



## HUME CITY COUNCIL INVITES YOU TO THE **BEN FORUM** BUSINESS EFFICIENCY NETWORK

Hume City Council's Business Efficiency Network (BEN) aims to support small, medium and large businesses in Hume City and the greater northern region to adopt sustainable approaches and solutions in their core business operation.

**This forum will focus on the emerging consumer market / green procurement**

**You are invited to attend the November BEN Forum with guest speakers:**

**Nick Bez - Research Director, Mobium Group**

'LOHAS (Lifestyles of Health and Sustainability) may be the biggest market you've never heard of' *New York Times July 2003*

Nick Bez, Director of Mobium Group, will be presenting his findings from recent Australian research into this group. The LOHAS marketplace provides significant commercial opportunities for innovative, progressive business to prosper.

**Andrew Foran - Eco Buy**

Andrew Foran, Business Program Manager for Eco-Buy will be discussing what a green product is, the background, benefits, challenges and opportunities of buying green and how you can integrate green products in your journey to sustainability.

**Date:** Thursday 6 November 2008

**Venue:** Hume Global Learning Centre, Seminar Room 5  
1093 Pascoe Vale Road, Broadmeadows

**Time:** 6:00pm to 8:00pm

**Cost:** Free - Light refreshments provided

To register, please email [business@hume.vic.gov.au](mailto:business@hume.vic.gov.au)

For further information please contact:

Maria-Luisa Nardella on 9205 2355 or [maria-luisan@hume.vic.gov.au](mailto:maria-luisan@hume.vic.gov.au)

Fiona Briers on 9205 2488 or [fionab@hume.vic.gov.au](mailto:fionab@hume.vic.gov.au)



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