



a personal invitation for an exceptional week on

Happiness and Competitiveness

Thimphu, June 20-26, 2011

Join the Blue Economy expert team in Bhutan for a rare chance to spend 7 days with the key Bhutanese partners, technology providers, candidate investors, and entrepreneurs and myself. This is a unique opportunity to become acquainted with one of the most fascinating countries in the world: Bhutan. I consider the audacious policies of the Bhutanese Government conducive to implement a novel development model that targets simultaneously happiness of the people by responding to their basic needs, and competitiveness for a small nation sandwiched between India and China.

Over the past few years I, and a team of experts from the Blue Economy, including the architect Anders Nyquist, the pedagogue Nirmala Nair, investors Morten Sondergaard and Victoria Rye Siu, and the development guru Ashok Khosla have shared their insights on how Bhutan can design an innovative approach that generates jobs, embraces renewable energies, offers value to quality agro-produce, builds safe homes and offices, while predominantly working what is locally available. A portfolio of 36 projects has emerged, and while each has been benchmarked, all are subjected to a rigorous feasibility study several of which are ongoing.

Thanks to a series of policy options decided by the Government, several projects moved from idea implementation. Embracing bioplastics as a standard for Bhutan, the tapping of blue pines as a source of fuel for mobility, the generation of electricity from vertical turbines placed inside high transmission towers, the development of ingredients for cosmetics based abundant biodiversity within the strict limits of the ecosystems' carrying capacity, the "manicure mining" of dolomite for the production of food grade quality magnesium without the use of traditional acids, and the export of endemic healthy food from the Himalayan valleys (all packaged in bioplastics) are just a few of the projects that have advanced. It offers sufficient content to warrant a deal flow for an investment fund, once time is ripe for all partners.

First, you have the chance to participate in *the first ever seminar in Bhutan on Happiness and Competitiveness*. Three days (June 20-22) will offer the chance to hear from the local experts about Gross National Happiness (GNH), how they view the development of their nation, complemented with a few field visits, and discussions to provide insights of this new economic model. Two days (June 23-24) will focus on a portfolio of projects with local partners, presented by the international experts who will offer insights into their technologies going beyond the applications for Bhutan, sharing how it will change the business model, and entering into the debate why this will change the competitive framework especially in Bhutan.



Second you have *for the first time ever a chance to "Meet the Government of Bhutan"* (June 25-26). This session will expose the international participants to the policies of the Government to pursue happiness and competitiveness. All participants can enter into a dialogue on the strategies the Government outlines, framing investment opportunities and policy measures that could set the standard and provide an inspiration for businesses and economic development elsewhere. All Ministers will join, as well as local entrepreneurs, media, and members of the National Assembly. The first day will be a formal session chaired by HE the Prime Minister and myself, while the second day leaves room for a series of informal meetings at the highest level.

Third you have the chance to visit Bhutan, reaching out to villages, communities and regions that are of particular interest to you. Thanks to the support of Mrs. Dago Beda, one of the pioneers of the private sector of Bhutan, we will be able to offer tailored travel schedules, a privilege reserved to only a few each year. We suggest the following side trips: the site for the World GNH Center in Bhumtang adjacent to the largest natural park of that is home to Bengal tigers; the site for the first bioplastics factory in Gelephu with an opportunity to visit the surrounding villages and valleys home to a very productive portfolio of traditionally farmed produce where the Tarayana Foundation is most active.

The overall number of foreign visitors for this special week is strictly limited to 75, and everyone who is invited has been carefully selected. All events will take place in Terma Linca, a luxury hotel along the river, next to the rice paddies located in the outskirts of the capital city of Thimphu. Your invitation is valid until March 31, 2011, afterwards we will reserve the right to transfer your participation to a long list of eager participants.

Please know that we strive to have 1/3 of the participants younger than 40, 1/2 of the participants women and 2/3 of the participants entrepreneurs and technology providers. All participants, without exception will carry their own travel, lodging and food expenses. There are no scholarships available to cover the basics. The standard fee for the full week has been set at €5,000 per person. However, anyone who has been pre-selected to participate, and faces financial limitations should let the organizers know and we will jointly search for a pragmatic solution.

Kindly let me know your intention, and we will proceed accordingly. It is an opportunity that will not present itself again anytime soon. It would be a delight to have you join this week for one, two and/or three parts.

Looking forward to hearing from you at your earliest convenience!

Prof. Gunter Pauli



Partial List of International Participants (dated 21/03/2011)

Dr. Ashok Khosla	Chairman IUCN, President of the Club of Rome Chairman of Development Alternatives (India)
the Rt Hon Anders Wijkman	Member of the Royal Academy of Sciences (Sweden)
Mr. Christian Courtin-Clarins	Chairman of Clarins (France)
Mr. Caio Koch-Weser	Vice-Chairman Deutsche Bank (Germany/UK)
Mrs. Maritta von Bieberstein	Chair Global Exchange for Social Investment (Germany)
Dra. Catia Bastioli	CEO and Founder of Novamont (Italia)
Mr. Sow Chung Ho	Chairman of Sinopac Holdings (Taiwan)
Shawn Frayne	Inventor of the Humdinger (Hong Kong)
Raphaël Ménard	Inventor of the Wind-it (France)
Dr. Steve McGrath	Inventor of the Mining without Chemicals (USA)
Victoria Rylie Siu	Lead Rich Investment Group (Hong Kong)
Morten Sondergaard	Investor (Denmark)
Dr. Christine Loh	Chair of the Civic Exchange (Hong Kong)
Christina Stevens	Board Member Turner Foundation, film maker (USA)
Tina Sciabica	Executive Director READ International (USA)
Casio Taniguchi	Minister of Sustainability, State of Parana (Brazil)
Wendy Luhabe	Chancellor of the University of Johannesburg (RSA) Co-founder of WIPHOLD (Women controlled holding)
Dra. Maria Fernanda Espinosa	Minister of Culture and Patrimonium (Ecuador)
Dra. Noemi Sanin Posada	Former Minister of Foreign Affairs (Colombia)
Mr. Stan Shih	Founder of ACER Group (Taiwan)
Mrs. Diane Ying	Chair of the Commonwealth Group (Taiwan)
Henk Rogers	President of Tetris computer game (USA/Japan)
Tia Kansara	Founder and Director of Kansara Hackney (UK/India)
Claire van der Vaeren	UNDP Resident Representative
Mette Kristine Oustrup	Host of Qi 2011 Asia's Best Minds of Innovation

Some Useful Links

Hotel Terma Linca
<http://www.termalinca.com/>

Details on the Training Program and background on The Blue Economy
http://www.blueeconomy.de/fileadmin/user_upload/_pdf/Training_Bhutan.pdf

The Blue Economy



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