

Press Release

Emirates Environmental Group Launches Co-operation with Swiss Business Council

Dubai-UAE: 15 September, 2008 – The Emirates Environmental Group (EEG) and the Swiss Business Council Dubai (SBC) signed a Memorandum of Co-operation (MOC) at an iftar event at the Jumeirah Beach Hotel on Sunday evening.

The MOC stipulates a closer working relationship between the parties with the SBC agreeing to promote and support EEG programmes and activities through its network. In addition, EEG will assist with the improvement and implementation of green practices within SBC and its member companies. The similar development objectives of EEG and SBC created a unique opportunity to work closely in fields like corporate social responsibility, environmental protection, and sustainable development.

Mrs. Habiba Al Marashi, Chairperson of EEG and Board Member of UN Global Compact, said: "I look forward to a fruitful collaboration with the Swiss Business Council Dubai as we focus on similar goals in the field of sustainable development. It is an honour for EEG to draw on the extensive fields of expertise of the SBC member companies, as well as receive their assurance of support. EEG likewise is opening its doors to share its knowledge and experience with the SBC".

Dr. Till Stoll, Environmental Officer of the Swiss Business Council and CEO of Green Destinations LLC, added: "The Swiss Business Council is privileged to have found such a strong partner in the EEG in order to implement the initiatives for environmental protection we are developing. We also hope that this co-operation will send a signal to other business councils in Dubai to engage in this cause".

The event also witnessed the Swiss Business Hub launch of the "Pool of Experts" in Dubai. This initiative actively promotes a database of experts

across various industries, including sustainability and environment. The pool of experts offers quick and uncomplicated support to small and medium size enterprises (SMEs) in building up their international business relations. These enterprises usually do not have the specific in-house expertise and therefore require specialised advice from highly-qualified professionals.

Mr. Chris D. Watts, Regional Director of the Swiss Business Hub in Dubai, said: "Switzerland takes the global leader position in a number of fields, including various areas of environmental technology. Within the pool of experts we have world-class professionals from the business, technology, tourism and real estate sectors. With the current need for specialists in the UAE, the "Pool of Experts" creates a readily accessible network database for SMEs".

Together with the extensive corporate networks of the EEG and the SBC, the Pool of Experts represents a powerful gateway to combined UAE and Swiss knowledge and expertise, which will assist Dubai on its path to develop into an ecological city.

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About the Emirates Environmental Group

The Emirates Environmental Group (EEG) is a voluntary, non-governmental organisation (NGO) devoted to protecting the environment through means of education, action programmes and community involvement. EEG is actively encouraged and supported by concerned local and federal government agencies. It is the first environmental NGO in the world to be ISO 14001 certified and the only organisation of its kind in the UAE with accredited status to the United Nations Convention to Combat Desertification (UNCCD). In 2005, EEG was awarded accredited status to the United Nations Environment Programme (UNEP) Governing Council. It is also a member of the Board of the United Nations Global Compact and is a focal point for the Global Compact in the GCC States. EEG is also a member of the International Union for Conservation of Nature (IUCN). The Group is open to men and women of all nationalities, as well as to public and private organisations, academic establishments and international institutions.

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