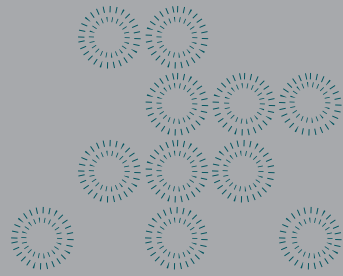


Conference Parallel Sessions 1:30 to 3:00 pm



Sustainable Energy

This session highlights the challenges of energy supply in the US, the need for new approaches to energy conservation and the possibilities for collaboration at business level to meet the world's energy challenges today. A number of strong technologies and US-Danish partnerships lead the way.

Confirmed speakers

Mr Boris Brevnov, VP Development, Integrys Energy Group
Ms Lisa Tryson, Director Marketing communication, Danfoss
Mr Jørgen Kjems, Executive Director, Technical University of Copenhagen (DTU)

Design for Life

This session will focus on the contribution of design in increasing the overall profitability and sustainability of enterprises. It will address design as a key factor in achieving and securing sustainable success in world markets.

Confirmed speakers

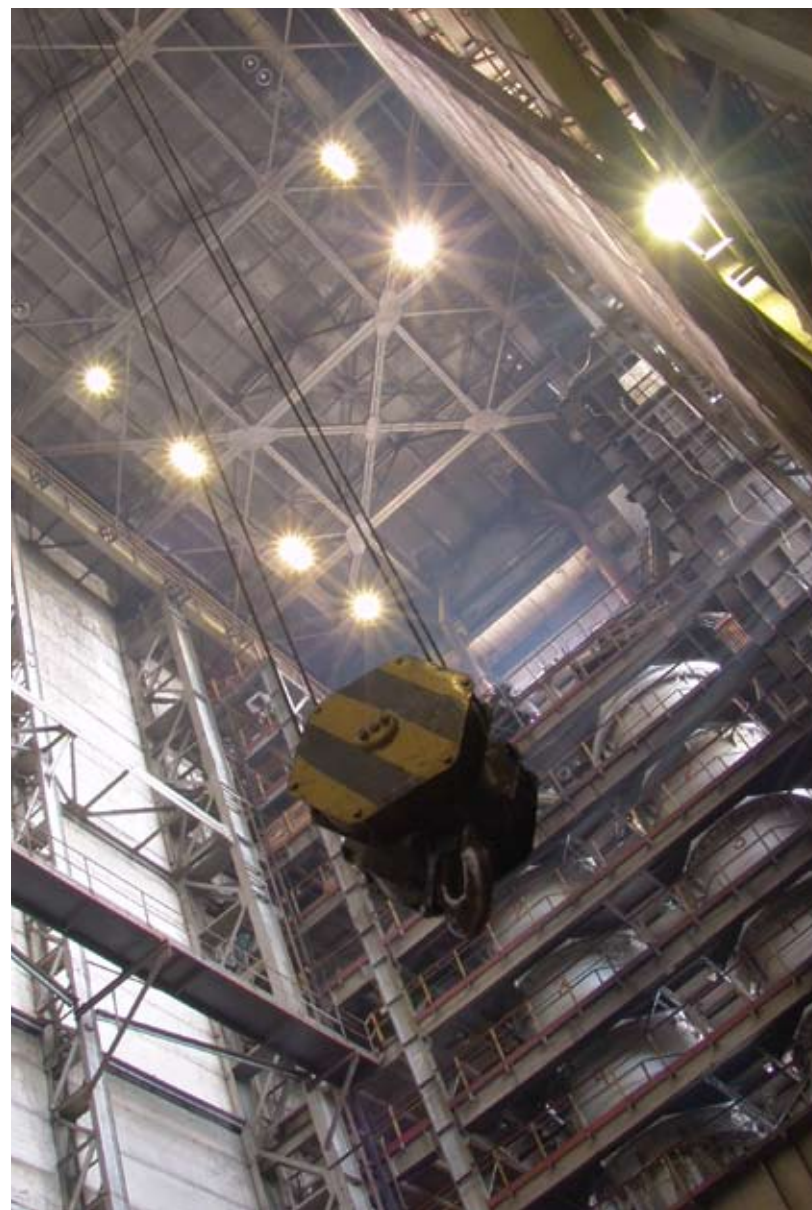
Mr Michael Sheridan, Owner, Sheridan Architects
Mr Kim Gravesen, President, Bang & Olufsen America
Mr Jan Rolin Frederiksen, Senior Vice President, Coloplast
Ms Heidi Nyby, Market Manager, Kopenhagen Fur

Sustainable Business

This session addresses the contribution of sustainable business practices and Corporate Social Responsibility in bringing profit to companies and lasting benefits to suppliers and customers – and ways in which Danish and American enterprises lead the way in this respect.

