

21 April 2008

**HRG Green Events™ launched at IMEX  
- new environmentally-friendly event services programme -**

Environmental concerns are increasingly prominent in events and meetings management for many organisations, especially our carbon footprint but also sustainable activities such as local sourcing, health and fair trade.

HRG Events & Meetings Management, a division of international corporate services company Hogg Robinson Group (HRG), was quick to recognise this trend and launches its environmentally-friendly event services programme, HRG Green Events™, this month at IMEX trade fair in Frankfurt.

“Corporate social responsibility is now on the agenda of most organisations, brought about, in part, by employees’ interest in the subject,” says Christer Nordlund, Director Events & Meetings Management at HRG. He stresses that HRG takes into account environmental issues related to their clients’ corporate travel and CSR guidelines, all without losing sight of a company’s economic limitations. And according to Nordlund, “green” does not necessarily mean expensive. “We make extra efforts to ensure that customers get the best possible return on their investment.”

HRG Green Events™ follows a comprehensive set of quality standards which include the selection of certified or local suppliers, a regional catering service offering local organic food, sustainable travel alternatives, and calculating and reporting the CO2 emissions of the air, train and car travel as part of an event.

Launched in early 2007, HRG’s CO2 calculator is a reporting tool that helps clients to calculate emission levels and therefore the carbon footprint of their business travel. To reduce the environmental impact of their events, companies can offset their emissions with compensation payments and the money then goes to UN-certified environmental projects.

# PRESS RELEASE

From HRG Events & Meetings Management



Concludes Nordlund: “HRG Green Events™ and tools such as the CO2 calculator enable us to work with clients to identify ways to amend their meetings and events programmes to ensure smarter, more efficient travel, helping organisations to control costs, deliver value and reduce their carbon emissions.”

HRG Events & Meetings Management will be exhibiting at the IMEX trade fair in Frankfurt from 22-24 April, Stand D550 in Hall 8.

- Ends -

**For further information:**

Christiane Wronski  
Head of Corporate Marketing and  
Communications Central & Southern Europe  
Tel.: +49 (0)69/668021-2300  
Email: [christiane.wronski@hrgworldwide.com](mailto:christiane.wronski@hrgworldwide.com)

Dionne Parker  
Head of Corporate Communications,  
Hogg Robinson Group  
Tel.: +44 (0)1256 312624  
Email: [dionne.parker@hrgworldwide.com](mailto:dionne.parker@hrgworldwide.com)

**Notes to Editors:**

**Hogg Robinson Group (HRG)** is the award-winning international corporate services company. Founded in 1845, HRG has over 60 years specific corporate travel expertise. Its corporate services interests include owned or controlled corporate travel operations in 25 of the key driver and growth markets throughout Asia Pacific, Europe and North America. Supported by contracted partners, the HRG worldwide network extends to over 100 countries.

Totally committed to a value offering for clients, HRG offers a comprehensive range of corporate services which includes Corporate Travel Management, Consulting, Expense Management, Events & Meetings Management, and Sports.