



Invitation to the Press Conference for

"ECEB 09 Forum" - Sustainable Urban Development with Chinese Characteristics

organized with the Special Support of
the Municipal Government of the Shanghai District of Baoshan and the Shangyu Municipal Government of Zhejiang
promoted by
ECONet China - German Industry and Commerce, DEVNET (Executing Agency of the UNDP/UN) and
IEEPA (International Energy Conservation and Environment Protection Association)
by **Digimef Ltd (London, Lugano, Shanghai)**
to be held in Shanghai and Shangyu (Zhejiang) - February 16 and 17, 2009

and for

**"ECEB network", first online specialized professional network
for Companies, Organizations and Individuals, focused on Sustainable Urban Development**

Founding Members

ECONet China - German Industry and Commerce; Swiss Chinese Chamber of Commerce (confirmation pending); HES-SO - University of Applied Science Western Switzerland; Research Center of Building Energy & New Energy - Tongji University; SIECEPP - Shanghai International Energy Conservation and Environment Protection Park; The City of Shangyu; SIKA/Sarnafil; Sustainomics Group; Albert Speer and Partners; MUDI (Munich Urban Design International); Construction3

The Press Conference will be held in
Shanghai International Energy Conservation & Environmental Protection Park Press Auditorium
101, West Changjiang Road, Shanghai 200431
December 17, 2008, from 10:00 to 15:00

Program

- ◇ 10:00 - 10:30 - Media registration and welcome refreshments
- ◇ 10:30 - 10:45 - Opening Speech of Park/Baoshan authorities
- ◇ 10:45 - 11:05 - Presentation by Chinese Co-Chair of the Forum, Professor Long Weiding (Tongji University) Focus of the speech *"The status of buildings' energy in China and food for thoughts about boosting buildings' energy and green building under the background of financial crisis"*
- ◇ 11:05 - 11:25 - Presentation of the Forum progress, co-organizers, key speakers, special supporters, business strategy for offline event interaction with online professional network ECEB Network by DIGIMEF Chairman Mr. Andrea Benazzo
- ◇ 11:25 - 12:00 - Questions from Journalists for the speakers and partners of ECEB forum
- ◇ 12:00 - 13:30 - **Business Lunch**
- ◇ 13:30 - 13:45 - Opening Speech by ECEB Network strategy & marketing advisor, Hyphen (USA) by the CEO Mr. Lorenzo Benazzo. Focus on the dedicated social networking as advantaged marketing tool
- ◇ 13:45 - 14:05 - Joint presentation of ECEB Network by Hyphen (Mr. Lorenzo Benazzo) and Digimef (Ms. Ivory Sun)
- ◇ 14:05 - 14:25 - Presentation of ECEB Network business strategy, already registered founding members and sponsors, relevant personalities, etc., by Digimef Chairman, Mr. Andrea Benazzo
- ◇ 14:25 - 15:00 - Questions from Journalists for the speakers and present founding members and sponsors
- ◇ 15:00 - 15:30 - Farewell refreshments.

Contacts for information and confirmations

Ms. Ivory Sun

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“ECEB 09 论坛”和“ECEBnet 专业平台”新闻发布会邀请函

“ECEB 09 论坛” - 具有中国特色的可持续城市发展

2009年2月16日 - 上海 • 2009年2月17日 - 浙江上虞

特别支持：上海市宝山区政府 浙江上虞市政府

联合推广：ECOnet 中国 - 德国工商大会、DEVNET (国际信息发展网组织 - 联合国开发计划署 UNDP 执行机构)、
IEEPA (国际节能环保协会)

主办：Digimef 经金数字传媒 (伦敦·卢加诺·上海)

并

同时启动的“ECEBnet” - 第一个聚焦于可持续城市发展领域，
面向企业、专业机构及相关人士的专业在线网络平台

发起成员

ECOnet 中国-德国工商大会；瑞士中国商会；HES-SO - 西瑞士应用科技大学；建筑节能与新能源研究中心-同济大学；
SIECEPP - 上海国际节能环保园；浙江上虞市；西卡/Sarnafil；思坦咨询；AS&P-亚施德邦；慕迪-国际慕迪城市设计；
Construction3

新闻发布会地点：上海国际节能环保园新闻发布厅
上海市长江西路 101 号

时间：2008年12月17日 10:00 -- 15:00

日程

- ◇ 10:00 - 10:30 - 媒体登记和欢迎茶点
- ◇ 10:30 - 10:45 - 开幕式官方致辞 上海国际节能环保园/宝山区政府
- ◇ 10:45 - 11:05 - 中国当前建筑节能形势和金融危机下推进建筑节能和绿色建筑的思路
ECEB 论坛中国联席主席、同济大学建筑节能与新能源研究中心副主任，龙惟定教授
- ◇ 11:05 - 11:25 - ECEB 发展进程、联合主办方、演讲嘉宾、特别支持方及其现场论坛与专业在线网络平台
交互的商业战略，Digimef 经金数字传媒主席，Andrea Benazzo 先生
- ◇ 11:25 - 12:00 - 由新闻发布会演讲嘉宾和 ECEB 论坛现场出席合作伙伴答记者提问
- ◇ 12:00 - 13:30 - 商务午餐
- ◇ 13:30 - 13:45 - 开幕式演讲 发展专注的社会网络作为得天独厚的市场营销工具
ECEBnet 战略和市场顾问，Hyphen (美国) 公司总裁，Lorenzo Benazzo 先生
- ◇ 13:45 - 14:05 - ECEBnet 专业平台介绍
Hyphen 公司 (Lorenzo Benazzo 先生) 和 Digimef 公司 (Ivory Sun 女士)
- ◇ 14:05 - 14:25 - ECEBnet 商业战略、已注册的发起成员、赞助商及相关人物
Digimef 经金数字传媒主席，Andrea Benazzo 先生
- ◇ 14:25 - 15:00 - 由新闻发布会演讲嘉宾、ECEBnet 现场出席发起成员和赞助商答记者提问
- ◇ 15:00 - 15:30 - 告别茶点

信息和确认出席联络

ECEB Events & ECEB Network - 市场传播总监

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