

GLOBE '90

REPORT CARD



A bird's eye view of the Trade Fair floor.



Mrs. Gro Harlem Brundtland addressing the Conference.

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| ✓ OBJECTIVES ACHIEVED | ✓ RECORD-SETTING ATTENDANCE |
| ✓ RESULTS-ORIENTED PARTICIPATION | ✓ PRODUCTIVE PARTNERSHIPS |
| ✓ KNOWLEDGE AND TECHNOLOGY TRANSFER | ✓ HEIGHTENED AWARENESS |
| ✓ DEALS MADE | ✓ PRACTICAL SOLUTIONS |

BACKGROUND

GLOBE'90 was a groundbreaking international Conference and Trade Fair, held March 19-23, 1990 in Vancouver, British Columbia, Canada. It was North America's first integrated trade fair and conference on sustainable development, and the first in a series of biennial events.

GLOBE'90 was inspired by the concept of **sustainable development**, a new way of thinking about the environment and the economy, which was introduced in **Our Common Future**, the 1987 report of the World Commission on Economy and Development. Sustainable development seeks to balance economic development and environmental protection. As expanding economic development and mounting environmental challenges threaten our ability to sustain life, sustainable development is clearly an idea whose time has come.

OBJECTIVES

GLOBE'90 sought to put sustainable development into action by promoting practical solutions to environmental challenges, and by identifying the business opportunities associated with meeting these challenges. Further goals were to provide exposure for the rapidly growing international environment industry, and to promote partnerships among the key stakeholders in the environment. A particular focus of the event was on opportunities and challenges in the Asia Pacific region.

The co-producers of **GLOBE'90** were Major Event Management Inc. (trade fair) and the Government of Canada (conference). They realized that if the event were to be truly effective, it had to draw together people from all sectors of society, from all over the world — because environmental

challenges are global in nature, and finding solutions requires partnerships involving everyone.

It was also recognized that the event must include products, services and technology from multiple environmental management and industrial sectors — because workable solutions cut across traditional lines. Moreover, the conference and trade fair had to function as a single event, to bring people and products together.

It was an ambitious undertaking. Before **GLOBE'90**, no one event had ever been able to provide a meeting and market place for all the key stakeholders. **GLOBE'90** not only met all its goals, it far exceeded the most optimistic expectations — a remarkable success for a first-time event!

GLOBE '90



Chevron's participation in GLOBE '90 was a very worthwhile endeavor. It was encouraging to see that so many are working to develop and implement technologies and policies which will benefit the environment. Our efforts to market a new, environmentally safe road deicer at the GLOBE '90 Trade Fair really paid off. Environmental issues are important to Chevron and we feel that GLOBE '90 stimulated dialogue and reinforced a positive trend toward environmentally safe, sustainable development.

—Jeff D. Wyatt, Chevron Chemical Company

As a result of participation [in GLOBE/90] we have received proposals to supply services and equipment in excess of \$10 million. Federal government and show organizers should be congratulated.

—John Bennet, Bennet Environmental, B.C., Canada

GLOBE'90 was a landmark meeting in the growth toward global understanding of environmental problems, and was both innovative and valuable in identifying possible solutions across a broad sectoral range of activities. It is a model that I hope will be adopted by other countries.

—Paul R. Dingwall, Department of Conservation, New Zealand

Exhibiting at GLOBE'90 was the first trade show experience for many of the small companies in the Nova Scotia Pavilion. Immediately after the show closed they were unsure if they had made a good investment. However, in the few weeks following GLOBE many of these companies have received positive follow-up from their contacts, and one of them has just signed a contract in excess of two hundred thousand dollars — direct result of their efforts during GLOBE'90. Nova Scotia will be back in '92.

—Peter L. Giffin, Nova Scotia Department of Industry, Trade and Technology, Canada

The realization that all parties, business, government, Aboriginal, Third World and ENGO, should be part of the process to bring about sustainability, helped make GLOBE'90 a success. GLOBE'90 gave a rare opportunity for all groups to sit down and discuss the options.

—BC Environmental Network, Canada

GLOBE'90 provided us with an outstanding opportunity to showcase our technologies to a potential audience of 3,000 delegates from around the world. We were pleased to participate in the largest and first trade fair of its kind in North America which put us in touch with decision-makers representing business, industry and government.

—Oerlikon Aerospace, Canada

We attend many conferences and tradeshows and we feel that this conference was by far the best of any of our 1990 shows to date. We feel that the screening of potential attendees and the actual attendees was excellent. We were able to generate many very valuable sales and joint venture prospects.

