

AEDE Conference: China

Asia-Eco-Design Electronics

21st September 2006

Fragrant Hill Hotel

Beijing, China

Organised by: Renmin University of China

China Household Electrical Appliances Association

In association with: Asia-Eco-Design Electronics Project

www.cfsd.org.uk/aede

Funded by: EC's Asia Pro Eco Programme

****FREE CONFERENCE****

Background

China's electronics, electrical and home appliance companies are increasingly being impacted by environmental and social issues and these developments have significant influence to Chinese manufacturers and assemblers, especially those that already export or plan to trade with EC, Japan and US. As a result, Chinese companies are facing a growing number and range of customer enquiries covering compliance with environmental laws and Corporate Social Responsibility (CSR) issues and specifically on product-related environmental issues such as eco-design, materials reduction, enhancement of energy efficiency, toxicity reduction and increase of recyclability. Particular drivers are a range of European and Japanese laws and codes, which include

- . EU: Restriction of Certain Hazardous Substances (RoHS) Directive
- . EU: Waste from Electrical & Electronic Equipment (WEEE) Directive
- . EU: Energy Using Products (EuP) Directive
- . EU: Registration, Evaluation and Authorization of Chemicals (REACH) Directive
- . EU: Communication on Integrated Product Policy (IPP)
- . US: Electronics Industry Code of Conduct (EICC)
- . Japan: Home Appliance Recycling Law (HARL)
- . Japan: Law for the Promotion of Effective Utilization of Resources (LPEUR)
- . Japan: Green Purchasing Law (GPL)

Concept

Asia-Eco-Design Electronics Conference in China region will provide a new trend in development of environmental enquiries and market entrance, status and response measures of electronic industry in Thailand, India and China. This event will provide an update on the implementation of WEEE, RoHS and introduce the abuliding EuP Directive. In addition, the conference will introduce the business advantages of eco-design. Besides, the experts from University of Linkoping in Sweden will introduce the impacts of eco-design to enterprises and practices of European enterprises. Benefits of attending Asia-Eco-Design Electronics Conference will include

- * Access to leading-edge thinking
- * New ideas and opportunities
- * Networking and connections

The event will be of particular interest to companies in the electronics, electrical and home appliance sectors that export to Europe and Japan including manufacturers, assemblers, entrepreneurs, consultants, academics and government officials.

Conference agenda

9.00 Registration

9.30 **Introduction of the participants**

Fuzhong Liu, Vice President of China Home Electrical Appliances Association
President of China

Welcome Address

Min Jin, Associate Professor School of Environment and Natural Resources,
Renmin University of China

Opening Addresses

Martin Charter, Director, The Centre for Sustainable Design, University
College for the Creative Arts, UK

Yong Zhai, The Environment and Natural Resources Committee with National
People's Congress

Li Fang, Vice Director of the International Cooperation Department of SEPA

10.00 WEEE and RoHS update and impacts on the export of Chinese electronic and electrical products

Yanmin Miao, WTO Department, Ministry of Commerce

- 10.30 Coffee and Networking
- 10.45 WEEE and RoHS update and understanding in-depth
Daeyoung Park, Legal Consultant, ENHESA Environmental
Policy Center, Belgium
- 11.10 EuP Directive: Update and business implications
Martin Charter, Director, The Centre for Sustainable Design, University
College for the Creative Arts, UK
- 11.35 Eco-design: Lessons from industry
Dr. Mattias Lindahl, Department of Environmental Technology, Linköping
University, Sweden
Siemens (China) Ltd Co's Experience in Eco-design
- 12.15 Comments, Questions and Discussion
- 12.30 Lunch
- 1.45 Eco-design: Overview of Developments in Thailand, China and India
Panel Discussion: Electronics and Environmental Requirements
Moderator: Ms. Ichin Cheng, TERI Europe, UK
Speakers:
Professor Changju Yang, School of Environment and Natural Resources,
Renmin University of China, China
Charuek Hengrasmee, President, Electrical & Electronics Institute,
Thailand
Rajoo Goel, Secretary General, ELCINA Electronic Industry Association of
India
- 15.15 Coffee and networking
- 15.30 'Design for disassembly' workshop
- 'Exercise with an iron', Facilitated by Dr Mattias Lindahl
- 17.00 Discussion and Communication
- 17.30 Close

Audience

The conference will be of particular interest to those in the electronics, electrical and home appliance sectors that have responsibility for export to Europe and Japan

- * Chairman
- * Managing Directors
- * Engineering Directors and Managers
- * Quality Directors and Managers
- * Environmental Directors and Managers
- * Procurement Directors and Managers
- * Supply Chain Directors and Managers
- * Marketing Directors and Managers
- * Export Directors and Managers
- * Design engineers
- * Mechanical engineers
- * Electrical/Electronic engineers

Fees

Asia Eco-Design Electronics (AEDE) Conference is FREE of charge.

Asia Eco-Design Electronics (AEDE) Project

The overall goal of the AEDE is to assist the Asian electronics, electrical and home appliances suppliers to meet the challenges of existing and forthcoming EC and Japanese environmental legislation and emerging Corporate Social Responsibility (CSR) developments. AEDE has and will deliver conferences in Thailand and India, China and Belgium (Brussels), reports, tools and a project website (www.cfsd.org.uk/aede).

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I would like to attend []

Full Name _____

Job Title _____

Organization _____

Address _____

Postcode _____

Telephone _____

Fax _____

Email _____

Internet _____

For further information on the:

* AEDE conference - contact: Min JIN on jinmin88@hotmail.com

* AEDE project – contact: Martin Charter on mcharter@ucreative.ac.uk

Please send your registration to:

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