

**“Challenges and Opportunities in Green Growth for SMEs”**

# **ASEM Forum 2010 on Green Growth & SMEs**





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“Challenges and Opportunities in Green Growth for SMEs”

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| <b>Title</b>                   | ASEM Forum 2010 on Green Growth and SMEs  |
| <b>Theme</b>                   | Challenges and Opportunities in Green Growth for SMEs and Asia-Europe Cooperation   |
| <b>Date</b>                    | May 6th (Thu)~8th (Sat), 2010   |
| <b>Venue</b>                   | Coex Grand Ballroom, Seoul, Korea   |
| <b>Attended by</b>             | SME representatives, officials and experts from ASEM nations  |
| <b>Official Language</b>       | English   |
| <b>Hosted by</b>               | Ministry of Foreign Affairs and Trade, Korea Small and Medium Business Administration, Korea  |
| <b>Co-sponsoring Countries</b> | China, Denmark, Indonesia, Spain, Sweden  |
| <b>Organized by</b>            | Korea Development Institute, Science & Technology Policy Institute, Korea Environment Institute, POSCO Research Institute, National Strategy Institute  |
| <b>Sponsored by</b>            | Presidential Committee on Green Growth, Ministry of Knowledge Economy, Ministry of Environment, Korea Smart Grid Institute, Innovation Business Association Korea Venture Business Association, Korea Federation of Small and Medium Business SK Energy, LG Electronics |



ASEM Forum 2010 on Green Growth & SMEs will take place in Seoul May 6-8, aiming at promoting SMEs' participation in green growth programs.

Under the theme “Challenges and Opportunities in Green Growth for SMEs and Asia-Europe Cooperation,” the three-day event will be co-hosted by the Small & Medium Business Administration (SMBA) and the Ministry of Foreign Affairs.

SMBA Administrator Kim Dong-sun, highlighting the timely conference, said, “Currently, all countries are faced with the challenges of global warming due to increasing greenhouse gas emissions, and also deplet-

ing energy resources. Hence, it is of utmost importance that concerted efforts of large and small- to medium-sized corporations are brought together from all countries whether advanced or developing.”

China, Denmark, Indonesia, Spain & Sweden are sponsoring countries of the Seoul event, a follow-up to the 45-member ASEM Summit 2008.

The forum organizers outline the shared objectives of the global green forum as follow:



- To exchange information and experiences among ASEM SMEs and policy authorities on green growth;
- To assess the roles and opportunities for SMEs in green growth, to identify difficulties commonly experienced by SMEs in taking advantage of these opportunities as well as to find best practices on the part of SMEs in overcoming them;
- To assess the role of governments in leveraging SMEs for promotion of green growth, and to identify best practices for governments in doing so; and
- To search for the best ways to interlink ASEM SMEs in terms of both competition and collaboration, and to identify tasks and opportunities for inter-regional cooperation to promote an international market environment most conducive for green growth on a global level.

Mario Amono, Deputy Secretary General, OECD, Japan, will give a keynote address under the title “Green Growth as an Innovative

Challenge and the Role of SMEs in Developed and Developing Countries.”

Another keynote speaker will be Koo Jayoung, CEO of SK Energy, Korea, whose presentation is titled “Green Growth Opportunities for SMEs.”

There will be give sessions devoted to the following topics:

- Nation Policies for Sustainable Green Grwoth
- Ten Technology Action Plans from Copenhagen Climate-Change Conference
- New Opportunities and Challenges for SMEs in Green Growth Economy
- Best Practices of Green Innovative SMEs
- Wrap-up: Implications of Green Growth for SMEs



## Key Menus of the Seoul ASEM Forum on Green Growth

### *Session I. National Policies for Sustainable Green Growth*

- Present successful cases of green growth policies, which was adopted and implemented to restructure the economy with sustainable growth
- Present cases that are currently in progress to adopt green growth policies and to move toward sustainable growth through national consensus
- Present cases of green growth policies that are being delayed due to lack of adequate technologies and resources despite strong willingness

### *Session II. [Special Session] Ten Technology Action Plans in Copenhagen Climate-Change Conference*

- Copenhagen Climate Change Conference held in Copenhagen, Denmark, selected “Ten Technology Action Plans” and chose “a leading country” for each technology in an effort to accelerate the projects to cut greenhouse gases.
  - Advanced vehicles (Canada); Bio-energy (Brazil and Italy); Building energy efficiency (the US); Carbon capture, use and storage (Australia and the UK); High-efficiency, low-emissions coal (India and Japan); Industrial energy efficiency (the US); Marine energy (France); Smart grid (Italy and Korea); Solar energy (Germany and Spain); Wind energy (Germany, Denmark and Spain)
- Session II is designed to share invaluable information on achievements thus far and future plans through

presentations delivered by project managers from ASEM nations in order for SMEs to better understand the probable impacts from the seven transformational technologies on the business environment.

