

# **The International Biodiversity Technology Fair**

**Part of the Second Meeting of the Conference of the Parties to the  
Convention on Biological Diversity**

**Jakarta, Indonesia  
November 6-17, 1995**

## **Final Report and Evaluation**

**December, 1995**

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### **Final Report and Evaluation**

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#### **Summary**

The Fair was a success:

- over 90% of exhibitors said the Fair met their expectations: 68% said their expectations were exceeded;
- 98 % of exhibitors made useful contacts and 75% described their contacts as "very useful", and
- over 90% believed the Fair was very well organized.

To ensure subsequent Fairs make an even more substantive contribution to the implementation of the Convention on Biological Diversity the following steps are recommended:

- to build up private sector and developing country participation, potential exhibitors must be given far more lead time than was possible for the first two events: preliminary notice of the intent to hold another Fair should be forwarded to potential exhibitors early in the new year so they can note it in their planning calendars;
- coordination between the Secretariat, the host country and the Fair organizer must be tighter and more continuous in order to ensure that the final layout of the exhibit space encourages easy interaction with the delegates, and
- to address the problem that some exhibitors encountered in making arrangements with local suppliers for equipment rentals, this entire function should be coordinated by the Fair organizer.

## **1. Background**

Following on the highly successful Fair held as part of the first COP, the Biodiversity Secretariat decided to repeat the effort during COP 11. The Canadian and Australian governments agreed to provide financial support for the initiative and were joined in this effort by the International Development Research Centre. The Canadian Environment Industry Association agreed to manage the project and the work was sub-contracted to Woodbridge & Associates.

## **2. Goals and Expectations**

The Fair was intended to showcase technologies, services and project concepts that offer practical solutions to biodiversity management issues. Exhibitors were to be drawn from the private sector, governments and international or national organizations and NGO's from both developed and developing countries.

The expectation was that there would be a substantial exchange of ideas and information between exhibitors and COP delegates.

## **3. Implementation**

The 34 organizations that participated in the Fair represented an exceptional cross section of international capability to support the implementation of the Biodiversity Convention (see the attached Delegates Guide for a description of the exhibitors).

Overall, the exhibitors were better prepared than last year. The exhibits had a more professional look and were designed to focus more sharply on specific biodiversity issues. The information materials and handouts were also of higher quality which resulted in a more intense and productive exchange of ideas.

With respect to the sectors represented, most exhibits profiled the role and capabilities of governments, international organizations and NGO's in supporting the Convention.

Private sector and developing country participation was not as high as the Fair organizers would have liked. (This aspect is discussed in section 5 below dealing with the planning cycle.)

## **4. Evaluation by Exhibitors**

Exhibitors were asked to fill in an evaluation form at the end of each session.

Their responses indicate that the fair generally exceeded the goals set for it. It also exceeded the expectations of most exhibitors.

The following table summarizes the results of the evaluation.

	Session A	Session B	Session C	Session D	Average
<b>Expectations</b>					
exceeded	77%	62%	67%	70%	69%
met	23%	23%	25%	20%	23%
not met	0	15%	8%	10%	8%
<b>Contacts</b>					
very useful	77%	62%	75%	90%	75%
useful	23%	31%	25%	10%	23%
not useful	0	7%	0	0	2%
<b>Organization</b>					
very good	85%	77%	100%	100%	90%
satisfactory	15%	15%	0	0	8%
poor	0	8%	0	0	2%

#### **a. Overall evaluation**

The level of exhibitor satisfaction with their participation in the Fair was very high. Overall, over 90% of exhibitors said the Fair met their expectations: 68% said their expectations were exceeded.

The satisfaction level was slightly higher in the first Session. Exhibitors in booths numbered 9-16 also had a slightly higher satisfaction rate than those in booths 1-8 (see explanations in section d. below).

#### **b. Value of contacts**

From an exhibitor's perspective, the main purpose of the Fair was to meet and exchange views with delegates. In this respect, the Fair provided an excellent forum for networking and constructive dialogue. 98 % of exhibitors made useful contacts and 75% described their contacts as "very useful".

The following comments cover the range of views on the value of the contacts made.

- "Networking was extremely useful"
- "good technical discussions with a few key individuals"

- “some very good interaction with delegates and the occasional Minister”
- “interaction with other international exhibitors worthwhile in itself”
- “we established many links for policy development, technology transfer, and mutual development”
- “reasonably good - raised organization profile - some possible take up on courses and data available”
- “relatively limited number of relevant contacts with delegates”
- “good some days, slow on others”

### **c. Organization**

98% of exhibitors felt the organization of the Fair was at least “satisfactory”: over 90% believed it was very well organized.

