

United Nation Development Programme (UNDP) and VEZAVE: Mutual cooperation at Green Life Expo

**Al-Essa: contributing in this professional event to express our vision
Salman: Overview successful green life experiments in the region**

Kuwait 25th, November 2008: VEZAVE Public Relations, Events & Exhibitions and United Nation Development Programme (UNDP) concluded a cooperation understanding for the UNDP contribution in Green Life Expo organized by VEZAVE to run during the 9th-10th - 11th of February, 2009 at Alraya Ballroom, Kuwait Marriot Court Yard Kuwait.

“The United Nations is now mid-way through the global efforts to reach the Millennium Development Goals in which goal number seven is to Ensure Environmental Sustainability. We’ve been through the preparation of this event which we found a remarkable initiative that complies with the UN’s objectives to support a green way of life.” said Mai Al-Essa – Programme Associate in the UNDP Kuwait bureau. “UNDP cooperation with VEZAVE reflects our commitment to ensure public awareness to the importance of sustaining our environment for a better healthier future. Green Life expo is a unique opportunity to highlight this environmental vision.” she adds.

The great impact of the event

Miss Al-Essa also believe that GreenLife Expo will be a landmark event in accordance to the great interest that the world and the region pays to the environmental challenges; that arise in order to be more accommodating with the green lifestyle.

“GreenLife Expo is a distinctive initiative that identifies new ways to set new standards for a greener lifestyle in Kuwait. This event is a great opportunity for the public and private sectors to reach a better mutual grounding for environment-related understandings” she concluded.

Strategic Cooperation

Highly evaluating the participation of the UNDP in GreenLife Expo, Rabih Salman – Managing Director of VEZAVE said that the concept of the event would not have been rich enough without the presence of leading local, regional and international boards and organizations that work in that directions. “Therefore, we believe that our cooperation with UNDP Kuwait give the event more reliability and strongly expresses our vision in setting and launching a qualitative exhibition to make it a foundation and a reference for all the parties concerned in sustaining our environment.

Further participations

“Furthermore, we are expanding our cooperation with other local and regional organizations to create the best grounding for their participation in this event such as Kuwait Environment Public Authority (EPA), the Board of the Euro-Arab Environment and the Association for Forests Development & Conservation based in Lebanon & Gulf Green Building Association.

A number of other discussions were conducted with Arab organizations to review their cooperation in the event. These arrangements were made with entities in the UAE, Lebanon, and Jordan. VEZAVE will overview their experiments in that domain to benefit from the achievements and successes that were made, and also to avoid the challenges they faced” Salman said.

Concluding, Salman referred to the team groups that were formed by VEZAVE to communicate with all the parties, interested organization, and lecturers to arrange the proper set up for the activities of the exhibitions as well as the parallel events including workshops and forum discussion. One of the teams visited Dubai and Abu Dhabi where they discussed the event with concerned officials in the country.