

# Green IT Conference 2012 | Kuala Lumpur

Organised By:



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More mature IT governance  
IT processes and behavior

10.10.2012 (WED)

8.30AM - 5.30PM

KUALA LUMPUR

CONVENTION CENTRE (KLCC)

## Attention IT Manager!

If you are not thinking about the implications of your technology infrastructure to affect the sustainability strategy of your entire organization, you might be out of sync with executives higher up to the CEO within your organization. Market research firm Gartner suggests that sustainable business practices will be a top five priority for more than 60% of Western European and North American chief executive officers in the year to come.

After the success of our 1st Green IT Conference on 28 April 2011 in Kuala Lumpur, iTrain is proud to announce the Green IT Conference 2012 which is endorsed and supported by KeTTHA and Malaysia Green Technology Corporation.

This year's conference will be even bigger and will be held on 10 October 2012 at the Kuala Lumpur Convention Centre (KLCC) in conjunction with IGEM 2012 – The 3rd International GreenTech & Eco Products Exhibition & Conference Malaysia organised by the KeTTHA – Malaysia Ministry of Energy, Green Technology and Water.

## About...

This Conference will provide a platform to bring together leaders from the public and private sectors to transform ideas around sustainable information technology.

This conference is organized to support The National Green Technology Policy's 5th strategic thrust which is to 'Effectively Promote and Increase the Public Awareness of Green Technology' and also in line with the 3rd strategic thrust which is to 'Intensify Human Capital Development in Green Technology' by providing a system for the formulation of grading and certification mechanisms for competent personnel in Green Technology. This would help build our skilled and semi-skilled human capacity for green technology industries to prosper in the country. The country is in a dire need for a total public awareness on environmental sustainability at all levels of the society, and the government can never achieve this on its own. Only through synergistic efforts of the public sector, private sector and civil society, including non-government organizations can this be attained.

## Who should attend

If you are a senior executive, decision and policy-maker, IT professional or key influencer, then you should be at the Green IT Conference. Job functions include:

- Heads of IT
- IT Managers
- IT Directors
- Business Directors, Business Managers driving IT initiatives
- Environmental management

Endorsed & Supported By:



Supporting Partner :





## Venue

### Kuala Lumpur Convention Centre, Malaysia

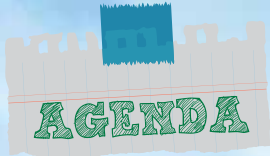
Malaysia is one of the most vibrant, exciting countries in Southeast Asia with its fascination fusion of Malay, Chinese, Indian and indigenous cultures.

The Kuala Lumpur Convention Centre is located at the heart of the Kuala Lumpur City Centre (KLCC) precinct in the capital city of Kuala Lumpur. Designed as a “city within a city”, this 40 hectare (100-acre) site offers a stimulating environment within which one may work live, shop, visit and enjoy life.

## What will you gain by attending this conference

With expert speakers presenting on a host of Green IT topics, you'll gain insights into a wide range of issues and solutions:

- Identify potential cost savings
- Assess what Green IT means to your organisation – hear how IT can enable more efficient delivery of services, at lower cost. Learn about strategies that can deliver both quick wins and long-term cost and efficiency benefits.
- Increase IT efficiency
- Solve implementation issues – help to motivate staff and ensure greater ‘buy-in’ for efficiency gains from Green IT initiatives
- Assess the likely benefits and measure the results – hear real life examples of Green IT in action
- Evaluate Green IT products and services – discover the latest solutions from exhibitors attending the event



08.30am - 09.00am	<b>Registration</b>
09.00am - 09.15am	<b>Welcome Address</b> <i>Malaysian Green Technology Corporation &amp; iTrain</i>
09.15am - 09.30am	<b>Ministerial Address</b> <i>Ministry of Energy, Green Technology and Water Malaysia</i>
09.30pm - 10.15am	<b>How Leading Organizations Are ‘Greening’ Their IT Successfully</b> <i>Gartner</i>
10.15am - 10.45am	<b>Tea-Break and Networking</b>
10.45am - 11.30am	<b>Sustainable Business that Drive Green IT</b> <i>Business Council for Sustainability &amp; Responsibility Malaysia (BCSRM) - Invited</i>
11.30am - 12.15pm	<b>Green IT Governance</b> <i>Thierry Holoffe, Green-ICT Belgium</i>
12.15pm - 01.00pm	<b>Global Industry Trend and Skills Challenges/Opportunities on Green Technology</b> <i>Terry Erdle, Executive Vice President, Skills Certification, CompTIA USA</i>
01.00pm - 02.00pm	<b>Lunch</b>
02.00pm - 02.45pm	<b>Green Data Center Standards</b> <i>Ray Pfeifer, Silicon Valley Leadership Group - Data Center Efficiency Summit</i>
02.45pm - 03.30pm	<b>10 Key Elements of a Green IT Strategy</b> <i>Basis Bay</i>
03.30pm - 04.00pm	<b>Tea-Break and Networking</b>
04.00pm - 04.45pm	<b>Cloud Computing Helps Accelerate Green IT</b> <i>Google</i>
04.45pm - 05.15pm	<b>Panel Discussion</b>
05.15pm - 05.30pm	<b>Closing</b>

\*agenda subject to change without prior notice.

### Post Conference Workshop - The Benefits of Green IT Governance

Date: 11 October 2012 | 9am – 5pm

Venue: iTrain Kuala Lumpur

Facilitator: Thierry Holoffe, Sustainable ICT Consultant, Green-ICT Belgium



Thierry works in the IT services industry since 1983; during this period he has founded and managed small to large companies. Alongside his managerial tasks, he has always performed part-time consultancy missions.

In 2008, Thierry has participated to the writing of the Green IT Strategy, Governance and Maturity framework, an innovative project. Since then, he realizes Green IT missions for large international companies and public organizations, gives public and onsite training and participates to events as speaker. Thierry is also an active Green-IT Ambassador and an endorser of the EU Code of Conduct for Datacenter.



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