



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

INVITATION

to a workshop with Professor Gunter Pauli, economist,
member of the Club of Rome and the World Academy of Art and Science.

“The Blue Economy” – Nature, Innovation, Profit, Sustainability

Date: Friday, 24th September 2010, 3:00-5:30 pm

Place: Office of the Parliamentary Commissioners, Hungary

22 Nádor utca, district V., Budapest

The aim of the workshop is to launch a conversation with the representatives of the government, business and financial sectors as well as innovation management and research about the opportunities and tasks of boosting economic processes that support sustainability in Hungary.

The occasion of the meeting is the publication of the Hungarian translation of the book “The Blue Economy”, written by Mr. Pauli. The original English version of the book was published as the 2009 official report of the Club of Rome.

The “Blue Economy” concept challenges the paradigm that profit-maximization and environmental protection are opposite processes. The approach described by the study and in several cases realized by Gunter Pauli himself makes the economy competitive, and develops the enterprises and their networks in such a way that instead of exhausting the natural resources it makes more of them accessible and in the meantime contributes to the harmonic development of the social relations as well.

To open the discourse, Professor Pauli presents his unconventional economic development theory and practical experiences. Afterwards we invite participants to discuss the adaptation of the concept to the conditions in Hungary.



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

Draft programme

- 2:30-3:00 Arrivals, tee, coffee
- 3:00-3:20 Opening/greetings
- Mr. Sándor Fülöp, parliamentary commissioner for future generations
- Mr. Gyula Zeller, vice-dean of economy and strategy, University of Pécs
- 3:20-4:00 Professor Gunter Pauli's presentation "The Blue Economy"
- 4:00-4:40 Invited comments
- 4:40-5:30 Conversation about the opportunities, tasks in Hungary

This workshop is part of the two-days' series of events organized by the University of Pécs on the occasion of publishing the Hungarian version of "The Blue Economy".

See attached the short Curriculum Vitae of Mr. Gunter Pauli and a brief description of the "Blue Economy" concept.

We would be very glad to welcome you or your personal delegate concerned. If you have any further questions related to the event, please contact us at 06-1-4757-304. Please register to the event via the website <http://jno.hu/hu/?&menu=reglap3> by 20 September.

Budapest, 14 September 2010

Sincerely yours,

dr. Sándor Fülöp

parliamentary commissioner for future generations