



**UBCCE – GIZ JOINT PROJECT
“DEVELOPING A GREEN BUSINESS SUPPORT
STRATEGY FOR UBCCE”
TRAINING WORKSHOP**

“Green Business in Bavaria - Strategy and Practice”

AGENDA

11 – 12 May 2011, Munich, Germany

Wednesday, 11 May – Strategy

Venue Bavarian State Ministry of the Environment and Public Health
Rosenkavalierplatz 2, 81925 München

- 08:00 – 08:15** Meeting at the Hotel Lobby and Departure from the Hotel (*via U-Bahn*)
- 09:00 - 09:15** Welcome Address
Wolfgang Lazik, *Director General*, Bavarian State Ministry of the Environment and Public Health
- 09:15 - 10:00** Environmental Pact of Bavaria
Jelena Kurz, Bavarian State Ministry of the Environment and Public Health, Unit Sustainability in Business and Municipalities
- 10:00 - 10:45** Green Business Strategy of VBW (Bavarian Industry Association)
Stefan Albat, *Deputy General Manager*, VBW
- 10:45 - 11:15** Coffee Break
- 11:15 - 12:00** Green Business Strategy of Bavarian Chamber of Commerce and Bavarian Environment Cluster
Manfred Hoke, Bavarian Chamber of Commerce, Unit Environment, Food
- 12:00 - 12:45** Green Business Strategy of Bavarian Chamber of Trade & Skilled Crafts
Dr. Hartwig von Bülow, *Head of Department Technological Support Measures*
Hubert Zenk, *Sales Manager*, TREND-STORE shop creation GmbH
- 13:00 - 14:00** Lunch (*at the Casino of the Ministry*)
- 14:00 - 14:45** Presentation of B.A.U.M. – German Association of Green Enterprises
Ludwig Karg, *Chairman*, International Network for Environmental Management (INEM) and *Managing Director*, B.A.U.M. Consult Munich



- 14:45 - 15:30** **Presentation of the Information Centre Environment Economy (IZU)**
Christian Tausch, *Head of Department Multidisciplinary Tasks*, Bavarian
Environment Agency
- Afterwards** **City Tour**
- 19:00** **Dinner** *in Munich Hofbräuhaus*

Thursday, 12 May – Practice

Venue Company sites

- 09:00** **Departure from the Hotel** (*Bus transfer*)
- 10:00 - 11:30** **Visit Green Company 1**
Hamos GmbH, Penzberg
World leader in separation technology electronic waste
Presentation and Factory Tour
- 12:30 - 13:30** **Lunch** (*at the Casino of the Ministry*)
- 14:30 - 16:30** **Visit Green Company 2**
BMW, Munich
Presentation on sustainability strategy, activities in efficient dynamics and e-
mobility