

The “Green rush” - armed with Technology & Innovation, Organizations explore sustainable Growth strategies

Kuala Lumpur, Malaysia, October 15, 2009 – *Frost & Sullivan* executive symposium titled the **Global Green Revolution 2009: Driving Growth through Sustainable Technology & Innovation** was launched today in Kuala Lumpur.

Co-located with Growth, Innovation and Leadership Congress (GIL 2009: Asia Pacific), the inaugural congress featured some prominent thought-leaders like Sudeep Mohandas, senior director of supporter operations, World Wildlife Fund Malaysia for *Earth Hour*, Lars Ronning, president, Asia Pacific, Tandberg, Singapore, Ir Ahmad, Hadri Haris, national project leader, MBIPV Project, head of Renewable Energy, Malaysia Energy Centre (PTM), Malaysia and Matthias Gelber, board member, Maleki GmbH, Malaysia, amongst others.

“Integrating green strategy into an organization’s growth plan is not about social responsibility. Green has emerged as a major competitive factor, both in terms of products and processes. Far from being a brand catalyst, green initiative has become a quintessential element for both top-line and bottom-line growth in businesses” says Ravi Krishnaswamy, Director of Energy Practice at *Frost & Sullivan*.

Speaking on the ways businesses can lead in green revolution and green economy, Sudeep Mohandas, used *Earth Hour* initiative as a case study to elaborate on opportunities for businesses today.

Also sharing success at the symposium were Ruchi Bhargava, director, supply chain sourcing support, Intel Corporation, Singapore who discussed on ‘Sustaining the Green Momentum in an Economic Downturn’ and Hugh Saddington, strategy & business development, Telstra Enterprise & Government, Australia who addressed on ‘Increasing Productivity Using Green IT Initiatives.’

The day of thought provoking discussions evolved to celebrate exemplary achievers in sustainable technology innovation from a variety of industries at the **2009 Frost & Sullivan Green Excellence Awards** luncheon reception.

Frost & Sullivan congratulates the outstanding recipients of the **2009 Frost & Sullivan Green Excellence Awards**, who are as follows:

▪ Atlantis Resources Corporation	▪ Nippon Paint
▪ Fukutomi Company	▪ NYK Line
▪ Incheon International Airport	▪ Swire Properties
▪ Mitr Phol Group	▪ World Wildlife Federation (WWF)
▪ Delta Electronics	

Frost & Sullivan Green Excellence Awards are presented to companies that have excelled in green product and technology innovation, and service achievements. The Awards recognize groundbreaking ideation and innovation across a multitude of disciplines that originated from a firm sense of environmental responsibility. The recipients of Green Excellence Awards are committed to a continuous focus on reducing the dependency on finite resources, from concept to commercialization. Their efforts demonstrate a resolve to reduce the impact of climate change and overall ecological footprint.

Rounding up the awards the afternoon stepped into the green mine where multitude of opportunities in the real market prevalent for integrating green strategy into business plans were sieved out. Several current pressing issues were raised and tackled in the form of a live interview with a sustainable technology leader, interactive panel discussions and presentations.

For more information on the *Global Green Revolution 2009* visit <http://www.frost-gil.com/whyattendgreen.html>.

Multimedia Development Corporation of Malaysia is the strategic partner; TNT is the breakfast briefing partner; Sybase is the executive partner; Digi and Extreme Networks are the networking partners; Itel and QTNT are partners and Cyber-Security Malaysia is the industry track partner 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, New Straits Times is the official media partner, while IA Community, Infinity 21 and TiE Singapore are the supporting associations for GIL 2009: Asia Pacific.

GIL 2009: Asia Pacific congress is endorsed by Malaysia Tourism Board.

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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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