

Growth thought leadership: Global connection for going green and innovation

Two TES projects were held in the Republic of China (ROC), 14–19 June 2011, on Best Practice Network for Innovation and Sustainable Growth, attended by 67 delegates from government agencies, industries, and academia; and Growth and Opportunities in the Consulting Sector, attended by 102 executives from various business consultancies. The workshops were attended by Director Su Wen Ling, Division of Management Consulting, SME Administration, Ministry of Economic Affairs, Government of the ROC, and Director Johnson Lin, of the China Productivity Center (CPC) and other senior bureaucrats from the Industrial Development Bureau (IDB), Ministry of Economic Affairs, and CPC. Topics included capacity building in SMEs and the consulting sector, sharing of best management practices, benchmarking for green competitiveness, and green buildings and alternative energy.

The initiatives taken by the ROC and IDB for green technology and sustaina-



APO representatives at ASUSTek Computer, ROC. Photo courtesy of B. Bhatt.

ble development were discussed, along with the importance of cleaner production techniques and innovations in computers, solar energy, green buildings, and e-waste and other waste. The ROC with its strong SME manufacturing base needs to focus on innovations and commercial applications of those innovations, explained Lin. Universities and research institutions are working with the CPC to design various short courses in benchmarking, sustainable practices and innovation, life cycle assessment, and product service systems.

The importance of green growth and sustainable development was highlighted with specific reference to Asian countries, where exports are essential for growth. Sustainable development through green growth involves carbon management, alternative energy, recycling, and reuse. The Indian experience in these areas was presented, which emphasizes the triple bottom line approach with the poor as key stakeholders. Sustainable agriculture, energy supply and demand, water and waste management, sustainable master planning, and green building initiatives in India were explained. In addition, specific case studies of green buildings with cost-benefit analysis were discussed.

The workshop was followed by industrial visits to innovative companies and a glass cluster. Those innovative companies follow the principles of recycling, reusing, and greening products. Most of the ROC's SMEs are part of the supply chain of large companies and their future is directly linked to them. The importance of creating a brand was illustrated in the site visits, and participants discussed various avenues for exploring markets and brand management practices with the SME owners. *Contributed by Bankim Bhatt, CEO, Bisman Fintech P. Ltd, India.* 🌐