

GLOBE '92:

Bringing Business and the Environment Together

Over the past decade, the need to balance environmental concerns and economic growth has become a critical global concern. While further development is urgently required to provide for a world population that grows by millions every year, it is essential that we protect the environment, which is the basis for all human survival.

The vital balance that must be achieved is best described as sustainable development, the term created in 1987 by the United Nations World Commission on Environment and Development, headed by Gro Harlem Brundtland, Prime Minister of Norway. The goal of sustainable development is easy to summarize. It is, in the Commission's words, the global ability to live "within the planet's ecological means." But how do we achieve that goal? In practical terms, what kind of development will not inflict long-term harm on the environment?

An International Industry-Environment Conference

One of the best places to find answers to these questions is in Vancouver, Canada — the host city for the Global Opportunities for Business and the Environment (GLOBE) series of biennial international trade fairs and conferences. GLOBE '92, March 16 to 20, 1992, will help thousands of international



participants identify and promote business opportunities and solutions for meeting global environmental challenges.

"The industry-environment relationship is no longer viewed as a confrontation in which one side loses and the other wins," explains David Marshall, one of the two vice-chairs of GLOBE '92. "The relationship can — indeed it *must* — be a win-win situation, with the environment protected at the same time business thrives. This proactive effort to resolve conflicting needs is what GLOBE is all about."

Environmental technology and services have grown rapidly over the last few years. In 1990, the environment industry in North America alone generated revenues of nearly US\$110 billion and had a growth rate of 10 per cent per annum. The GLOBE series provides a forum in which the users and suppliers of such technology

and services can meet with investors and financiers in the field.

The series is a co-operative venture between Major Event Management Inc. and the Government of Canada, with major sponsorship by the host province, British Columbia. Exhibitors, conference speakers and prominent representatives from industry, labour, provincial governments, environmental groups, aboriginal peoples and the financial community in all regions of the country are supporting the event.

Strong International Support

GLOBE also has strong international support. The Honorary Patron of GLOBE '92 is Norwegian Prime Minister Brundtland. In addi-

Norwegian Prime Minister Gro Harlem Brundtland, Globe '92 Honorary Patron, at Globe '90 trade fair

tion, GLOBE's International Advisory Board, chaired by John Fraser, Speaker of the Canadian House of Commons, includes members such as William Reilly, Administrator of the U.S. Environmental Protection Agency; Mr. José Goldemberg, Minister of Education for the Government of Brazil; Ms. Margarita Marino de Botero, President of the Corporation, Collegio Verde de Villa de Leyva, Columbia; Ms. Jeannie Guillevin-Wood, President and Chief Executive Officer, Guillevin International Inc., Montreal, Canada; and Sheik Ibrahim M. Afadi, Great Arab Company for Investments and Developments, Saudi Arabia.