



GLOBE 2000 – Advancing the Global Agenda for Business and the Environment

Over the past ten years, the GLOBE Series has grown into a recognized event for its association with excellence, and its reputation for providing unparalleled exposure to innovative technologies and leading intelligence on business and the environment.

From March 22-24, 2000, GLOBE 2000 brought the international environmental business community to Vancouver to exchange views, network and conduct business.



What is it that attracts more participants to each GLOBE event? Clearly, the access to global environmental markets and senior-level corporate and government executives is a major attraction. It is the innovative ways in which the event is delivered, however, that makes it truly unique. Offering a combination of technology demonstrations, corporate announcements, high-level meetings, networking functions and business matching programs, GLOBE is a must-attend for organizations wishing to reach higher levels in economic, social and environmental excellence.

GLOBE 2000 marked a new high in this decade of environmental events with record attendance for the three day conference.

GLOBE 2000 FAST FACTS:	
Total Participants	9,982
Exhibitors	396
Conference Delegates	1956
Media	280
Business Conducted	\$480 million
Countries Represented	78

ECONOMIES REPRESENTED AT GLOBE

Algeria	France	Nepal	South Africa
Argentina	Germany	Netherlands	Spain
Australia	Ghana	New Zealand	Sri Lanka
Austria	Guatemala	Nicaragua	Sweden
Bangladesh	Guyana	Nigeria	Switzerland
Barbados	Honduras	Norway	Syria
Belgium	Hong Kong	Pakistan	Taiwan
Brazil	Hungary	Panama	Thailand
Brunei	India	People's Republic of	Trinidad &
Cambodia	Indonesia	China	Tobago
Canada	Iran	Peru	Uganda
Chile	Ireland	Philippines	United Arab
Cocos Islands	Israel	Poland	Emirates
Colombia	Japan	Portugal	United
Costa Rica	Korea	Puerto Rico	Kingdom
Cyprus	Kuwait	Romania	United
Czech Republic	Laos	Russia	States
Denmark	Lebanon	Saudi Arabia	Uruguay
Ecuador	Malaysia	Sierra Leone	Venezuela
Egypt	Mexico	Singapore	Vietnam
El Salvador	Morocco		
Finland			

"We're very pleased with the unprecedented success of GLOBE 2000. We have capitalized on a decade of developing the business of the environment and this years results are evidence of the momentum. It shows that the environment sector will be among the most dynamic in the new millennium and we have a powerful forum to make it happen".

John D. Wiebe
 President and CEO
 The GLOBE Foundation of Canada



The GLOBE 2000 Conference Business Strategies for the 21st Century

Featuring over 250 senior-level executives from business and government, the GLOBE 2000 Conference Program offered the latest intelligence on how leading corporations are responding to the challenge of climate change, strategies on integrating the environment with corporate strategy and local knowledge on environmental opportunities from across five continents.



Crowd at Opening Plenary
(inset) John D. Wiebe,
President and CEO
The GLOBE Foundation of
Canada

"I found the event a significant expansion of past GLOBE efforts and very much focused on finding economic solutions to the environmental challenges facing the world. The conference combined policy perspectives with real get-the-job-done business meetings and was well worth my time".

**BILL VAN
AMBURG** Vice President
WESTART-CALSTART
Almeda, CA, United States

Assessing the risks and opportunities represented by climate change:

GLOBE recognizes the challenge faced by corporations regarding the development of business strategies that address both the risks and the opportunities represented by climate change...carbon trading, placing a value on GHG credits and acquiring new technologies are all issues that companies must face as climate change becomes an increasingly relevant issue. GLOBE 2000 took an innovative approach at attempting to define some of the many uncertainties surrounding climate change by asking the best and the brightest to share their views on how they've managed to succeed.

Balancing economic, social and environmental responsibilities:

In order to compete in an increasingly innovative, transparent and rapidly expanding market place, corporations are faced with more issues than those that affect only their economic bottom line. The GLOBE conference witnessed the convergence of corporate leaders, fund managers and a host of other prominent speakers who discussed how initiatives such as eco-design and ISO 14000 initiatives are setting the standard for increased corporate accountability and environmental leadership.

Evolving opportunities overseas:

Whether it be accession to the European Union, political reform in Latin America or an increase in public pressure in Asia and Africa, overseas economies are faced with a increasing number of reasons to address issues of an environmental nature, resulting in a host of commercial opportunities and great potential to form partnerships and collaborative agreements.

