



**World Environment Center
International Environment Forum (IEF)
is pleased to present**

“ ASIA-PACIFIC ROUNDTABLE:

***SUSTAINABLE DEVELOPMENT LEADERSHIP OPPORTUNITIES
IN THE 21ST CENTURY ”***

September 17-18, 2003

**Tokyo, Japan
Hotel Okura
www.okura.com/tokyo**

PROGRAM

Firm belief in the potential of multi-sectoral collaborations fuels the WEC's zeal to organize regional and global meetings of the International Environment Forum (IEF) on topical issues. Previous IEF meetings this year focused on water as a key link to sustainability (Hamburg, 18-19 March 2003); the value of social and environmental public-private partnerships (New York, 24-25 April 2003); and award-winning models of responsible growth (Washington, D.C., 14-15 May 2003).

The WEC proudly announces the IEF's return to Asia with our first meeting in Japan. Join us this September 17-18 for an exciting look at "Sustainable Development Leadership Opportunities in the 21st Century." WEC Gold Medal Laureate companies, IBM Japan (1990) and Ricoh Group (2003), have joined together to bring you an

examination of various scientific, technological and managerial approaches to addressing some of the earth's greatest challenges, from climate change to sustainable development. We are honored also to benefit from the support of the Japan Ministry of Economy, Trade and Industry (METI); the Ministry of the Environment (MOE); and the influential Nippon Keidanren, the Japan Business Federation.

You will have the opportunity to meet and dialogue with peer executives from Asia, Europe and North America, senior government officials, and other international experts to evaluate emerging opportunities for providing leadership in sustainability across diverse industry sectors.

The Center wishes to thank IBM Japan and Ricoh Company Ltd. for co-sponsoring this IEF Asia-Pacific Roundtable, and Johnson & Johnson for additional support.

8:00 – 9:00 **Registration**

9:00 – 9:20 **Welcome and Opening Remarks and Presentation of the World Environment Center**
 Event Chair: MR. WAYNE S. BALTA, *Vice President Corporate Environmental Affairs and Product Safety*,
 IBM, and Member, WEC Board of Directors

9:20 – 10:05 **Sustainable Development Challenges and Opportunities of the 21st Century: Global Warming, Environmental Science and Technology, and CSR**

MR. YUZO ICHIKAWA, *Deputy Director-General for Global Environmental Affairs, Industrial Science & Technology Policy and Environment Bureau, Ministry of Economy, Trade and Industry*

10:05 – 10:20 **Short Break**

10:20 – 11:10 **Forum’s Key Objective**
 MR. KARL F. SCHMIDT, *Vice President Worldwide Environmental Affairs*, Johnson & Johnson, *Member*, WEC Board of Directors, and *Chairman*, International Environment Forum

11:10 – 12:00 **Address by the 2003 WEC Gold Medal Awardee**
 MR. MASAMITSU SAKURAI, *President and CEO*, Ricoh Company, Ltd.

12:00 – 1:30 **Lunch**

1:30 – 3:30 **Panel #1: Global Climate Change and the Kyoto Mechanism**

Introductions by the Moderator (1:30-1:45)

DR. KUNIO YOSHIKAWA, *Professor*, Tokyo Institute of Technology

Study on Institutions to Activate JI and CDM (1:45-2:15)

DR. RYUJI MATSUHASHI, *Associate Professor, Institute of Environmental Studies*, Graduate School of Frontier Science, The University of Tokyo

National Policy and the Direction on Global Warming (2:15-2:45)

MR. HITOSHI ITO, *Director of Environment Policy Division, Industrial Science and Technology Policy and Environment Bureau*, Ministry of Economy, Trade and Industry

Business Opportunities No. 1 (2:45-3:15)

MR. MITSUO KOBAYASHI, *Asia Pacific Manager of Environmental Affairs*, IBM Japan

3:15-3:30 **Break**

Business Opportunities No. 2 (3:30-4:00)

MR. AL FORTE, *Assistant Director Environmental Affairs*, Pfizer Inc.

4:00 – 4:30

Questions & Answers

4:30 – 5:00

Summary of Day One

Event Chair:

MR. WAYNE S. BALTA, *Vice President Corporate Environmental Affairs and Product Safety*, IBM, and *Member*, WEC Board of Directors

5:30- 7:00

Group Dinner with Guest Speaker

Guest Speaker:

PROFESSOR AKIO MORISHIMA, *Chair*, Japan Environment Council Institute for Global Environmental Strategies

Day 2 (September 18 Thursday)

8:00 – 9:00

Registration

9:00 – 9:15

Overview of Day Two

Event Chair:

MR. WAYNE S. BALTA, *Vice President Corporate Environmental Affairs and Product Safety*, IBM, and *Member*, WEC Board of Directors

