

## GLOBE | 2004 | YR8

8<sup>TH</sup> BIENNIAL TRADE FAIR & CONFERENCE ON  
BUSINESS & THE ENVIRONMENT • VANCOUVER

March 31 – April 2

VANCOUVER CONVENTION & EXHIBITION CENTRE, CANADA

## GLOBE 2004 REVIEW

DEVELOPING THE BUSINESS OF THE ENVIRONMENT

GLOBE CONFERENCE 2004

MARK YOUR  
CALENDARS!

### GLOBE 2006

March 29-31, 2006  
Vancouver Convention  
& Exhibition Centre,  
Vancouver, BC, Canada

[www.globe2006.com](http://www.globe2006.com)

## **GLOBE 2004: ACCELERATING THE BUSINESS OF THE ENVIRONMENT**

### **GLOBE 2004 FAST FACTS**

**9069**

Total Participants

**1940**

Conference Delegates

**39,060** sq ft

Total Exhibit Space

**75**

Countries Represented

**GLOBE 2004 was held March 31st to April 2nd, 2004 at the Vancouver Convention & Exhibition Centre in Vancouver, Canada.**

With nearly 10,000 participants from 75 countries, GLOBE 2004 provided unparalleled access to global environmental markets, senior corporate executives and government leaders.

The GLOBE 2004 Conference featured over 200 senior-level speakers from business and government, with the Trade Fair showcasing leading environmental technologies and services from North America, Europe, and Asia.

Reported business projected resulting from the three-day event was estimated at over \$465 million USD.



Rick George, President & CEO, Suncor Energy



Michael Phelps, Chairman, GLOBE Foundation

## GLOBE 2004 CONFERENCE THEMES

### Corporate Sustainability

GLOBE 2004 presented information & analysis on the trends, systems and tools that are driving competitiveness to the next level under tough social, shareholder, consumer and accountability demands.

### Energy & Climate Change

These sessions provided a comprehensive update on emerging priorities, creative solutions, new technologies, and how companies are seizing evolving business opportunities.

### Building Better Cities

Leading planners, architects, urban design specialists and municipal leaders at GLOBE 2004 shared how they are incorporating sustainability principles in the design & construction of buildings, urban transportation systems, and energy and water systems.



The Honourable John Godfrey, Parliamentary Secretary to the Prime Minister of Canada

## GLOBE 2004 NETWORKING OPPORTUNITIES

Not only did attending GLOBE 2004 allow participants to experience North America's most prestigious environmental business gathering, it also provided the opportunity to take part in a number of related meetings, workshops, and social gatherings organized alongside GLOBE 2004.

### DELEGATE STATISTICS

**90.8%** of delegates rated the event overall as good to excellent.

**82%** of delegates indicated they plan to attend the conference again next year.

A number of social and ancillary events took place, which served to maximize opportunities for business development and provide increased participation & context for the discussions taking place at GLOBE 2004 and allied events. These activities, along with other social & networking events hosted by GLOBE participants and sponsors, provided participants with an enormous number of diverse and exceptional opportunities to meet people, exchange views, and network.

*The networking opportunities are invaluable. The added bonus is the foreign officers & international delegations that come here, saving valuable marketing costs.*

DAVID HOPE, CEO  
PACIFIC RIM LABORATORIES INC  
SURREY, BC CANADA



# PRESS CONFERENCES

A significant number of high profile media launches took place at GLOBE 2004, including Prime Minister Paul Martin's support of the Hydrogen Highway initiative, Alcan's sponsorship of the +30 Network, the world's first sustainable condo, and the BC Hydro/Translink partnership for green buses.



above left: The Honourable Stephen Owen, Minister, Public Works & Government Services, Canada  
above right: (left) Michael Harcourt, Chair, External Advisory Committee on Cities and Communities; (centre) Travis Engen, President & CEO, Alcan Inc.; (right) Dave Broconnier, Mayor of Calgary