—Hammer's Plastic Recycling Corp., USA

As a result of our decision to exhibit at GLOBE'90, our company won in excess of \$5 million and we have now located a manufacturing facility to service the lucrative North American environmental market.

—Planned Ecological Systems Pty, Australia

ATTENDANCE

GLOBE'90 was truly global! 70 nations and nine sovereign territories were represented by exhibitors, buyers, delegates, speakers and media. Of the more than 4,500 conference participants, almost 1,000 came from outside North America. Asia Pacific was well represented, with attendance from 23 countries in the region. An international media contingent of 550 travelled to both sites, giving GLOBE'90 — and sustainable development — high-profile coverage in world news.

ATTENDANCE GOALS SURPASSED!

70 Countries 600 Exhibitors
3,000 Delegates 550 Speakers
21,500 Trade Fair Visits

PARTICIPATION

The Conference:

- The 3,000 conference delegates represented key stakeholders who are part of the process of bringing about sustainable development. They came from developed and developing countries, government, industry, business, academia and environmental non-governmental organizations.

- The calibre of the 550 speakers at the Conference was exceptionally high. Speakers included business leaders, such as Earle Harbison, President and CEO of the Monsanto Company, and Adam Zimmerman, President and CEO of Noranda Inc.; international leaders such as Gro Harlem Brundtland, who chaired the World Commission of Economic Development, which produced *Our Common Future*, Mustafa Tolba, Executive Director of the United Nations Environment Programme; and government leaders, such as Lucien Bouchard, then Canada's Minister of the Environment, and F. Henry Harbicht II, Deputy Administrator of the United States Environmental Protection Agency.

- A special Youth Forum and Student Sponsorship Program enabled 500 high school and university students to be part of GLOBE'90, building a solid foundation for future participation.

The Trade Fair

- Almost 600 trade fair exhibitors offered leading-edge products, services and technology from nine environmental management sectors and 11 industrial sectors. Exhibitors came from 16 countries: 395 from Canada, 105 from the United States, 69 from Europe and 11 from Asia Pacific.

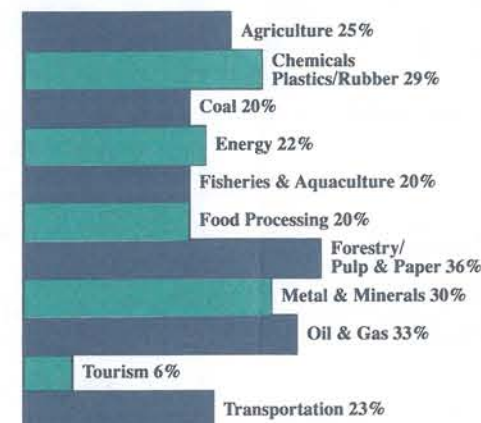
ACCOMPLISHMENTS

- Promoted the development of and gained international exposure for the environment industry.
- Produced solid results for exhibitors in sales, joint ventures, opening of new markets and technology transfer.
- Fostered new partnerships needed for developing solutions among government, industry, business, academia, non-governmental organizations, and between producers, consumers, industrialized and developing countries — and present and future generations.
- Created invaluable national and international networking opportunities.

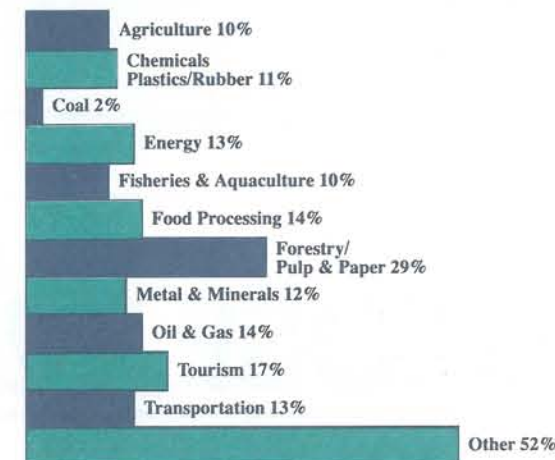
- Enhanced the role of business and industry as a key player in achieving sustainable development by providing products, services and technology needed for environmental solutions.
- Helped advance and promote the concept of sustainable development into mainstream business decision making.
- Became North America's first multi-sectoral trade fair for pollution prevention and control technology.
- Attracted the largest American exhibitor contingent to a first-time trade fair certified by the US Department of Commerce.

