

28-31/10/2015

Tips to become a Low-Carbon & Energy Efficient Company 成為低碳節能公司的秘訣

Date 日期 : 30/10/2015 (Friday 星期五)
 Time 時間 : 11:30am – 12:15pm
 Venue 地點 : Business Exchange Area, Hall 3, AsiaWorld-Expo
 亞洲國際博覽館 3 號展館 商務洽談區
 Speaker 講者 : Ms Karen Ho, Business Engagement Leader, Climate, WWF Hong Kong
 世界自然基金會香港分會 氣候項目商業參與總策劃 何美娟女士
 Language 語言 : English
 英語
 Admission 入場 : Free of charge, pre-registration required 免費參加, 需預先登記

Time 時間	Programme 程序表
11am – 11:30am	Registration 登記
11:30am – 12:10pm	<p>Tips to become a Low-Carbon & Energy Efficient Company 成為低碳節能公司的秘訣</p> <p>Speaker 講者 : Ms Karen Ho, Business Engagement Leader, Climate, WWF Hong Kong 世界自然基金會香港分會 氣候項目商業參與總策劃 何美娟小姐</p>
12:10am – 12:15am	Question & Answer Session 問答環節

Remarks 備註:

- Online pre-registration required. Free seating granted on first-come-first-served basis.
請於網上登記參加；座位有限，先到先得。
- Trade only and persons under 18 will not be admitted.
只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice.
主辦機構保留任何更改之權利而不作另行通告。

Organisers 主辦機構：

28-31/10/2015

Seminar Synopsis 研討會簡介

Multinational companies (MNCs) or small-to-medium sized enterprises (SMEs) are all looking for survival in nowadays ever-changing socio-economic-environmental situation. "Business-as-usual" no longer guarantees business continuity. Natural resources and energy (fossil fuel) are depleting faster than the rate of regeneration. Companies start to rethink whether their existing way of doing business is sustainable and look for innovative business models that help restore the balance of ecological system and prosperity of humankind in the long run.

Improving energy efficiency and reducing carbon footprint are beginning steps of the transformational process. Many companies have already realized cost saving benefits and become more resilient during the transition to a low carbon economy. This seminar introduces what and how these companies do to tackle the ever-increasing energy and operating cost. Your company can also become a low carbon and energy efficient company. Give it a chance and use the tips to enhance its sustainability and competitiveness.

現今社會、經濟和環境狀況不斷變化，跨國公司或中小企都在尋找生存之道。「一切如常」(Business-as-usual) 的運營模式再不能保證業務連續性。自然資源和能源（化石燃料）的消耗遠遠超過再生速度。公司開始重新思考現有的經營方式是否可以持續，並尋找創新的商業模式，以幫助恢復生態系統和人類繁榮的長遠平衡。

提高能源效率和減少碳排放量是轉變過程的起步。許多公司已經取得了節約成本的好處，並在過渡到低碳經濟的過程中變得更加有彈性。本次研討會將介紹這些公司如何應付能源及營運成本持續上升。貴公司也可以成為低碳節能的公司。借此機會，了解相關竅門以增加貴公司的可持續性和競爭力。

28-31/10/2015



Karen Ho 何美娟

Business Engagement Leader, Climate 氣候項目商業參與總策劃
WWF Hong Kong 世界自然基金會香港分會

Karen Ho is the Business Engagement Leader, Climate programme for WWF Hong Kong, working on climate and energy issues in Hong Kong and Southern China. In this capacity, she works across all businesses and industries to initiate, lead and oversee the development of climate programmes. She also works to engage stakeholders in the commercial sector to pursue efforts in reducing greenhouse gas emissions.

Karen is an accomplished senior executive with diverse international management, business development and marketing experiences. Prior to joining WWF Hong Kong, Karen has been in senior management positions in multinational companies including BP, Coca-Cola, Huhtamaki and O-I Asia Pacific. Karen's regional and local experience across multiple industries in different part of the value chain is invaluable to the success of development and implementation of WWF's climate business engagement programmes. Karen holds a Master degree of Business Administration from University of Surrey, UK and is accredited as Chartered Marketer by the Chartered Institute of Marketing, UK since 2001.

何美娟現職世界自然基金會香港分會氣候項目商業參與總策劃，專責香港和南中國氣候和能源議題，在工商業界倡議、引導和監督氣候項目的發展，促進商界利益相關者或持分者參與減少溫室氣體排放的行動。

她擁有一個多樣化的商業背景。在加入世界自然基金會香港分會之前，曾出任多間跨國企業（包括 BP 英國石油、可口可樂、Huhtamaki 普樂包裝容器與 O-I 歐文斯玻璃容器）亞太地區的業務發展及市場營銷總監。她對跨行業的了解和在商業價值鏈的上游、中游和下游的工作經驗，對世界自然基金會成功制定和執行商業參與的氣候項目是不可多得的。

她擁有英國薩里大學 (University of Surrey) 工商管理碩士學位，和榮獲由英國特許市場學 (Chartered Institute of Marketing) 頒發的 Chartered Marketer 資格 (自2001年起)。