

Riding the Growth Wave with Green Technology & Innovation

~ Frost & Sullivan to host The Global Green Revolution 2009 Symposium in Malaysia ~

Singapore, August 31, 2009 – Co-located with the [Growth, Innovation and Leadership Global Congress on Corporate Growth \(GIL 2009: Asia Pacific\)](#), Frost & Sullivan's executive symposium titled the **Global Green Revolution 2009** will be held on Thursday, October 15, 2009 in Kuala Lumpur, Malaysia. The symposium will discuss smart strategies for businesses to seize new opportunities to grow revenue and customer loyalty in today's global green economy.

"Creating and delivering sustainable products and solutions is no more a matter of choice, but has become a competitive strategy of organizations" says Ravi Krishnaswamy, Director, Energy & Power Systems, *Frost & Sullivan*. "The quest for green technology and sustainable development is leading to a convergence of interest among a multitude of industries. While this is creating new opportunities, new application platforms and innovative business models, it is also redrawing industry boundaries and redefining competition and partnership."

The Global Green Revolution 2009 will feature keynotes, live interviews, success stories, roundtables, and case studies on strategic issues that point out real market opportunities for integrating green strategy into business plans.

Globally celebrated green thought-leaders, like Andy Ridley, Executive Director and Co-founder, *Earth Hour*, World Wildlife Fund and Matthias Gelber, Board Member, Maleki GmbH, Malaysia will share their thoughts on green practices and opportunities available to businesses. Other key personalities attending the symposium include senior executives from Philippine Bio Science Company, Cosmo Biofuels, SunTech and Chevron, amongst others.

Frost & Sullivan will honor companies across industries that have proved to be leaders in sustainable technology at the **2009 Green Excellence Awards luncheon reception** which will be held at the symposium.

Frost & Sullivan awards seek to identify and credit sustainable best practices in the industry segments and are synonymous with *Frost & Sullivan's* in-depth analysis and coverage of these industries. In keeping with the company's commitment to excellence and innovation, the Green Excellence Awards are carefully reviewed and evaluated to reflect the current market landscape inclusive of the emerging technology trends.

To register or obtain more information on the *Global Green Revolution 2009* or Growth, Innovation and Leadership Congress 2009, please contact Neethiya Sadagopal at neethiya.sadagopal@frost.com OR visit <http://www.frost-gil.com/whyattendgreen.html> for more details.

Multimedia Development Corporation of Malaysia is the strategic partner; TNT is the breakfast briefing partner; Sybase is the executive partner while Digi and Extreme Networks are the networking partners for the GIL 2009: Asia Pacific congress.

Media partners exclusively supporting the *Global Green Revolution 2009* are G+News and G+Magazine

CNBC Asia is the official broadcast partner, Wall Street Journal Asia is the official newspaper partner, PR Newswire is the official newswire while IA Community and Infinity 21 are the supporting associations for GIL 2009: Asia Pacific.

Other media partners include, Asia Food Journal, Asian Channels, Asian eMarketing, Business Today, CIO Asia, ComputerWorld Malaysia, Control Engineering Asia, Electronics Manufacturing Asia, IA Annual Directory, IA News, Logistics Insight Asia, Malaysian Reserve, Medical News, Medical Supplies Annual Directory, MIS Asia, Pharma Asia, and Strategic Path Asia.

Global partners for GIL 2009 are BTQ, Chief Executive Officers Club, Connect-World, Dow Jones, Enterprise Technology Management (ETM), Future Healthcare, Future Pharmaceuticals, MeettheBoss.com, Progressive Investor and SustainableBusiness.com.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. *Frost & Sullivan* leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>

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