The following comments are typical.

- “logistical support, registration process, information provision - excellent”
- “no real complaints, everything well organized”
- “Very good. Efficient and well organized.”

To the extent that problems cropped up, they were related to

#### **i. the provision of local services and equipment**

e.g.

- “Overall Fair organization was good but requests for services such as audiovisual were not timely and it was extremely expensive”
- “the Fair was very well organized from Canada - dealing with local conditions is always difficult, but there was a lot of very nice help”
- “Lots of trouble getting services, but leading up to the Fair was well organized.”
- “A few minor electrical problems on occasion.”
- “power and lights went off several times”
- “equipment standards were inconsistent”
- “thanks to Roy and Associates for assisting with difficult task of equipment hire - seemed to work better when centralized”

#### **ii. changes in the floor plan**

The floor plan was changed at the last minute to accommodate the Indonesian exhibition. As a result, several exhibitors had to redesign their booths on the spot.

e.g.

- "it seemed to run pretty smoothly - we had problems with our booth but I think that was a bad karma thing rather than an organizational problem"
- "difficulties in setting up the booth - a matter of design"
- "Our display was not planned for an 'end' booth - we were contained by others in the original plan - knowing where we were to be located and no changes made after that would enable best use of area"

### iii. exhibitor preparations

e.g.

- "We may have to revamp our approach to fit better into the purpose of this Fair."
- "we needed to be better prepared and focused"
- "we learned a great deal about what can be achieved easily, how to set our expectations and how to prepare for the next time"

(NB Exhibitors that networked with delegates outside the strict confines of their exhibit were generally more satisfied with their participation.)

### d. Floor plan, delegate flow, the public and coffee

There was almost universal agreement among exhibitors that the overall success of the Fair was reduced because of the altered floor plan, the location of the coffee area and the fact that the Fair was open to the public.

Because the Fair was opened to the public, the main coffee area for delegates was moved from its original location beside the International Fair to an area closer to the entrance to the Plenary Room. The result was that delegates were drawn away from the Fair as opposed to closer to it.

e.g.

- "location would have been better if located closer to the coffee area - delegates and ministers did not tend to venture past the coffee area"
- "factors beyond our control detracted from overall success (open to public/coffee far away, etc.)"
- "if the booths could have been placed in a more strategic area, more delegates would have come"
- "somehow create a mechanism to ensure proximity to delegates. I realize this was beyond the control of the Fair organizers."
- "layout was too distant from delegates" - "(provide) continuous coffee/tea"
- "coffee services should be more centred"

This problem was compounded by the changes to the original floor plan which had the International exhibitors occupying both sides of a single row. In the revised floor plan, they were back to back with one row facing the Indonesian Exhibit and the other standing on its own.

The booths facing the Indonesian exhibit had a consistently higher number of visitors, the overall success rating was higher and the value of the contacts made was also rated higher than for the booths on the other side. The reason for this was that the layout encouraged a flow of delegates down the double-sided aisle.

e.g.

- "it does seem to make a difference where you are placed. Where booths are opposite one another they attract more people - they (delegates) are less likely to worry about missing one single row than a 'double' area"

On the other hand, being opposite the Indonesian Exhibit caused its own headaches:

e.g.

- "... nearby Indonesian booth played the same piece of music in continuous cycle for three days on end. Very tiresome!"

Finally, almost all exhibitors were unhappy with the fact that the Fair was open to the public, who turned up in large numbers.

e.g.

- "the Fair should not be opened to the general public - maybe only on Saturday and Sunday for public"
- "we had hoped to interact with delegates to a greater extent. We felt we were at a "public event" versus a more focused audience of the delegates"
- "we used most of our brochures on Indonesian students and very little on conference participants - maybe the Fair should not be opened to the public"
- "most people who came to the booth were more interested in pins and stickers"
- "sometimes it was difficult to tell who were genuine attendees who were practicing English and who were in off the street. Many NGOs who were not attending took the opportunity to come and see what was happening"
- "mostly students visited our booth" - "enthusiastic response from young Indonesians"

#### **e. Other suggestions for improvement**

Several other suggestions were advanced by exhibitors for improving the overall management of the Fair as follows:



### **i. better communication with delegates**

e.g.

- "the delegates should also receive information on the Fair ahead of time so they know that it is part of the Convention"
- "somehow, the idea that there are 4 different sessions must be more clearly communicated at the start - possibly the fact that a few major booths ran throughout all 4 sessions added to the impression that the show was static for 2 weeks"

**Note:** These steps were taken during the lead-up to the COP and through the Delegate's Guide distributed to all COP attendees.

