

From Copenhagen To Greensboro: Green Market Opportunities For Businesses

December 3, 2009

In December, leaders representing 200 countries will meet in Copenhagen, Denmark for negotiations on a new international agreement addressing global warming.

In Washington, Congress has been debating domestic legislation for reducing greenhouse gas ("GHG") emissions and has passed a number of incentives for companies to go green. Meanwhile, the U.S. Environmental Protection Agency has been developing its own GHG regulations, and consumers are increasingly demanding (and willing to pay a premium) for "green" products and services.

To help understand how all these developments may affect local businesses, attorneys from the Greensboro office of Brooks Pierce hosted a discussion at the Greensboro Chamber of Commerce on December 3 at 8:30 A.M.

Topics included:

- Legislative and regulatory update
- Government grants and incentives
- Green market risks and opportunities

Presenters:

- Alex Elkan is an environmental and business litigation attorney with experience counseling clients on green marketing and green building matters.
- Darrell A. Fruth is an environmental and business litigation attorney with experience advising clients on climate change regulation.
- Adam Tarleton is a business attorney with experience in complex tax and transactional issues.