

From Copenhagen to Greensboro: Green Market Opportunities for Businesses

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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.

PEOPLE

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