### **ii. interest in giving seminars**

Exhibitors could arrange rooms to give seminars. However, they were obviously not all aware of this fact.

e.g.

- "I enjoyed the little seminars we did in the Bahamas - it would be nice to bring those back"
- "We also wanted to have a forum to provide materials to delegates on our position on marine biodiversity."

### **iii. other thoughts**

e.g.

- "the participants should visit the Fair officially on the first day after the opening"

**Note:** In the Bahamas, there was an official opening ceremony for the Fair immediately following the opening of the COP. This was not repeated in Jakarta.

- "it is always difficult to judge when busy times can be expected - the final session was very poor as the delegates were off until 3:00 (many on tours): there should be no coincidence with excursions"
- "better security for booth materials during off hours"
- "better exhibitor badges (neck string rather than clip)"
- "separate profit and non-profit entrance fees into an affordable system = more communities and under-funded interests in the spirit of the CBD"

## 5. Issues Related to the Project Planning Cycle

While the Fair met or exceeded the expectations of most exhibitors, it could have been even better!

Again this year, the ability to organize the Fair for maximum benefit in terms of participants and information exchange was constrained by the lateness of the planning cycle and uncertainty regarding host country intentions.

The underlying problem relates to the fact that detailed planning and promotion of the Fair have been unable to proceed until the Secretariat has completed negotiations with the host country. For the first two COPs the Secretariat was unable to provide early confirmation of the host country and the target facility in which the COP would be located. The result for COP 11 was that the preparation of the feasibility report on which the Fair was based could not be undertaken until June. The final decision to proceed with the Fair was then delayed until late July while the partnership and funding arrangements were being confirmed between Canada, Australia and the International Development Research Centre.

Consequently, as was the case in 1994, the Fair had to be assembled in a little over two months and very little time was provided to potential exhibitors to build the event into their exhibition budgets and schedules.

This placed a serious constraint on the ability of the Fair organizers to attract private sector and developing country participation. (In this respect, companies commit funding for events like this at least a year in advance: if changes are to be made they need more than a couple of months notice. Similarly, it takes time to arrange for supplementary funding in the cases where this is required to ensure developing country participation.)\*

Uncertainty regarding plans for the Indonesian exhibit and the final allocation and utilization of space in the foyer of the Convention Centre also persisted until two weeks before the event. This eventually led to changes being made in the overall layout of the Fair and utilization of the foyer space that differed in several important respects from the original planning assumptions.

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An informal private sector working group met regularly throughout the COP. This initiative may result in a workshop in the Spring to help establish the business case for involvement in the Convention and lead to more structured private sector involvement in COP111. The Fair organizer should be involved in these ongoing discussions.

As outlined in the section above on "Evaluation", these changes tended to draw delegates away from the Fair area and channeled visitors in a way that favored some exhibitors over others.

While these changes did not prevent the Fair from fully meeting the objectives set for it, they did detract from the overall success of the event.

As the host country for COP 111 has already been identified, it should be possible to avoid these kind of problems next year.

However, to do this,

- potential exhibitors should be advised early in the New Year (e.g. January) of the "intent" to hold a Fair as part of COP111 and encouraged to pencil the dates in their calendars
- the Secretariat must receive an early commitment, at least in principle, from countries providing funding support for the event
- the Fair should be noted as a part of the COP requirements in the earliest discussions between the Secretariat and the host country, and
- the Fair organizer should be involved more directly in the discussions between the Secretariat and the host country regarding the overall utilization of space in the facility where the COP is to be held.

## Conclusions

In comparing the second Fair with the first one held last year in the Bahamas, several improvements can be noted:

- the screening and careful selection of the freight forwarding agent and the provision of detailed shipping instructions resulted in the almost complete avoidance of problems associated with the shipping and clearing of exhibit materials through customs (for exhibitors that used the designated agent!), and
- there was a much stronger sense that delegates saw the Fair as an integral and valuable part of the COP. Again, this was largely the result of pre-planning.

In terms of lessons learned for next year, three things stand out:

- In order to build up private sector and developing country participation, potential exhibitors must be given far more lead time to make arrangements. In the past, this has been almost impossible to do because of late decisions regarding location. However, the host country for COP 111 is known. Thus, and recognizing that negotiations are still required, a preliminary notice of the intent to hold another Fair should be forwarded to potential exhibitors early in the new year so they can note it in their planning calendars.
- Coordination between the Secretariat, the host country and the Fair organizer must be tighter and more continuous in order to ensure that the final layout of the exhibit space encourages close and easy contact with the delegates. It is particularly important that the Fair be located adjacent to the main coffee area or be directly along the main traffic flow.
- To address the problem that some exhibitors encountered in making arrangements with local suppliers for equipment rentals, this entire function should be coordinated by the Fair organizer (normally, this is not done as the exhibitors are expected to be responsible for all aspects of their exhibit).

