



For Immediate Release

Dubai to unveil green showcase at GLOBE 2012

Dubai, 12 March, 2012: Following the announcement of the UAE Green Economy strategy by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the United Arab Emirates and Ruler of Dubai, under the theme “Green Economy for Sustainable Development” earlier this year, the GLOBE Conference and Trade Fair, one of the largest and longest running global sustainability events in the world since 1990, will host an exclusive showcase dedicated to the City of Dubai and organize a conference session titled “Spotlight on Dubai” to shed light on Dubai’s green achievements, new projects and vision to support the global green economy value chain.

“For more than two decades the GLOBE Trade Fair has served as an international showcase of the world’s best environmental technologies, services and solutions,” says Mr. John Wiebe, President and CEO of the GLOBE Foundation. “Over the past few years, Dubai has emerged as a leader in new technology adoption, investment in green infrastructure and commitment to reduce its carbon footprint. Dubai’s drive for sustainability through green infrastructure in energy, water, transportation, buildings, public services, logistics, business support services and sustainable living has produced tangible results making it a city that provides solutions and inspiration for many of the world’s sustainability challenges”.

The Dubai delegation to GLOBE 2012 will include senior representatives from Dubai Electricity & Water Authority, Roads & Transport Authority, Dubai Municipality, Department of Economic Development, Dubai FDI, Energy & Environment Park (enpark) and EPIC Dubai, the Sustainable Living Expo. H.E. Sami Al Qamzi, Director General of the Department of Economic Development expressed his deep appreciation to both government and business leaders who continue to support Dubai’s economic growth through world class infrastructure



and investment in future projects. “The rise of Dubai as a global commercial hub with a state-of-the art infrastructure and a world-class business environment has been further enhanced over the past few years through green infrastructure projects” said Al Qamzi. “As a gateway to emerging markets linking Western and Eastern economies, Dubai’s progress from a well diversified to a more sustainable green economy will help accelerate the adoption of green technologies, products and services in a region of over 2.2 Billion consumers” he added.

GLOBE 2012 will be taking place from March 14-16 in Vancouver, Canada, featuring for the first time the latest opportunities arising from the recently launched UAE Green Economy strategy to a global audience of over 2100 delegates representing over 50 countries taking part in the event this year. The theme of Dubai showcase is “Dubai Green Economy Partnership” highlighting Dubai’s commitment to support the global green economy value chain.

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Notes to the Editor

About Dubai Green Economy Partnership

Dubai Green Economy Partnership brings together top government and business leaders to share the latest opportunities arising from the recently launched government strategy “Green Economy for Sustainable Development”, and Dubai’s partnership vision to support the global green economy value chain. For more information, please visit www.dubaigreemeconomy.com

About Dubai FDI:

Dubai FDI in the Department of Economic Development works to promote investment opportunities in Dubai, support international investors to establish a presence here whilst taking advantage of Dubai’s strategic location to access the MENASA region. Dubai FDI assists in the identification of sector specific opportunities, provide connections to a network of both government and non-government partners, and provide support throughout the investment lifecycle from setup to growth.



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About **GLOBE 2012**

GLOBE 2012 is produced by the GLOBE Foundation, an international consultancy organization in the business of the environment. GLOBE's expertise lies in project management, event development, and management and consulting in the fields of environment and energy, urban development, and corporate responsibility. The GLOBE Foundation is North America's longest operating producer of environmental events. For more information, please visit.

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