9:15 – 11:45

Panel #2: Environmental Technology and Product Design for the Environment (DFE)

Introductions by the Moderator (9:15 – 9:30)

MR. KARL F. SCHMIDT, *Vice President Worldwide Environmental Affairs*, Johnson & Johnson, *Member*, WEC Board of Directors, and *Chairman*, International Environment Forum

National Policy and Direction on Environmental Technology and Environmentally Conscious Design (DFE) (9:30-9:55)

MR. MAKOTO SAITO, *Director, Office of Environmental Research and Technology, Environmental Policy Bureau*, Ministry of the Environment

The Necessity for DFE from a Scientific Standpoint (9:55- 10:25)

DR. YASUSHI UMEDA, *Associate Professor*, Tokyo Metropolitan University

10:25 – 10:55

Break

Actions in the Automotive Industry (10:55-11:20)

MR. EISHI OHNO, *Project General Manager Environmental Affairs Division*, Toyota Motor Corporation



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Actions in Electric Appliance Industry (11:20-11: 45)

DR. TAKAHARU GAMO, *General Manager, Corporate Environmental Affairs Division,*
Matsushita Electric Industrial Co., Ltd.

Questions & Answers (11:45 - 12:15)

12:15 – 1:30

Lunch

1:30 – 3:30

Panel #3: CSR in the Context of Globalization

Introductions by the Moderator (1:30-1:45)

DR. MASAO KAWANO, *Professor, Faculty of Economics, Chuo University, Professor*
Emeritus, Yokohama National University

The Movement for an International Standard for CSR (1:45-2: 05)

MR. YOSHINOBU TSUJI, *Director, Standard Development and Planning Policy, Industrial*
Science and Technology Policy and Environment Bureau, Ministry of Economy, Trade
and Industry

CSR Management : Action in IT industry (2: 05-2: 25)

MR. RYOUSUKE HIRAI, *General Manager, CSR (Corporate Social Responsibility)*
Division, Ricoh Co., Ltd.

CSR Management : Action in Retail Industry(2: 25-2: 45)

MR. MINORU INAOKA, *Managing Director, Administration Division, Ito-Yokado Co.,*
Ltd.

Voluntary Corporate Reporting and Disclosure (2:45-3:15)

MR. TOSHIHIKO GOTOH, *Member, Board of Directors, Global Reporting Initiative (GRI)*

Questions & Answers (3:15 - 3:45)

3:45 – 4:00

Break

4:00 – 4:45

Summary of Day Two

Moderator of Panel #2: MR. KARL SCHMIDT ? Moderator of Panel #3: DR. MASAO KAWANO

4:45 – 5:00

Closing Remarks

Event Chair:

MR. WAYNE S. BALTA, *Vice President Corporate Environmental Affairs and Product*
Safety, IBM, and Member, WEC Board of Directors

5:00 – 6:00

Closing Cocktail Reception

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REGISTRATION AND HOTEL INFORMATION

Wednesday and Thursday, 17-18 September, 2003

This IEF Asia Pacific Roundtable will be held at the Hotel Okura conveniently located in downtown Tokyo, coordinates provided below. You may reserve your room directly with the hotel but please be sure to mention that you will be attending the WEC Roundtable to get a reduced room rate; otherwise. For assistance, please contact:

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In the heart of Tokyo, across from the American Embassy, the Hotel Okura is the ideal base for executives requiring special and comprehensive services; its Executive Service Salon provides complete office services, with 24-hour computer room access free of charge. Emphasizing excellent accommodations, fabulous cuisine and personal service, the Hotel Okura makes a luxurious home in Tokyo for all visitors.

Limited seating is available for this special event. Please return this Registration Form to the WEC at your earliest convenience, and before the **registration deadline of Friday, August 29, 2003**. The WEC will inform you immediately if space limitations prevent acceptance of your conference registration.

Name: _____
 Title: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Telephone: _____ Fax: _____
 Email: _____

Will attend Roundtable on Wednesday,
September 17, 2003

Will attend Roundtable on Thursday,
September 18, 2003

Please indicate your attendance at meals:

Lunch on Wednesday

Lunch on Thursday

Dinner on Wednesday

Closing Reception on Thursday

Please specify any dietary requirements or special needs: _____

Registration Fees:	1 st Participant	Each Additional	Cancellation Fees
IEF companies	<i>No charge.</i>	JP¥ 38,000	On or before Sept. 4, 2003 – Full refund
Non-IEF companies	JP¥ 38,000	JP¥ 38,000	On or before Sept. 15, 2003 – Less ¥15,000 fee
Government	<i>Free of charge.</i>		After Sept. 15, 2003 – No refunds
NGO / NPO	<i>Please contact the WEC for special rates.</i>		Payment is required in advance.