### *Session III. New Opportunities and Challenges for SMEs in Green Growth Economy*

- In the course of moving toward a green growth economy, new types of industries will emerge and new business opportunities in the fields of “new and renewable energy” and “energy efficiency improvement” will be unfolded to SMEs. Accordingly, it is necessary to make concerted policy efforts among ASEM governments to realize these opportunities.
- Green growth will become the new paradigm for the global economy in the future, however SMEs are very much limited in the fact that they have less opportunity in accessing resources such as various technologies, information, and capitals. In order to achieve a successful green growth economy on a global level, it is a prerequisite to provide various supports to SMEs.
- Session III suggests global cooperative measures to help SMEs to successfully cope with challenges that will be encountered in the process of achieving green growth economy.

#### *Topic 1. Business Opportunities for SMEs in New and Renewable Energy and Energy Efficiency*

- Review the trends of technological development in the areas of new and renewable energy and energy efficiency
- Illustrate applicable cases of commercialization and/or start-ups using new technologies

- Suggest measures to facilitate business opportunities for SMEs through international cooperation

#### Topic 2. Information Access to Environmental Regulations

- Review alternatives for reducing information cost with regard to different levels of environmental standards and regulations among countries.
- Suggest international cooperative measures for information sharing (For example, Center for Information Sharing or DB)

#### Topic 3. Standardization

- Facilitate market expansion by promoting standardization which will provide both large companies and their partner SMEs with growth opportunities
- Explore measures to encourage standardization and patent certification system on green products and technologies

#### Topic 4. Efficient Assessment System for SMEs' Green Management

- At present, one of the popular assessment methods is third-party assessment by a global accounting firm on the outcomes of green management. However, the cost of the assessment is too expensive for SMEs.
- Recommend alternatives that will reduce the assessment cost while maintaining the reliability of assessment tests (For example, by confirming the performance of SME partners pursuant to the assessment result of their parent company or through collective assessment on local SMEs by local communities)

### Topic 5. Improving Energy Efficiency of SMEs in Traditional Industries

- Recommend measures to develop a new process, install new equipment and encourage changes in management system which could enhance the energy efficiency of SMEs in traditional industries.
- Recommend international cooperative measures for the successful transition of SMEs in green economy (such as technology transfer and grants).

#### *Session IV: Best Practices of Green Innovative SMEs*

- Session IV will present exemplary cases of SMEs which successfully found new opportunities in green growth economy and adapted to changes in business environment.
- Through case analysis of successful SMEs, policy implications will be discussed in order to enhance SME performance in green growth economy.

#### Case 1. New Business Opportunities based on Global Production Networks of Green Industry

- The case of SMEs that succeeded in creating new business opportunities by utilizing global production networks will be presented.
- Policy implication: International cooperation for global supply chain management will facilitate the establishment of a new business environment in green growth economy.

### Case 2. Environmental Regulations and Prompt Response of SMEs

- The case of SMEs that took advantage of pro-environmental regulations to heighten their competitiveness through preemptive responses will be presented.
- Policy implication: The business strategy of SMEs to react promptly in response to the changes in business environment will further enhance their competitiveness.

### Case 3. Greening of SMEs' Processes and Products

- The case of SMEs that transformed their processes and/or products so as to enhance eco-efficiency will be presented
- Policy implication: Adequate supply of resources is critical for SMEs to transform successfully to green processes and/or products.

### Case 4. Transition of SMEs' Businesses to Green Industry

- The case of SMEs that successfully transformed their existing business to green business will be presented.
- Policy implication: Provision of information and guidance by public authorities will greatly assist SMEs in deciding to convert to green growth businesses.