

Subject: Toxic Capitalism: Environmental Pressures from Excessive Consumption
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Event **A**nnouncement

Exclusive Speakers and Networking Opportunities

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Beijing

D A T E
Thursday, March 28, 2013

T I M E
12:00 - 2:00 PM

V E N U E
AmCham China Conference Center


P R O G R A M
12:00-12:30 PM Registration
12:30-2:00 PM Presentation and Q&A

REGISTRATION	
Members advanced online payment	RMB 100
Members at the door	RMB 150
Employees of member companies	RMB 250
Non members	RMB 600

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Toxic Capitalism: Environmental Pressures from Excessive Consumption

You are invited to join AmCham China at a luncheon with **Gilbert Van Kerckhove**, who will discuss his recent book "Toxic Capitalism - The Orgy of Consumerism and Waste: Are We the Last Generation on Earth?"

China's economic slowdown since the global financial crisis has led many economists to believe that only a fundamental shift in its economy will drive future growth. Less reliance on external factors like foreign investment and export driven growth, and a greater focus on internal ones—particularly domestic consumption—should result in a more sustainable growth model to guide the world's second largest economy in the coming decades.

While these plans for rebalancing call for increased domestic consumption, the energy and resources necessary to fuel greater consumption for China's population of 1.3 billion would likely put a great strain on the environment. Rising pollution levels and the impact of "toxic capitalism"—overconsumption and indiscriminate wastefulness - exacerbate the environmental problems that China already faces.

Speaker:
[Gilbert Van Kerckhove](#), president and founder, Beijing Global Strategy Consulting

Special Registration Information:
Registration begins at noon. The event will begin promptly at 12:30 PM

Venue:
The Office Park, Tower AB, 6th Floor No. 10 Jintongxi Road, Chaoyang District, Beijing, 100020 PRC
北京市金桐西路10号 远洋光华国际 AB座6层

This event is off-the-record.

For more information, please contact: Jon Abramovic, Tel: 8519-0856, Email: jabramovic@amchamchina.org.