Confirmed speakers

Mr Bendt Bendtsen, Deputy Prime Minister
Mr Søren Petersen, Head of Global Compact Networks, UN
Mr Thomas Nagy, Site President, Novozymes North America
Mr Jesper Møller, CEO, Toms



Conference Programme

Working Together Towards Sustainability

creativenation
a state of mind

Conference on 20 September 2007

Hilton New York, 1335 Avenue of the Americas, NY, 10017

creativenation

a state of mind

Working Together Towards Sustainability

Join the Creative Nation campaign from Denmark in New York City in September 2007

More than ever, sustainability is on the global agenda. It is on the mind of all forward-thinking business people and it has reached new heights among policy makers, media, and in the public. Sustainability is a driving force in many Danish enterprises providing business solutions for today's challenges.

The Creative Nation campaign promotes internationally the competencies, dynamism, and strong tradition of innovation of Danish enterprises. Creative Nation is inspired by the opportunities in working across countries, sectors, and professions, and the campaign at the same time creates opportunities and enhances brand value. Creative Nation is a private Danish initiative supported by the Government.

The Creative Nation campaign brings together a network of leading Danish companies across industries. High-level representatives from these companies, all inspired by the challenges of sustainability, take part in events promoting the debate on creativity and sustainability with American counterparts this September in New York City.

The Conference Working Together Towards Sustainability is the culmination of the campaign. The conference will address sustainability from many perspectives, including energy, design, lifestyle, and business, and will focus on the collaborative efforts between US and Danish enterprises in this respect.

Through experience sharing new synergies will be built between American and Danish enterprises who share the vision of sustainability. The event is an excellent opportunity to strengthen your relationships and take it in new directions.

Under the patronage of their Royal Highnesses Crown Prince Frederik and Crown Princess Mary of Denmark, and Deputy Prime Minister Bendt Bendtsen, the Creative Nation Event in New York will be an important landmark in future business relations.

Join us at Creative Nation in Working Together Towards Sustainability.

See the following pages for programme details.
Check program updates at www.creativenation.dk.

Conference Working Together Towards Sustainability

20 September 2007, Hilton New York

8:30 am Arrival and Registration

9:30 am Opening

Opening Addresses

HRH Crown Prince Frederik of Denmark

Ms Marjorie B. Tiven, Commissioner,
on behalf of the Mayor of New York City

Mr Bendt Bendtsen, Deputy Prime Minister

10:10 am Coffee/Tea

10:30 am The Challenge of Sustainability

What Is Sustainable Enterprise

Mr Stuart Hart, Professor, Cornell University

Sustainable Business Practices

Mr James C. Carter, VP, Chief Legal Officer, Nike

Taking the Lead in Sustainable Living

Mr Jørgen Tang-Jensen, CEO, Velux

Bringing Sustainability Further

Ms Charlotte Ersbøll, Corporate Vice President,
Novo Nordisk

Turning Sustainable Development into Business Opportunities

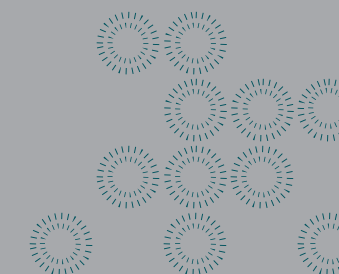
Mr Søren Sørensen, Group Executive Vice President,
Grundfos

Sustainability and Innovation

Mr Finn Kjærdsdam, Rector, Aalborg University

New Scandinavian Cooking

Mr Claus Meyer, Gastronomic Entrepreneur and Affiliated
Professor, University of Copenhagen



12:20 pm Lunch: A tour of New Scandinavian Cooking

1:30 pm Parallel Conference Sessions

**Sustainable Energy
Design for Life
Sustainable Business**

3:00 pm Coffee/Tea

3:20 pm Working Together Towards Sustainability

Sustainability in Denmark Through American Eyes
Mr James Cain, US Ambassador to Denmark

Sustainable Denmark - Experience It
Dorte Kiilerich, CEO Visit Denmark

Pathbreaking Partnerships for Sustainability
Mr Friis Arne Petersen, Danish Ambassador to the US

Sustaining our Co-operation
Mr Hans Skov Christensen, CEO,
Confederation of Danish Industries

4:30 pm End of Conference

Conference moderator

Mr Samuel Rachlin, Director of Communications, Saxo Bank