

## Dr Hans Lundberg speaking at Swedish Style New Zealand in Auckland in October

Dr Hans Lundberg's broad, international experience at the highest levels offers New Zealand companies a unique insight into how they might influence public opinion and possibly even Government policy, in regards to developing innovation and sustainability policies.

"I believe it's possible to incorporate sustainability into the mindset of business leaders and employees, which will decide who are the winners in the race towards sustainability in a changing climate," he says.

He has wide experience in identifying existing conditions and the need for actions, managing conflicts of interest, ensuring cooperation regionally, nationally and locally, and implementing practical measures to achieve a desired outcome as quickly as possible.

Since 1997, Dr Lundberg has worked with the Swedish Environmental Research Institute Ltd as an international director, and this year has been appointed as their senior advisor. He acts as an environmental advisor to His Majesty King Carl XVI Gustaf of Sweden, and works throughout the world as project leader/promoter of sustainable cities in collaboration with Swedish government departments, universities and businesses. He has extensive experience in China.

His current projects include working to promote sustainable energy systems in relation to climate change.

Dr Lundberg has received honour awards from Poland, France and Russia for his work in helping local economies develop workable environmental policies, and is a guest or visiting Professor in environmental technology or engineering at a number of overseas universities.

Dr Hans Lundberg will be in Auckland from October 18 - 24 2008 as part of Swedish Style New Zealand, and will be a keynote speaker at the University of Auckland Business School on Tuesday, October 21 at the symposium "Achieving Sustainability through Collaboration – making the transition from "Business as Usual" to "Business as Sustainable."

During this week events will feature exhibitions of Swedish design, music, gastronomy and literature, and symposia on a range of sustainability issues. These will take place in a number of central locations in Auckland, and follow the very successful Swedish Style events held in Melbourne and Sydney in 2005, organised by the Swedish Embassy in Canberra.

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