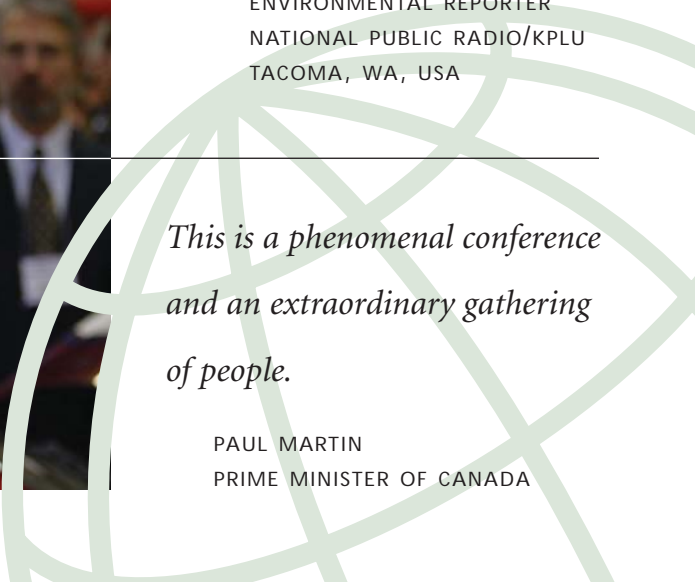


*GLOBE is becoming the "must-see" event for anyone interested in sustainable business. Presentations at GLOBE today become the front page stories of tomorrow. It is gaining a reputation as the premier stage from which those involved in critical environmental business & sustainability issues must speak.*

STEPHEN KRUEGAR  
ENVIRONMENTAL REPORTER  
NATIONAL PUBLIC RADIO/KPLU  
TACOMA, WA, USA

*This is a phenomenal conference and an extraordinary gathering of people.*

PAUL MARTIN  
PRIME MINISTER OF CANADA



## TRADE FAIR FEATURED EXCITING NEW EXHIBIT AREAS

### EXHIBITOR STATISTICS

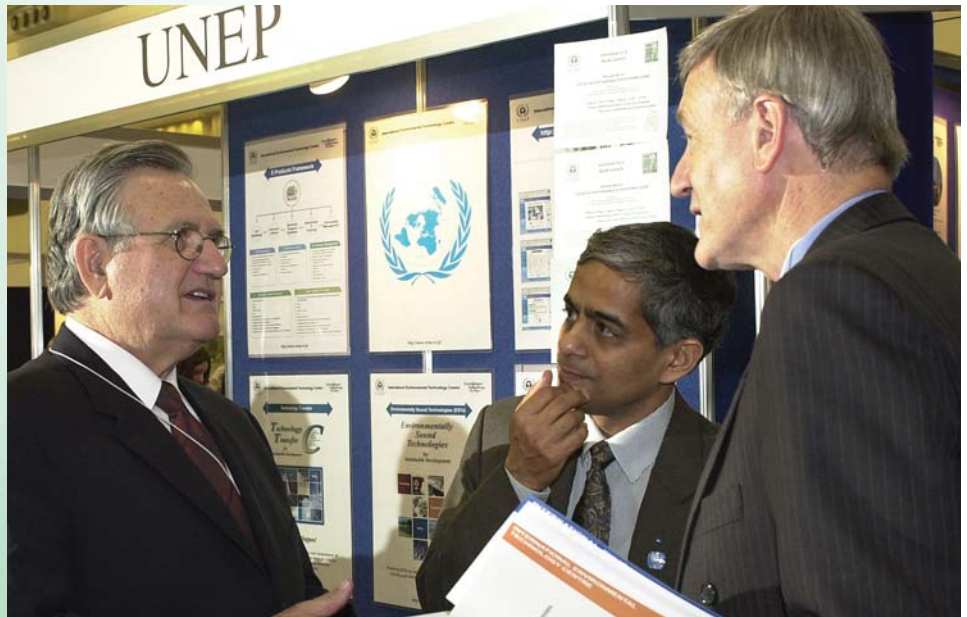
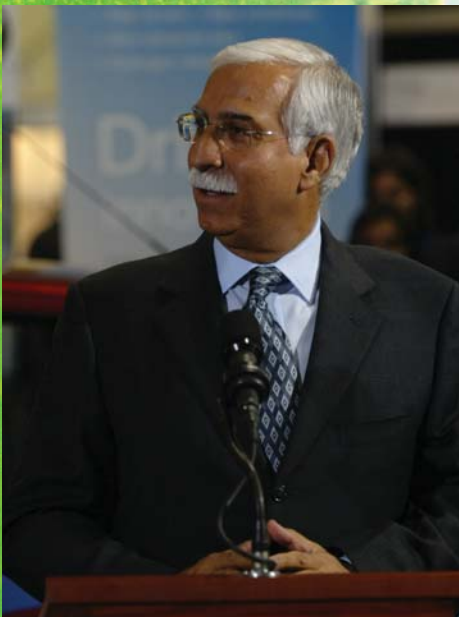
**88.5%** of exhibitors rated the event overall as good to excellent.

