



UIBE News

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Cornell University Delegation Visits UIBE, as a sounding board for UIBE's green initiatives

A three-member delegation from Cornell University headed by its Professor Stuart Hart visited UIBE on December 13, 2009.

In their talks with President Shi the delegates were shown around UIBE, which is a research-oriented university. UIBE scholars have launched in environmental protection and sustainable development model, the US developed "Pyramid" model for sustainable development, which is believed by them alone to be so constructive that China could put it into practice; the recent initiation of "Green Leap" program in



China is considered as China's modest effort in this regard, said President Shi.

Attaching more attention to the sustainable development at micro-level, Professor Hart is a promoter of BOP (the Bottom of the Pyramid) Strategy and an initiator of "Green Leap", a program in which the enterprise should be engaged in innovation of compatible Business Model while employing the Green Technology, so as to solve the problems of environmental pro-

tection and poverty in a win-win manner, whereupon the sustainable development would be accessible.

UIBE scholars call for a platform so they can have more chances to share the ideas with Professor Hart on the way to deal with sustainable development, environmental protection and poverty in a systematic and effective manner.

Despite the severe challenge it has ahead the "Green Leap" program has proven to be a beneficial tentative, stated Professor Hart, after he informed the audiences of the progress of on-the-spot investigations into Chinese companies. In response to President Shi's statement he said he is willing to exchange with Chinese scholars on the sustainable development of China's companies.

During the ensuing discussion with UIBE Professor Xia Youfu, Professor Hart dug into the questions regarding enterprise expansion and its corresponding social responsibility, environmental protection and Anti-Poverty of Chinese farmers. The two agreed to further the discussion by a series of cooperative researches, seminars and special trainings. Attending the meeting were Xia Haiquan, Director of Office of International Cooperation and Exchange; Chen Xiao, Associate Director of Office of International Cooperation and Exchange.