Nick Sonntag** (right). Presenting the award is Ambassador **Gilbert Parent**.



FPAC President & CEO **Avram Lazar** (right) accepts award from **Graham Campbell**, Director General, Natural Resources Canada.



**Ron Dahms** of the Export Development Corporation (right) presents award to **Doug Langley**, VP Environment of Delcan Corporation



**Maya Veljkovic**, Director General, National Research Council presents an award to **David Demers** of Westport Innovations.



**Gilbert Parent**, Canada's Environment Ambassador, presents an award to **Vasudha Seth** of Dofasco Inc.





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Networking



## Networking at GLOBE 2002...



Based on the survey completed by GLOBE 2002 participants, NETWORKING during the GLOBE week was one of the most important reasons for attending. GLOBE is the place where Industry and Government Leaders Meet, Exchange Views, Network and DO BUSINESS!!

### Women's Networking Lunch

This lunch featured a panel of prominent business leaders who shared their perspectives on the role of women as influential participants in the sustainability movement.



### Networking Breakfasts

Once again, a sell-out! The Corporate and Environmental Industry Networking breakfasts are designed to facilitate productive discussion by assigning table topics and facilitators who provide expert opinions on a number of relevant corporate and environment industry issues.



### First Annual Invitational Golf Tournament

The GLOBE 2002 delegates took the advantage of the mild climate to play golf in mid-March! GLOBE's First Invitational Golf Tournament took place on Saturday, March 16th. A fun day of golf, lunch, and prizes was the perfect way to end the GLOBE week.

GLOBE 2004 will be held on March 31-April 2, 2004 in Vancouver, BC, Canada. Visit our websites at [www.globe.ca](http://www.globe.ca) or [www.globe2004.com](http://www.globe2004.com) The GLOBE Foundation of Canada, 504-999 Canada Place, Vancouver, BC, Canada V6C 3E1 TEL: 604-775-7300, 1-800-274-6097, FAX: 604-666-8123, EMAIL: [info@globe.ca](mailto:info@globe.ca)