3 CORE TRACKS - 250 SPEAKERS ONE WORLD - CLASS OPPORTUNITY!

TRACK 1 - ENERGY & CLIMATE CHANGE: MARKET FORCES OF THE MILLENNIUM:

Speakers included **Brian R.H. Anderson**, Chairman & Chief Executive, Shell Companies of NE Asia, China; **Nicolai Zarganis**, Policy Advisor, Danish Energy Agency, Denmark; **Gary Rodford**, Senior VP, BC Hydro; **Jose Jaime Millan**, Senior Energy Policy Advisor, Interamerican Development Bank;

Joshua Margolis, Senior VP, Cantor Fitzgerald Environmental Brokerage; **Yasuo Hosoya**, Director, Tokyo Electric Power Company, Japan;

TRACK 2 - CORPORATE ENVIRONMENTAL STRATEGIES: RISKS, REALITIES AND RETURNS: Speakers Included

Hon. Bob Shinn, Commissioner, New Jersey Dept. of Env'tl Protection, **Thomas Crosslin**, Product Developer, Nike Inc.; **Wilfried Oppermann**, Senior Manager, Env'tl Affairs, Nokia, Germany; **Jan-Oluf Willums**, Senior Vice President, Env'tl Policy and Investments, Storebrand, Norway; **Jan Walsh**, Head of Corporate Reputation & Social Policy, British Telecom, UK; **John Presfbo**, Editor, Dow Jones Indexes; **Jay Taylor**, President, Placer Dome Inc.,

TRACK 3 - GLOBAL MARKETS FOR ENVIRONMENTAL SOLUTIONS: Speakers included

Hon. Xhen Hua Xie, Minister, State Environmental Protection Agency, PRC **Juan Rodrigo Walsh**, Undersecretary of Env't, City of Buenos Aires, Argentina; **Lilia Casanova**, Deputy Director, United Nations Environment Program, IETC, Paris;

Prof. Naomichi Hirayama, Professor, Chiba Institute of Technology, Japan; **Andre Vilhena**, Executive Director, CEMPRE, Brazil; **Carlos Scandoval**, President, CONIECO, Mexico.



GLOBE Foundation of Canada

GLOBE 2000 REVIEW



The GLOBE 2000 Trade Fair Innovation at its Best

Corporate decision-makers and international buying missions from Mexico to Russia spent 3 days touring the trade fair floor - making it a hotbed of activity. Approximately 400 companies displayed technologies ranging from water treatment and pollution clean-up equipment to innovative alternative and renewable energy technologies and “design for environment” concepts such as aluminum car body frames.

**\$480 million
in sales
generated**

“The GLOBE 2000 Trade Fair exceeded our most stringent criteria for success. Our message was spread across 6 continents, countless countries and to more decision-makers than we thought possible”.

JAMES HOLLAND
Business Development Manager
First American Scientific
Vancouver, BC
Canada

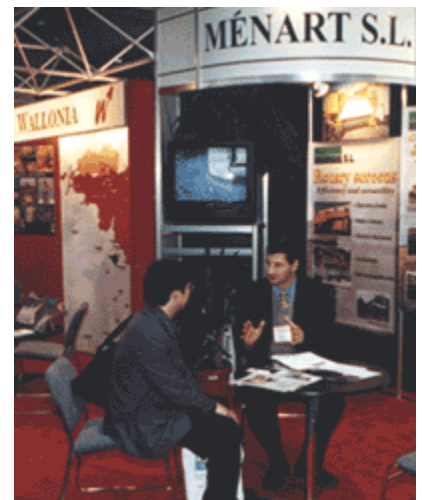


“We surpassed our goal of 55 sales inquiries... on the first day!!!!”

JOHN CROWLEY
Granutech-Saturn Systems
Grand Prairie,
TX, USA



In addition to hundreds of small and medium sized companies, the trade fair attracted some of the world’s largest companies and provided an excellent opportunity for all exhibitors to meet international and North American buyers.



The volume of attendees and variety of countries was excellent...we’ve had a great show”.

J. KENT COVEY
Plas-Tanks Industries, Inc.
Hamilton, Ohio
United States



The GLOBE 2000 Trade Fair generated an estimated \$480 million in sales for the exhibitors and resulted in a number of commercial success stories for companies such as Bio-Microbics, of Shawnee, KS, who were pleased to report that as a direct result of their participation in GLOBE 2000, they were able to sign an agent/distributor agreement with a company in China. They also reported pending agreements for Canada, Chile, Argentina and Korea.



