

**Thursday 27 May – Cradle to Cradle Day at EXPO 2010
Shanghai**
Hosted by Municipality and Province of Utrecht
Chairman: D.J. Joustra – Cradle to Cradle (C2C) coordinator
Agentschap NL

Morning program

- 10:00 – 10.30** **Registration**
- 10:30 – 10:35** **Welcome remarks – Cradle to Cradle**
Douwe Jan Joustra, Cradle to Cradle Coördinator Agentschap NL
- 10:40 – 11:40** **Key note speech**
Michael Braungart, Co-founder of the C2C concept
- 11:40 – 12:15** **Business Opportunities in Cradle to Cradle**
Stef Kranendijk, Director Desso
- 12:15 – 14:00** **VIP Lunch**

Afternoon Program

- 14:00 – 14:25** **Key Note speech by prof Zhu Dajian of Tongji University**
- 14:25 – 15:10** **Project presentation - From Utrecht to Shanghai: From Cradle to Cradle**
Dick Quint - Turnkey Design
Michael Qu - Goodbaby Group
- 15:10 – 15:25** **Cradle to Cradle documentary**
- 15:25 – 15:45** **Project presentation - Cradle to Cradle by Desso**
Rudi Daelmans - Desso
- 15:45 – 16:10** **Project presentation-Dutch Design in C2C area development**
Alex van Oost – Almere Centre for sustainability
- 16:10 – 16:30** **Break**
- 16:30 – 17:00** **Reflection by M. Braungart en D. Joustra with drinks**
- 17:00 – 20:00** **VIP Diner**
Election winner of the day of the Holland Knowledge Inc Award

Holland Knowledge Inc Award: Utrecht elects most innovative project in Sustainability
Who wins the honors of the most innovative project in sustainability and a 7000 EUR prize?
During the Holland Knowledge Inc VIP Days, many Dutch and Chinese companies and knowledge institutes will present their ideas and projects on sustainability. Only one of them can win the **Holland Knowledge Inc Award**. This award was created and financed by five innovative companies and the province and municipality of Utrecht. An official jury from Movares, Xpex, VNU Exhibitions Asia, Van Diepen van der Kroef Advocaten, CMS Derks Star Busmann and the municipality and city of Utrecht will judge who will go home with this fantastic prize. Every day they will elect a day winner and during the VIP concert Day the final winner will be announced and honored.

Jury:

Mr. van Dijck	-	Municipality of Utrecht (chairman of the jury)
Mr. Bos	-	Province of Utrecht
Mr. Zhang	-	VNU Exhibitions Asia
Mr. van Huis	-	Xpex
Mr. Groot	-	CMS Derks Star Busmann
Mr. Beijer	-	Van Diepen van der Kroef Advocaten
Mr. Bijleveld	-	Van Diepen van der Kroef Advocaten
Mr. Vakar	-	Movares

For information about the draft program please contact the organizing companies:



NL
Rina Joosten-Rabou
E: rina.joosten@internationaltoptalent.com
T: +31 (0)6 45 72 8018

CH
Rosalie Greven
E: rosalie.greven@internationaltoptalent.com
T: +86 13524416670

Knowledge Days (23, 24 and 27-30 May)



NL
David Sampimon
E: david@nlgd.nl
T: +31 (0)6 33 22 3360

CH
Thijs Bosma
E: thijs@nlgd.nl
T: +8613699408772

Gaming Days (25, 26 May)