

ISB-CCC launches first SWITCH Asia-GBC in WAYAMBA

SWITCH Asia F&B Programme launched its first Green Business Club (GBC) in Kurunegala recently. The programme organised by SWITCH Asia F&B Programme in collaboration with Industrial Services Bureau (ISB), Kurunegala aims at networking businesses at all levels through formation of Green Business Clubs.



Chief Secretary Mr Vijitha Bandara Ekanayake addressing the gathering

Speaking at the launch ceremony, Mr Vijitha Bandara Ekanayake, Chief Secretary of the Wayamba province observed that environmental conservation and ecosystem management issues are complex and far from individual daily life experiences. He said, “in order to curb the tide of extinction and habitat destruction, a concerted plan for ecosystem management and nature conservation is needed. In order to achieve this, increased awareness and involvement by key leaders is essential.”

With this initiative SWITCH – Asia F&B Programme is creating a stage for business leaders with exposure to ensure that green thinking is an integral part of their personal and professional lives. Establishment of Green Business Clubs is aimed at inspiring and involving business leaders in ecosystem and biodiversity conservation.

The main goals of this Green Business Club would be to create awareness of the importance of Nature Conservation among emerging leaders and to give them a sense that they can make a difference through

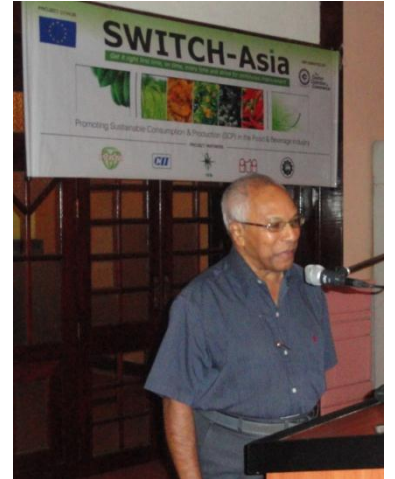
their positions of influence, to create fellowship of these individuals, to create opportunities for concrete participation in conservation projects in Sri Lanka, to broaden their experience and to contribute their expertise in conservation and ecosystem management.

Addressing the gathering, the President of the Wayamba GBC Mr. S.M.A.G. Perera, Managing Director, Polypacking Industries Pvt. Ltd., stated “the Green Business Clubs can be a useful exchange platform for disseminating successful business case on sustainable production amongst the Food & Beverage business community and further crosscutting towards other sectors. Therefore the programme aims to make this initiative a reality and use it as a platform for active dialogue on environmental issues in the country so that all stakeholders could work towards creating better enabling environment for Sustainable Consumption and Production (SCP).”

SWITCH Asia F&B Programme is implemented by the Ceylon Chamber of Commerce and is sponsored by the European Union.



Members at the first SWITCH-Asia GBC



**Elected President of the
Wayamba GBC – Mr S.M.A.G.
Perera addressing the
members**