



April 8, 2008

Is Your Business Making The Next Step To Green?



I have discussed the issue of going green here before in a play on words in conjunction with Saint Patrick's Day. The movement is catching on with many other businesses as well, and a new show is going to be launched this month in New York City called Go Green Expo. The Go Green Expo is scheduled to take place on April 26-27, 2008 and will be held at the Hilton New York Hotel. The expo is the idea of Bradford Rand and his company at Expo International. Rand states:

“There are almost always environmentally-friendly alternatives to everyday tasks and products,” states Go Green Expo's CEO, Bradford Rand, “we hope to enlighten, entertain and educate both consumers and business owners with ways in which they can do their small part to change the current climate crisis that faces our world today.”

The expo has the backing of some very large and influential companies and many non-profits are also taking part in the expo and will receive the benefits of more exposure and donations that will help their cause.

Co-locating with the Go Green Expo is Business Goes Green which will be held on Friday April 25, 2008. Their purpose is to allow companies to explore how they can make a difference and described better on their site:

Climate change, renewable resources, carbon footprint, energy consumption, water conservation, responsible investing, global supply chain, alternative fuels — terms that once were used only by environmental activists are now considered essential to global business strategy. It's no longer acceptable to create and sell products without considering the environmental implications on your supply chain, raw materials, employees, consumers, partners, customers, and of course, the planet.

This is a movement that will only get more press and more momentum as activists begin to get their message out to companies and their leaders. As a company that wants to make a difference, they will need a resource to provide them with the tools to make a difference and the Go Green Expo and the Business Goes Green conference are only the beginning of what will be an important convention or trade show to attend in the future. The Go Green Expo is also planning an event in Los Angeles but details have yet to be published to their web site.

<http://www.conventioninsider.com/index.php/2008/04/08/is-your-business-making-the-next-step-to-green/>