

The End of Business as We Know it

Perspectives on Sustainable Development

April 10th
2012
14:00-20:00
Hotel Okura
Tokyo

You are invited to a special joint chamber event designed to help us all make the shift to a sustainable world.

When it comes to creating a sustainable economy, failure cannot be an option - not least for future generations. But how to build a consensus, whilst ensuring that all players, including our businesses, thrive in this new, more sustainable world?

This inaugural conference, organised by the EBC, will highlight the challenges in such critical areas as energy, food, and resources, and will offer ideas, solutions and inspiration for best managing this critical juncture. Companies, NGOs and governments all have a role to play in building a better world, and in removing any barriers to this goal.

Paul Roberts, author of *The End of Oil* and *The End of Food*, **Taro Kono**, M.P., House of Representatives, LDP, and **Hans Dietmar Schweisgut**, Ambassador of the EU to Japan, head a lineup of distinguished speakers who will cover many key areas that will determine the outlook for business and people's quality of life in the future.

Join this inaugural **Sustainable Development Conference**, organised by the **European Business Council in Japan (EBC)**, in collaboration with other foreign chambers of commerce in Japan.

You will not want to miss this key event.



Date:	April 10th, 2012 (Tuesday)		Venue:	Hotel Okura	
Time:	<i>Doors Open</i>	13:30		<i>Conference</i>	Akebono Room (1F Main Bldg)
	<i>Conference</i>	14:00 - 18:30		<i>Reception</i>	Atlantic/Continental Rooms
	<i>Networking Buffet</i>	18:30 - 20:00		Language:	English / Japanese (Simultaneous Translation)
Cost:	JPY 8,000 / person				

For **registration** and **payment details**, refer to the next page