**70.9%** of exhibitors indicated they either definitely or likely generated business as a result of exhibiting.

**18.6%** indicated it was too soon to tell.

The GLOBE 2004 Trade Fair featured over 39,000 sq. ft. of environmental technologies and services in the areas of:

- alternate energy sources
- air quality management
- climate change
- energy-efficient vehicles
- fuel cell technologies
- green building products and technologies
- industrial waste management
- urban environmental management
- solid waste management, recycling & sustainable construction
- transportation technologies and solutions



Firoz Rasul, Chairman & CEO, Ballard Power Systems Inc. Hon. Gilbert Parent, Canadian Ambassador for the Environment (left)

### GLOBAL PARTICIPATION FROM:

Argentina  
Australia  
Austria  
Bangladesh  
Barbados  
Belgium  
Brazil  
Brunei Darussalam

Canada  
Chile  
Colombia  
Congo  
Costa Rica  
Côte d'Ivoire  
Croatia  
Czech Republic

Denmark  
Dominican Republic  
Ecuador  
Egypt  
Estonia  
Finland  
France  
Germany

Ghana  
Greece  
Honduras  
Hungary  
Iceland  
India  
Indonesia  
Iran

Ireland  
Italy  
Japan  
Kenya  
Kuwait  
Latvia  
Lebanon  
Lithuania

### The Transportation Technologies Showcase

The Transportation Technologies Showcase marked the largest GLOBE exhibit on transportation technologies ever, featuring the world's most advanced vehicles from top manufacturers, as well as related leading edge technologies, systems and ideas in the transportation sector.

Toyota exhibited their award winning Prius Hybrid at the trade fair, & General Motors, with a reputation for producing some of the largest vehicles on the road, exhibited their hybrid strategy of targeting vehicles with the highest fuel consumption.

The Showcase also featured the Vancouver Fuel Cell Project, Canada's first real-world demonstration of fuel cell vehicles.

*As an opportunity to meet with representatives of leading-edge companies, the event is extremely valuable.*

VICTOR M OWEN  
RECOGNITION UNLIMITED  
VANCOUVER, BC CANADA



Ron Britton, President & CEO, Fuel Cells Canada

Malaysia  
Mexico  
Mongolia  
Nepal  
Netherlands  
New Zealand  
Nigeria  
Norway

Pakistan  
People's Republic of  
China  
Philippines  
Poland  
Portugal  
Russia  
Saudi Arabia

Senegal  
Sierra Leone  
Singapore  
Slovakia  
South Africa  
South Korea  
Spain  
Sri Lanka

Sweden  
Switzerland  
Taiwan  
Tanzania  
Thailand  
Trinidad and Tobago  
Ukraine  
United Arab Emirates

United Kingdom  
United States of  
America  
Uruguay  
Venezuela  
Vietnam



PARTICIPANT STATISTICS

**Over 97%** of the GLOBE 2004 respondents surveyed (including delegates, exhibitors, visitors, media & sponsors) said they plan to attend GLOBE 2006.

**87%** of participants rated the GLOBE event overall as good to excellent.

*The tradeshow was a hit!  
I've convinced many colleagues that they should go and each always says that GLOBE was one of the best trade shows they've ever gone to.*

GEORGE (BUD) IVEY, PRESIDENT  
IVEY INTERNATIONAL INC.  
CAMPBELL RIVER BC CANADA



Xantrex Chairman Mossadiq Umedaly (right) demonstrates the XPower Powerpack 400 Plus to ATS Spherical Solar CEO Milfred Hammerbacher at the Trade Fair.





