



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce

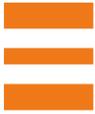
**EFESO**  
CONSULTING

## **GREEN MARKETING – BASIC SEMINAR METHODOLOGIES, TOOLS & PRACTICES (IN ENGLISH)**

DECEMBER 5° 2016 – SHANGHAI, FROM 9.00 AM TO 12.50 AM

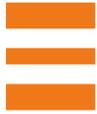


Abu Dhabi - Amsterdam - Atlanta - Barcelona - Berlin - Brussels - Budapest - Buenos Aires - Cairo - Galway - Gothenburg  
Istanbul - Lisbon - Manchester - Mexico City - Milan - New Delhi - New York - Paris - Riyadh - São Paulo - Seoul  
Shanghai - Singapore - Saint Petersburg - Stockholm - Tokyo



- It is well known that the Chinese Government has been increasing the pace to arrive, as quick as possible, to solutions aimed to increase the quality of life of Chinese population, by putting the issues of sustainability in the foreground of the agenda.
- But at the corporate level what can concretely do every single business, small or large ? How can companies contribute ? According to practices already implemented in several companies, mostly in western countries, one of the most interesting responses comes from the “green marketing”.



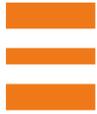


# WHAT IS GREEN MARKETING ?



- Is the search for new marketing concepts that go beyond traditional models and aims to combine performance objectives with social welfare
- Essentially achieving profit targets without damaging the environment.
- It is a focus on more responsible marketing and manufacturing practices that produce positive effects on the quality of life of the consumers



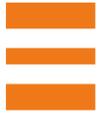


# TARGET OF THE TRAINING



- The training will analyse the opportunities related to the transition to a more sustainable social and business model
- The focus will be on how to make strategic use of the Green as a source of value through a proactive approach, where Green is used as a new source of brand extension, innovation, creation of new consumption patterns and new market niches
- Will be provided the basic concepts and practical tools to implement this proactive approach to the Green in the company.





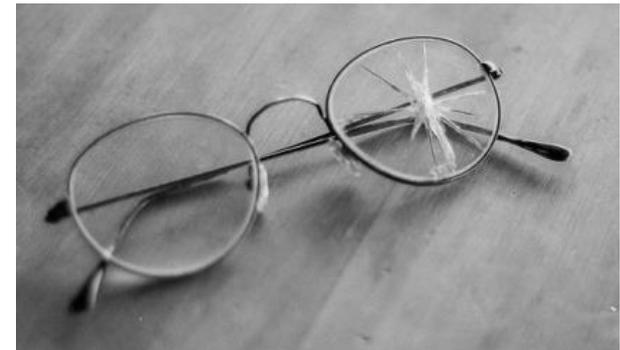
During the training we will evaluate the advantages and disadvantages, risks and opportunities of a green marketing approach, by responding to several questions such as:

1. what is green marketing ?
2. what kind of mistakes companies do normally make when they want "to ride the green wave " ?
3. how we can define the profile of the "new green consumer" ?
4. what is the most suitable methodology for implementing an effective green marketing strategy ?
5. in concrete what are making companies that have already implemented a green marketing approach ?



- Know the green marketing matrix a concrete and practical business model on how implement a green marketing strategy in your company
- Stress the importance to avoid green washing and green marketing "myopia" practices
- Have some practical hints on how to introduce a green marketing strategy inside an organization
- Know the new green consumer profile

green  
**M**  
**A R**  
**K E T**  
**I N G M**  
**Y O P I A**



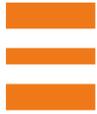
# TARGET PARTICIPANTS



- Marketing managers / directors
- Top managers
- Entrepreneurs
- Creative directors and key accounts of advertising agencies
- MBA / MSc / PhD students



9:00 - 9:20	Registration
9:20 - 10.30	<ul style="list-style-type: none"><li>- What's green marketing &amp; sustainable branding</li><li>- Green washing and green marketing myopia traps</li><li>- The new green consumer</li><li>- Green Marketing basic principles</li><li>- The green marketing matrix: model and tools to implement a green marketing strategy</li></ul>
10:30 - 10:45	Coffee break
10:45 - 11:40	<ul style="list-style-type: none"><li>- The green marketing matrix in action</li><li>- From fixing the standards to innovation, i.e. from green to very green</li><li>- The company: from set an example to create new business concepts</li><li>- The Brand: from certification to the Trojan horse</li><li>- The lifestyles: changing habits by creating new consumption styles</li></ul>
11:40 - 12:20	Case studies
12:20 - 12:50	Q&A
12.50	Conclusion



# About the trainer: Filippo Garini



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## Actual positions:

- Expert - marketing & sales and green business.
- Visiting professor in China and Italy

**Nationality:** Italian

**Residence:** Shanghai (Cina)

## Education

- MSc degree in business administration at University Federico 2<sup>a</sup> of Naples (Italy).
- Executive MBA c/o MIP Polytechnic of Milan (Italy)
- Visiting scholar at London School of Economics c/o the international economics dept.
- PHD candidate in "agricultural and food systems"

## Languages

- English
- Chinese
- French
- Spanish
- Italian

## Professional experiences

- From 2014 Visiting professor of marketing to ageing consumers and green business at University of Trento
- From 2014 Consultant at Efeso Consulting
- From 2012 Green marketing, agri business & entrepreneurship visiting professor
- 2009/2012 Green economy entrepreneur
- 1989/2009 Marketing & product development experiences at multinational companies

## Industry competence

- Agricultural business
- Green economy
- FMCG
- Durable consumer goods

## Last key projects

- Development of a technology park assigned by a Chinese Government investment company
- Green marketing strategy for a Singaporean health care group quoted at stock exchange
- Development of marketing & sales strategy of a Chinese organic farming company
- China & Europe markets entry for Italian & German companies in the furniture, fashion and luxury businesses
- China market entry of European companies in the hazardous waste management business
- Eco friendly & sustainable fashion brand China market entry

## Areas of expertise

- Green business
- Marketing & sales
- Agri business
- Corporate strategies
- M&A and joint ventures

Training 课程	Fee (RMB) 费用 (人民币)	1 person or 1 training CICC Member 1人或1次培训 CICC会员	2 people or 2 trainings CICC Member 2人或2次培训 CICC会员	3-4 people or 3-4 trainings CICC Member 3-4人或3-4次培训 CICC会员	5 people or 5 trainings CICC Member 5人或5次培训 CICC会员
½ day 半天	1,700	10 % discount	20 % discount	30 % discount	50 % discount
1 day 一天	2,500	10 % discount	20 % discount	30 % discount	50 % discount
2 days 两天	4,000	10 % discount	20 % discount	30 % discount	50 % discount

### ➤ Registration 注册申请：

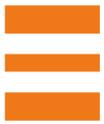
By email ([info.china@efeso.com](mailto:info.china@efeso.com)) with the registration form completed. Please fill it in, sign it and stamp it. Send it to us at least 7 days before training date. 请将填好、签字并盖章的培训申请表通过邮件的形式发送至info.china@efeso.com。请在培训课程开始7天之前将表格发回。

### ➤ Training fee and payment 培训费用和支付：

A) Company booking. If the registration is made as a company, payment should be executed by bank transfer and should be to be received at least 5 days before training is fixed. 公司支付。如果课程由公司申请，需通过银行转账的形式支付，并且需要在培训开始的5天前到账。

B) Personal booking. The payment should be executed by bank transfer to be received at least 5 days before training is fixed. 个人支付。通过银行转账的形式支付，并且需要在培训开始的5天前到账。

Location of the training 培训地点: Shanghai 上海

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