GLOBE 2000 Gateway to the World International Participation

One of the factors that brings thousands of people back to GLOBE year after year, is its truly international character. GLOBE 2000 attracted participants from 78 economies worldwide. With delegates from Continental Europe to Sub-Saharan Africa in attendance, the event provided an unparalleled opportunity to meet with government leaders as well as corporate and environment industry executives from around the world.



Environment Canada and Industry Canada take part in an ETV signing ceremony with Korean partners



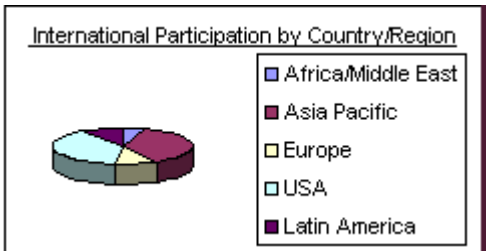
"If you want to meet a whole bunch of people in this business, in one location... GLOBE is the place to do it!!!"

HECTOR JACQUES
Chairman and CEO
Jacques Whitford
Group Ltd.
Dartmouth, NS, Canada

GLOBE's long-standing reputation as being the place where international senior-level executives from government and enterprise congregate, was more evident than ever as the conference was host to 7 international Ministers of the Environment.



(Left) David B. Sandalow, Assistant Undersecretary of State for Oceans and International Environmental & Scientific Affairs (USA); Hon. Jan Pronk, Minister of Housing & the Environment (The Netherlands); Hon. Nadia Makram Ebeid, Minister of State for Environment (Egypt); Hon. David Anderson, Minister of Environment (Canada) Ambassador Elsa Kelly, Special Envoy for the Environment, Ministry for External Affairs & International Trade (Argentina); Hon. Shri T.R. Baalu, Minister of Environment & Forests (India); Hon. Kezimbira-Miyingo, Minister of State for Environment (Uganda); John D. Wiebe, President and CEO, The GLOBE Foundation of Canada



"I really want to congratulate GLOBE on making the GLOBE Series the premier event on the international environmental calendar"

MAURICE STRONG
Chairman, Earth Council



Networking at GLOBE 2000

A Place Where Industry and Government Leaders Meet, Exchange Views, Network and DO BUSINESS!!

When not learning about leading corporate strategies, listening to local experts discussing opportunities in the global marketplace, or checking out the latest innovations in environmental technology, GLOBE delegates were actively engaged in an abundance of networking events designed to facilitate direct dialogue on key issues, and ultimately...to strike deals!!!

GLOBE 2000 provided excellent opportunities for networking and transfer of information on many different levels. It provided a venue to compare notes - a great benchmarking exercise!!

ANTHONY SF CHIU
President
Huchisson Davis Management Consulting Inc.
Sta. Ana, Manila Philippines



For three full days, breakfast, lunch, dinner and evening cocktail functions provided ample opportunity for delegates to discuss business and forge new relationships.



As Canada's premier event on business and the environment, the GLOBE Series often attracts many other organizations to hold their own complimentary events during "GLOBE Week".

SOCIAL EVENTS
A Spring 2000 Welcome: This reception, held on opening night, proved to be an ideal meeting place for GLOBE participants to get acquainted. **Networking Breakfasts:** Always a sell-out, these 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. **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. **GLOBE 2000 Closing Reception:** A relaxing end to a full week of business development, this reception provided an opportunity for GLOBE delegates to share their experiences while enjoying a beautiful water view and exquisite international fare.



GLOBE featured a number of prominent announcements such as the one depicted above, where TransAlta, in partnership with the US based Global Livestock Group and the government of Uganda, announced a project to reduce methane.

Ancillary Events
 Climates of Change Congress • International ETV Workshop • Japan Canada Teaming Session • GHG Emission Reduction Training Program • Green Building Technologies and Sustainable Urban Environment Seminar • Wastewater Regulations Seminar



Sponsors of GLOBE 2000

CRITICAL COMPONENTS TO SUCCESS

GLOBE 2000 sponsors provided support for activities such as program development, international delegate recruitment, marketing and much more. Such activities are of fundamental importance to the GLOBE Foundation mandate of developing the business of the environment and are *vital* to the success of the GLOBE Series.

The GLOBE Foundation wishes to thank all its sponsors for their support of GLOBE 2000.



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Mark your calendars! GLOBE 2002 will take place in Vancouver, Canada, from March 13th - 15th, 2002. Strategically positioned prior to the Rio + 10 Summit, GLOBE 2002 will be instrumental in providing critical information on the key issues and innovative programs that are driving business in the new millennium.