

'BANKING ON ECO COMMERCE'

2012 SPEAKER SERIES

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SPEAKER BIO

Minna LeVine
CEO
Chamber of Eco Commerce
Minna.LeVine@ChamberofEcoCommerce.com
404.993 0048 Mobile

Over two decades of leadership experience managing individuals, organizations and brands. Has grown established companies and built emerging businesses, and has acted as a liaison between management teams in domestic USA and abroad. Has served in non-profits, trade organizations, Chambers of Commerce, and has been a featured speaker in numerous events worldwide.

Work experience includes professional consulting; financial management and asset management; project management; human capital development; government contracting support and compliance; and public administration. Currently works as an Administrator, Chamber of Eco Commerce, acting a liaison between investor, management, financial and advisory teams. Focuses on technology, performance excellence, brand development, strategy, operations, product design, marketing communications, sales growth, and profitability.

International working group experience includes: CEO Water Mandate, UNDP; Business Call to Action, UNDP; Clean Technology; Water; Energy; Environmental Technologies; Nano Technology; ICT and Human Technology; Economic Development; Tourism; Response to Climate Change, People with Disabilities, and Youth Sports.

Married, has four children (Ages 24, 22, 21, 16), Immigrated in to the United States in 1984, resided in 15 countries, multi-lingual communicator.

EVENT

8th INSME Annual Meeting on "Sustainable Growth with Innovation: Building Competitive SME Networks" will take place in Daejeon, Republic of Korea on May 21st -24th 2012. www.INSME.org

TITLE

Eco Innovation - New Profits and Opportunities for SMEs

Sustainability and the Bottom Line

- How do SMEs convert Sustainability Efforts into Profits

Sustainability as a Business Strategy

- Sustainability (efficiency and responsibility) makes good business sense.

Whats behind Sustainability

- A key driver of sustainability is Eco Innovation.

Eco Innovation its Scope and Impact

- Eco Innovation is the introduction of any new or significantly improved product, good or service, process, organizational change or marketing solution that reduces the use of natural resources, including materials, energy, water, and land, and decreases the release of harmful substances across the whole life-cycle.

Eco Innovation Where Is It Going

- Eco Innovation has evolved from making resource savings and preventing pollution in manufacturing industries to a competitive advantage and innovation driver for companies.

Eco Innovation Balance Sheet and Company Assets

- Financial markets are also recognizing the value of Eco Innovation because there is growing evidence that companies executing eco innovation produce a better financial performance.