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Conservation International Announces Singapore As New Global Outreach Hub

Building on Strong Private Sector Engagements and More than 20 years of Regional Experience

Singapore (October 2, 2009) – Recognizing the importance of Singapore as a regional hub for business, policy and innovation, Conservation International Singapore, Ltd., an affiliate of Conservation International (CI) today formally announced the opening of its office. CI Singapore will provide science based advice to businesses and governments on policies and practices for environmental protection and sustainable economic development. With Singapore’s growing importance in the world of business and policy, the office will also serve as the center of outreach for the Asia Pacific region.

“We are thrilled about the launch of our affiliate, CI Singapore and firmly believe it will be an extension of our leadership and expertise in partnering with multi-national corporations and working with governments to develop strong sustainable practices worldwide” said Peter Seligmann, CI Chairman and CEO. “It will also build upon on the great work our colleagues have already done in the Asian Pacific region to protect healthy ecosystems and indigenous communities over the past two decades.”

Aligning itself with CI’s global strategy, CI Singapore’s work will focus securing a stable global climate; protecting the sources and flows of fresh water; ensuring nature’s ability to provide food for human needs; minimizing environmental pressures on human health; valuing the role of nature in human cultures; and safeguarding the as-yet-undiscovered value that nature provides.

Mr Jonathan Kua, Director, International Organisations Programme Office at the Singapore Economic Development Board welcomes the establishment of Conservation International's office in Singapore to further advance its work in environmental protection in the region. “We are happy to support CI's presence here. As Singapore grows as a global business, research and innovation centre, it is critical for us to work with leading international organisations such as CI. They can also leverage our strengths to further their mission including the development of private and public sector partnerships in the Asia Pacific. This is in line with the growing understanding of the importance of environmental and sustainable business practices among governments and corporations. The growing presence of other international non-profits – over 80 now, will also provide good opportunities for sharing and collaboration for CI.”

“We are delighted that CI Singapore is now a part of the vibrant Singapore business and policy community that is so dedicated to sustainable innovation,” said Enki Tan, Singapore-based CI

board member and CEO of Giti Tire Corporation. “We would also like to extend a special thanks to the government of Singapore whose leadership is very much aligned with our belief that robust economic growth and sustainability can and should go hand- in-hand.”

CI Singapore will capitalize on the work being done through existing CI field offices in 11 countries and its many partnerships in the region. Successful recent initiatives involving CI and its partners include:

- Joining with **PepsiCo China** to educate millions of Chinese youth about the importance of environmental stewardship via public service announcements about water conservation that aired during PepsiCo’s rock band competition on Zhejiang Satellite TV during summer 2009;
- Partnering with **DreamWorks** to provide earthquake relief through the “Panda Guardian” program following the catastrophic 5.12 earthquake of 2008 in Sichuan Province, China;
- Working with **GITI Tire Corporation** to protect the habitat of threatened species in northern Sumatra (Indonesia) and the Mountains of Southwest China while reducing levels of atmospheric carbon;
- Working with the governments of Indonesia, the Philippines, Malaysia, Papua New Guinea, the Solomon Islands and Timor Leste to sign the **Coral Triangle Initiative**, a landmark agreement for coral reefs, fisheries and food security;
- Helping to secure a historic **Debt for Nature Swap**, by which the U.S. Government will forgive nearly \$30 million of debt payments owed by Indonesia in return for increased protection of Sumatra’s forests.

The future points toward continued rapid growth in demand from businesses and governments around the world for credible, high-quality advice on environmental sustainability and for demonstrations of corporate and government initiatives that produce tangible, positive results. CI Singapore will work to engage the people and businesses of Singapore on the challenges and opportunities facing the global community so that its corporations and governments are empowered to harness nature as a tool for business success.

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Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature for the well-being of humanity. With headquarters in Washington, D.C., CI works in more than 40 countries on four continents. For more information about CI, visit www.conservation.org