INDUSTRIAL SECTOR

Exhibitors:

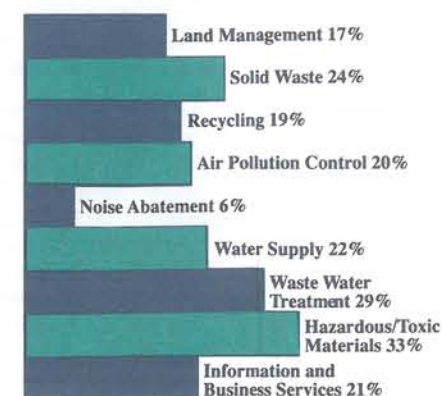


Visitors:

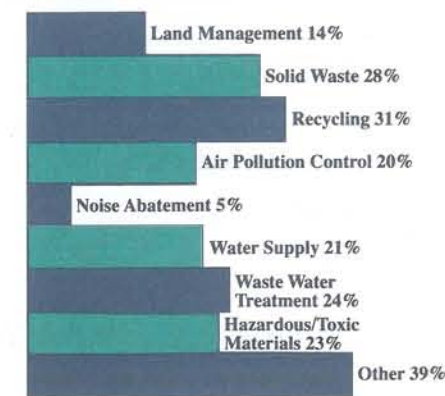


ENVIRONMENTAL MANAGEMENT SECTOR

Exhibitors:



Visitors:



1.

2.

3.

4.

1. Mr. Maurice Strong, Secretary General of the 1992 United Nations Conference on Environment & Development, addressing the Conference.
2. Dr. Mustafa Tolba, Executive Director, United Nations Environment Programme, visiting the Trade Fair. 3 & 4. Trade Fair visitors.

GLOBE '90



WORLDWIDE SUPPORT

GLOBE'90 enjoyed the support of more than 100 international associations, representing every major industrial sector and this was a key factor in ensuring the participation of the business and industrial component in the event.

International organizations represented at **GLOBE'90** included the Centre For Our Common Future, the International Association for Impact Assessment, the United Nations Environ-

ment Program, the United Nations Industrial Development Organization, the World Health Organization, the Organization for Economic Cooperation & Development, the International Labour Organization, the Food and Agriculture Organization, the World Bank, the Asian Development Bank, the International Monetary Fund, and the Inter-American Development Bank.

In addition, **GLOBE'90** received sponsorship

from 26 Canadian government agencies, every province and territory and every major industrial association in Canada. In particular, the Canadian International Development Agency was instrumental in ensuring the attendance of delegations of members of the business community and government purchasing departments from developing nations in the Asia Pacific. Major corporations also sponsored activities at both the conference and trade fair.

As a result of Sutek KPA exhibiting at GLOBE'90 we received the largest single order in the history of our company. We will definitely exhibit at GLOBE'92.

—Sutek KPA, Canada

The benefits our company will receive from this exhibition will be incalculable. The doors to the overseas markets were opened, communication is now in process with Japan, Korea and the Australian markets, made available through GLOBE'90.

—Enviro-Safe Chemicals Inc., Canada

I wish to say THANK YOU for the opportunity to attend the GLOBE'90 Conference as a student. I was astonished and impressed by the concern for the environment and the desire to do something. The amount of potential ability contained in Canada Place was awe-inspiring. It will be interesting to see how this develops. I shall be contributing my small bit to the community I live in.

—Student Sponsorship Program Participant, Canada

We found the experience of great value and we have made a large number of contacts for possible future business which may allow us to develop the Nass Valley in ways which respect the environment rather than abuse it.

—Nisga'a Tribal Council, Canada

The trick now will be to keep this dialogue — which until now has been vague and ill-directed — going. GLOBE'90 offered a focus for the dialogue, and the offer seems to have been accepted.

—Vancouver Province, Canada

GLOBE '92



GLOBE'90's success was confirmed by both trade fair exhibitors and conference delegates. In on-site surveys, over 80% of both groups indicated that they would most likely take part in **GLOBE'92**.

GLOBE'92 will build on the success of **GLOBE'90**. In 1992, the conference will focus on innovative solutions, case studies and projects demonstrating sustainable development in action.

In doing so, it will expand and enrich the partnerships established at **GLOBE'90**. Examples will be highlighted from both developed and developing nations, with an emphasis of the business opportunities and responsibilities inherent in achieving sustainable development.

The trade fair will again showcase leading-edge products, services and technology. It will also

offer expanded programs to match problems with solutions and buyers with suppliers, while continuing to stimulate international trade opportunities and the transfer of appropriate technology.

GLOBE'92 will take place in Vancouver, British Columbia, Canada from March 16 to 20, 1992.

**GLOBE'92 is a joint production of
Major Event Management Inc.
and the Government of Canada**

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