



EcoSmart Series VIII: Roundtable Luncheon on

Green Real Estate - What Do You Need To Know?

Speaker: Mr Charles Lockwood

A leading corporate sustainability strategist & green real estate authority

27 November 2009 (Friday), 12:30 pm-2:00 pm

Hong Kong has one of the world's densest urban environments, and our high-rise buildings are the major contributors to aspects of greenhouse gas and pollution. Green real estate has therefore been an important subject in policy agenda of the HKSAR.

While green buildings are transforming many nations' workplaces and homes, development practices and investment opportunities at a rapid pace, the recent economic turmoil has not killed green buildings, but directed these practices into new directions. Most green building councils are gaining - not losing - members, and the number of buildings registered for green certification is rising rapidly in the US and other nations. At such a time of change, what do you need to know?

Mr Charles Lockwood, an internationally recognized corporate sustainability strategist and "a green real estate authority" according to the *Wall Street Journal*, is invited by the Chamber to speak on the latest trend in green real estate, as well as his insights, including statistics, on the proven benefits of green buildings. Mr Lockwood's views

and research have been quoted by leading media worldwide, including the *New York Times*, *Financial Times*, and *Washington Post*. He appeared on PBS, National Public Radio and Jim Cramer's "The Street.com", and he contributed the first chapter of *Harvard Business Review on Green Business Strategy* (2008). His just-published book, *Green Quotient: Insights from Leading Experts on Sustainability* (2009), is a collection of his conversations about green business and real estate with authorities like Pulitzer Prize-winning New York Times columnist Thomas Friedman and 2008 Nobel Prize-winning economist Paul Krugman.

The Hong Kong General Chamber has initiated an **EcoSmart** series of events to promote a smart culture that enables individuals, building managers, transport operators and general businesses to be more environmental friendly. Together, we will be able to help develop Hong Kong into a sustainable city. Members please join the roundtable to learn about "**SMART Actions**" and "Wrong Actions" from Mr Charles Lockwood.

Booking Form ===== Fax: 2821 9528

To : Hong Kong General Chamber of Commerce, 22/F, United Centre, 95 Queensway, Hong Kong
Attn : Ms Looby Ho (tel: 28231228)
Event : EcoSmart series VIII: **Green Real Estate – What Do You Need To Know, 27 November 2009**
Venue : Theatre, Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, Hong Kong
Fee : HKGCC Members: \$100 per person / Non-Member: \$200 per person

Co. Name:		HKGCC Membership No.:		
Address:				
Contact person:		Tel:	Fax:	
No. of Members @\$100:	No. of Guests @\$200:	Amount Enclosed: \$		
Attendee(s):	Family Name	First Name	Job Title	email
(Mr/Ms/Mrs/Dr)				vegetarian <input type="checkbox"/>
(Mr/Ms/Mrs/Dr)				vegetarian <input type="checkbox"/>
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- ★ Bookings will only be confirmed with full payment, on a first-come-first-served basis.
- ★ To avoid over-subscription, walk-ins will normally not be taken subject to the final decision of the organiser.
- ★ No-shows will be charged and payments are non-refundable unless the event is cancelled by the organiser.
- ★ Refunds can be arranged for cancellations submitted 3 days before the event, and the refund amount is subjected to a 5% or HK\$30 handling charge, whichever is higher. No refund for cancellations with less than 3 days' notice.

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Please contact Ms Karen Fung or visit www.chamber.org.hk for details.

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