

# GLOBE | 2008

Vancouver, Canada • March 12-14, 2008

## **NEW AUTO FUTURETECH THEME TO START CREATING THE BLUEPRINT FOR THE FUTURE OF AUTOMOTIVE TECHNOLOGY**

Vancouver, Canada – The landmark GLOBE 2008 Conference will launch as its new theme this year **Auto FutureTech**, in Vancouver, Canada, March 12 – 14, 2008, which will serve as a coming together of the brightest minds of the future of the world's automotive technology.

“These are the most knowledgeable people in the industry, all of whom are focused on issues of energy and the environment as it relates to the automotive industry,” says John Wiebe, President of the GLOBE Foundation, the event organizer.

Key individuals including scientists, university researchers, economists, entrepreneurs, leaders of think tanks, suppliers and representatives from major automotive manufacturers will gather at the conference, which is expected to create the blueprint for the future of the industry.

“Right now, all throughout industry, there is a race for the technology that will save the world and still allow people to drive their own vehicles,” says Bradley Berman of Hybridcars.com. “This is an incredibly unique and important event that combines the most knowledgeable people in real dialogue about these concepts. You will be able to hear from the brightest minds in every discipline, and then go see the practical applications on the trade show floor. These are the right people talking about the right things at exactly the right time.”

In the lead up to this historic event it is clear, the future of the automobile will not be defined by one person, one technology or one company, but rather a melding of many different technologies and advancements, making the concept of gathering together the industries brightest minds in one location for dialogue one the one all parties agree on: the need to get electric fuel on board of automobiles in order to displace the reliance on petroleum, a unique opportunity for delegates.

Held as part of GLOBE 2008 ([www.globe2008.ca](http://www.globe2008.ca)), North America's premier event on the business of the environment, Auto FutureTech is the first time the automotive industry and its stakeholders will come together to discuss the massive shift taking place in its sector, as both industry leaders and consumers look for solutions in combating environmental and sustainability issues.

Featuring the automotive industry's most innovative technical specialists, conference sessions will explore the emergence of biofuels and electric drive (hybrids, plug-in hybrids, and electric vehicles), as each of these technologies has attracted billions of dollars in investment.

*An event organized by The GLOBE Foundation.*



# GLOBE | 2008

Vancouver, Canada • March 12-14, 2008

## About GLOBE

GLOBE 2008 is produced by the GLOBE Foundation, an international consultancy organization in the business of the environment. GLOBE's expertise lies in project management, event development, and management and consulting in the fields of environment and energy, urban development, and corporate responsibility. The GLOBE Foundation is North America's longest operating producer of environmental events, having produced the GLOBE series since 1993.

GLOBE events have historically attracted over 10,000 attendees and are expecting participation from over 80 countries from around the world. This year's event will focus on five main themes: Corporate Sustainability, Energy & Climate Change, Finance and Sustainability, Building Better Cities and Auto FutureTech: The Future of the Automotive Industry. **For further information, visit [www.globe2008.ca](http://www.globe2008.ca)**

-30-

### **Reference:**

Jeremy Dunn  
Curve Communications Group  
Tel: 604-684-3170  
[jeremy@curvecommunications.com](mailto:jeremy@curvecommunications.com)