



## Green@ICT - ITU TELECOM WORLD 2009

### Green@ICT

**Green@ICT showcases how greening the ICT industry and using ICT to green other industries, not only helps reduce greenhouse gas emissions but also makes good business sense. Green is lean in today's hard economic times. It reduces operating expenditures, gives good returns on capital expenditures and offers new competitive positioning in today's tough marketplace.**

**ITU**, in conjunction with **WMO** is proud to present the Green@ICT pavilion at ITU TELECOM WORLD 2009. This pavilion provides a truly unique environment to showcase the products and solutions that will be driving the Green@ICT agenda forward. These will include on-grid and off-grid energy efficient solutions, methods of monitoring climate change, managing e-waste, and much more.



### Participation in the Pavilion

Inside the Green@ICT pavilion will be a dedicated exhibition area, plus an area for companies to make presentations, as well as office space - ideal for holding key networking meetings. Specially designed sponsorship packages will allow participants to maximize visibility at the Green@ICT pavilion and at ITU TELECOM WORLD 2009.

The pavilion has already attracted considerable interest from heads of government, heads of UN agencies, and other key players from industry and government across the world.

We would like to invite you to take advantage of this innovative product and be a sponsor of the Green@ICT pavilion. Showcase your solutions for helping build a cleaner, greener world in front of a global audience at ITU TELECOM WORLD 2009 and have the opportunity to meet and network with pioneers in this field.

Interested? For further information contact Pavilion organizer Laina Greene at [laina@getit.org](mailto:laina@getit.org)

