

PRESS RELEASE

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GREEN MANUFACTURING CONFERENCE PRESENTS **BUSINESS STRATEGIES FOR MANUFACTURING SUSTAINABILITY**

The new Green Manufacturing Conference at the Birmingham NEC on 25 & 26 March 2009 will offer European manufacturers and other interested parties a unique insight into how to reduce their carbon footprint and meet increasing demand for green and sustainable processes.

Targeted at everyone who has an interest in sustainable products and operations – from senior operations management through to those involved in product design, engineering manufacturing and marketing - the two-day conference, which is co-located with Advanced Manufacturing UK 2009, will include action plans, real-world case-studies and applications-oriented presentations covering best practices for Design for environment, Legislation, Carbon labelling, Lean and green, Zero waste and Corporate responsibility.

The opening address will cover Environmental sustainability with Conference Chair Pamela J. Gordon, President and Lead Consultant, Technology Forecasters and TFI Environment. Pamela will present 'nuts and bolts' recommendations that will enable delegates to plot current and desired positions for beyond-regulations environmental and social responsibilities.

"Conference participants will be rewarded with a well-rounded agenda covering the business responsibilities, risks, and rewards relevant to environmental strategy," says Pamela. "In the opening address, I will share a 10-year environmental road map for manufacturers and give personal accounts of companies large and small achieving 'lean and green' successes."

Other sessions will include presentations on:

□ REACH: how to ensure supply chain SVHC disclosure and everything else product manufacturers should beware of - by Kris Pollet, Director EU Law and Policy, Design Chain Associates and Pollet Environmental Consulting, and

□ Green machines - Improving energy consumption of manufacturing concepts - by Jeroen de Groot, Sr. Director Business Line Systems, Assembleon (a division of Philips).

The impressive programme of case study presentations will include:

- Becoming a zero waste company – the aims, process and benefits of Size Zero - by Alex Smith, Managing Director, Alara; and
- Steps to greening your supply chain, products and facilities - by Dave Cox, Vice President of Operations, Blue Coat Systems.

Wednesday's schedule will also contain a group exercise on Sharing real-world experiences and challenges, a presentation on Product and facility regulations for managers, as well as a panel discussion and Q & A session.

The programme on Thursday March 26 will include sessions on:

- Sustainable Innovation: global challenges & opportunities - by Martin Charter, Director, The Centre for Sustainable Design;
- Including green in the product lifecycle, from concept to recycling - by Christian Verstraete, Senior Director, Solutions, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group, Hewlett-Packard; and
- Recycle and re-use for manufacturers of durable equipment - by Morgan Johnson, Director, Sims Recycling Solutions.

The session entitled Carbon labelling: what businesses need to know, will be presented by Robin Dickinson, Customer and Project Manager, the Carbon Label Company, a subsidiary of the Carbon Trust.

There will also be a Renewable materials panel discussion with panellists who include Henk Vooijs, Area Manager Benelux & UK, Novamont and a small group session on Action plans for green transformation of companies (including product design, logistics, facilities and CSR) led by Pamela J Gordon.

Visit www.gmxukshow.com for the full programme, and booking details.

[] Advanced Manufacturing UK 2009 is being held at the Birmingham NEC on 25-26 March 2009. Advanced Manufacturing UK will incorporate these co-located manufacturing-focused events: MEDTEC UK medical device manufacturing technologies; Mtec Sensors, Measurement & Instrumentation; Machine Building & Automation; VTX Vision Technology Exhibition; 3C Contamination Control & Cleanroom Products; Practical Vacuum & Surfactants UK; and the new Green Manufacturing Exhibition and Conference.

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