

Ref No: SVCS

Attn: SBF Members



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## “How to Profit from the Environment & Low Carbon Economy” Workshop

Date: **Wed, 23 Jan 08** Time: **9am – 5pm**

Venue: **SBF Seminar Room 1 (Keppel Towers, 22<sup>nd</sup> Level)**

Fee per pax (incl 7% GST for SBF Member and Ppts from govt agencies): **\$450** \*\$400  
 Fee per pax (incl 7% GST for others): **\$500** \*\$450

**\*Register before 28 Dec to enjoy Early Bird Discount**

### Workshop Objectives

This 1-day workshop is designed to exploit strategic business opportunities in the transition to a low carbon economy. It is suitable for university entrepreneurs and start-ups in the environmental and low carbon sectors, as well as organisations and investor active in the environmental, clean tech, green energy and low carbon space.

### What you will learn

Participants will gain from understanding the strategic innovation and financing process and navigating the innovation journey from discovery to market opportunity to financing to value creation. They will be able to plan a roadmap for exploiting the strategic business opportunities in the transition to a low carbon economy.

### About the Workshop Leader

Dr. Kenny Tang CFA is an international thought leader in the field of climate change and sustainability. Referred to as “Asia’s Al Gore” or “The Al Gore of Business” by investment bank Merrill Lynch for his distinctive pro-business approach to managing climate change in the low carbon economy, Kenny is founder CEO of Oxbridge Climate Capital, based in London, United Kingdom. Kenny has degrees from the universities of Oxford and Cambridge, including a PhD in Business Strategy from the Judge Business School at Cambridge.

He is the lead author of **“Taking Research to Market: How to Build and Invest in Successful University Spinouts”** – a major handbook in the field of financing university spinouts in the environmental and clean energy space! He has written regularly for the Wall Street Journal and Financial Times. His previous book: **“The Finance of Climate Change – A Guide for Governments, Corporations and Investors”** was published to coincide with the Gleneagles G8 Summit in July 2005 and included a special message from UK Prime Minister, Tony Blair. His latest book: **“Cut Carbon, Grow Profits – Business Strategies for Managing Climate Change and Sustainability”** contained forewords from the Malaysian Prime Minister Dato Seri Abdullah Badawi, UK Foreign Secretary Margaret Beckett, Conservative leader David Cameron, YTL Group Managing Director Tan Sri Dr. Francis Yeoh and Sir Richard Branson, chairman of the Virgin Group.

**Target Audience:** 1) Decision makers, CEOs, CFOs, COOs and Business Strategists involve in exploring strategic business development in the carbon economy; 2) Start-ups, Investors and University Entrepreneurs; 3) Policy makers from Government Agencies

PROGRAM			
0900	Registration	1245	Lunch
0930	Welcoming Remarks & Objectives of the Workshop Dr. Kenny Tang, CEO, Oxbridge Climate Capital	1400	<b>Phase 2: From Market Opportunity to ‘Green’ Financing</b>
1000	<b>Business Drivers &amp; Strategic Opportunities</b> <ul style="list-style-type: none"> <li>▪ What are the key business drivers for the green economy?</li> <li>▪ What are the strategic business and start-up opportunities?</li> <li>▪ How can you be positioned to exploit the low carbon economy?</li> </ul>	1515	3. Developing ‘green’ business plans 4. Approaching and selecting investors
1100	Coffee/ Tea break	1545	Coffee/ Tea break
1130	<b>Phase 1: From Discovery to Market Opportunity</b> 1. Achieving proof of ‘concept’ 2. Navigating the innovation journey	1700 - 1730	<b>Phase 3: From ‘Green’ Financing to Value Creation</b> 5. Organising to sell 6. Building alliances and partnerships 7. Working with your investors <b>Review of Objectives, Wrap-Up, Q&amp;A</b>

### ORGANIZED BY



### Administrative Details:

- Please mail this registration form together with a cheque to SBF. Cheque should be made payable to “Singapore Business Federation”. Please indicate the Ref No., company’s name, and participant’s name behind cheque.
- Confirmation of your registration (ie. Confirmation stamp on this flyer from SBF) will be faxed to your company upon receipt of full payment. Please present confirmation for admission to seminar room.
- No withdrawal upon registration but a replacement is allowed. We regret that no refund will be made for cancellation or non-attendance. Full fees will be charged for cancellation and non-attendance.

<p><b>Ref No: SVCS</b>  <b>REGISTRATION FORM - Attn: Daphne/Suling (Closing date: 16 Jan 08)</b></p> <p>Name (Mr/Ms): _____ Designation: _____</p> <p>Tel: _____ Fax: _____ Email: _____</p> <p>Company: _____</p> <p>SBF Membership No: _____ Address (For non-mbr) : _____</p>	<p><b>For Official Use (PC):</b></p>
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