Peter Busby, Principal, Busby & Associates Architects

## The Sustainable Construction Showcase

New to GLOBE 2004, **The Sustainable Construction Showcase** highlighted innovative structural and installed components that are being used in green buildings such as windows, exterior cladding, roofing, heating, ventilation and air-conditioning systems, energy supply systems, as well as energy-saving construction materials (concrete, wood and steel).

Participants in the showcase included private and public sector companies, research organizations, technology development centres, industry associations, government agencies, and information providers concerned with sustainable construction and green building technology.

Part of the Sustainable Construction Showcase, the Sustainable Condo exhibit was a unique, interactive "green" condo showcasing leading-edge design, products, technologies and systems which pose practical solutions to address the challenges of urban sustainability. The condo is the first prototype for the 2010 Olympic village and part of the first green development in Vancouver's South-East False Creek.

*GLOBE is an excellent opportunity to meet most of the current leaders in the environmental industry in North America and learn about the latest products and services.*

SHAI SPELGANG,  
PROGRAM DEVELOPMENT  
ONTARIO ENVIRONMENT  
INDUSTRY ASSOCIATION  
ONTARIO, CANADA

*GLOBE brings me an overall outlook on today's global environmental areas and excellent potential business opportunities.*

XITIAN (LEO) LI  
VICE PRESIDENT,  
QINGDAODONGYI INDUSTRIAL  
CO., CHINA



## GLOBE AWARDS FOR ENVIRONMENTAL EXCELLENCE

THE GLOBE AWARDS ARE SPONSORED BY:

**THE GLOBE AND MAIL**  
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1852

**GLOBE**foundation  
OF CANADA



Phillip Crawley, Publisher & CEO,  
The Globe and Mail

The Third Annual GLOBE Awards honoured a number of extraordinary companies and industry groups, all of whom have embraced sustainable business strategies that have resulted in driving the marketplace to new heights.

The Award for Excellence in Brownfield Redevelopment  
**Canada Lands Company's Moncton Shops Project**

The Industry Award for Export Performance  
**Carmanah Technologies Inc.**

The Capital Markets Award for Sustainable Investment and Banking  
**Innovest Strategic Value Advisors**

The Corporate Award for Technology Innovation and Application  
**Xantrex Technology Inc.**

The Industry Association Award for Environmental Performance  
**Canadian Urban Transit Association**

The Corporate Competitiveness Award  
**Toyota in Canada**



(listed above left to right) The winners of the 2004 GLOBE Awards for Environmental Excellence.

## EDC & THE GLOBE FOUNDATION LAUNCH WEBSITE FOR ENVIRONMENTAL EXPORTERS

Export Development Canada (EDC) and the GLOBE Foundation launched the new GLOBE-Net portal at GLOBE 2004, a dynamic, interactive information network designed to provide market intelligence to Canadian environment industry companies on environmental business opportunities.

Says John Wiebe, President & CEO of the GLOBE Foundation, "GLOBE-Net will help overcome a major problem identified by many companies in this sector, namely

getting up-to-date market intelligence and details on available business opportunities."

GLOBE-Net will provide a distinctly Canadian window on the global environment industry, offering news updates and feature articles on & environmental business topics; market intelligence reports and business opportunity profiles; regulatory updates and proposed policy changes affecting the business of the environment; and details on upcoming events, new products & new technologies.

**FOR MORE INFORMATION VISIT THE GLOBE-NET PORTAL AT [WWW.GLOBE-NET.CA](http://WWW.GLOBE-NET.CA)**



A. Ian Gillespie, President & CEO, Export Development Canada

*Tremendous quality of participants – both panelists and delegates. The focus here is overwhelmingly on how, not whether, to pursue sustainability.*

BILL MCINTOSH  
WORLD WILDLIFE FUND  
VANCOUVER, BC CANADA

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MEDIA SUPPORTERS



The GLOBE Foundation would like to thank the participants who attended GLOBE 2004. We look forward to seeing you again at GLOBE 2006, March 29 - 31, 2006 in Vancouver.

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