*An invitation*

*to Delegates to the Second Meeting of the Conference of the Parties  
to The Biological Diversity Convention*

*to attend*

**THE INTERNATIONAL BIODIVERSITY  
TECHNOLOGY FAIR**  
*(Jakarta Convention Centre)*

*Index:*

*Session A (November 6, 7 & 8, 1995), pink*

*Session B (November 9-10, 1995), blue*

*Session C (November 13-14, 1995), yellow*

*Session D (November 15-16, 1995), green*

*Organizational Profiles, white*

*Sponsored by the United Nations Environment Programme  
Hosted by the Government of Indonesia  
Organized by the Canadian Environment Industry Association*

*Support provided by:*

*Commonwealth  
of Australia*



*International Development  
Research Centre*



*Government  
of Canada*



# CEIA

Canadian Environment Industry Association  
Association Canadienne des Industries de l'Environnement

*Dear Delegate:*

*On behalf of UNEP, our host, the Government of Indonesia, and our sponsors, the Government of Canada, the Commonwealth of Australia and the International Development Research Centre, I am pleased to invite you to attend the International Biodiversity Technology Fair.*

*The Fair has been organized to demonstrate how the objectives of the Biological Diversity Convention can be achieved through the use of technologies, services and project concepts that offer practical solutions to biodiversity management problems.*

*The exhibitors, from the private sector, government and NGO communities, have come from around the world to share ideas with you. They are representative of the depth of resources that countries may draw on in their efforts to assemble and implement national strategies for the protection, conservation and sustainable use of biodiversity resources.*

*The International Biodiversity Technology Fair is an integral part of the Second Conference of the Parties. The format, four mini fairs of fifteen exhibitors each, is intended to give you easy access to exhibitors throughout the duration of the Conference.*

*The Fair provides you with a unique opportunity to meet and discuss biodiversity issues with people who are leading the way in the global biodiversity management effort.*

*We encourage you to enter into dialogue with them!*

*Yours sincerely,*

*Steve Hart  
President*

204-6, Antares Dr., Phase II / 204-6, prom. Antares, Phase II  
Nepean, Ontario K2E 8A9  
Tel.: (613) 723-3525 Fax.: (613) 723-0060

**SESSION A**  
**(NOVEMBER 6, 7, & 8, 1995)**

**BOOTH #      ORGANIZATION**

- |       |  |
|-------|--|
| 1     | Centre for Agriculture and Biosciences (CAB) International |
| 2     | Royal Botanic Gardens, KEW                                 |
| 3     | Africa Resources Trust                                     |
| 4     | Industry Canada  |
| 5     | Japan Bioindustry Association (JBA)                        |
| 6     | Conservation International (CI)                            |
| 7     | World Resources Institute (WRI)                            |
| 8     | International Development Research Centre (IDRC)           |
| 9     | World Bank   |
| 10    | The Natural History Museum                                 |
| 11    | Vancouver Aquarium   |
| 12    | Canadian Museum of Nature                                  |
| 13    | National Institute for Coastal and Marine Management       |
| 14    | Species 2000   |
| 15/16 | Australian Nature Conservation Agency (ANCA)               |

**SESSION B**  
**(NOVEMBER 9-10, 1995)**

<b>BOOTH #</b>	<b>ORGANIZATION</b>
1	Centre for Agriculture and Biosciences (CAB) International
2	Royal Botanic Gardens - KEW
3	Sustainable Resources Development (SRD)/Agrodev
4	Industry Canada
5	International Centre for Living Aquatic Resources Management (ICLARM)
6	Rijksherbarium/Hortus Botanicus (RHHB)
7	World Resources Institute (WRI)
8	International Development Research Centre (IDRC)
9	World Bank
10	Swiss Priority Program
11	Environment Canada
12	Canadian Museum of Nature
13	Consultative Group on International Agricultural Research (CGIAR)
14	Biodiversity Support Program (BSP)
15/16	Australian Nature Conservation Agency (ANCA)



**SESSION C**  
**(NOVEMBER 13-14, 1995)**

<b>BOOTH #</b>	<b>ORGANIZATION</b>
1/2	Geomatics Industry Association of Canada (GIAC)
3	International Coral Reef Initiative (ICRI)
4	Industry Canada
5	Cultural Survival Canada
6	National Oceanic & Atmospheric Administration (NOAA)
7	Safari Club International
8	International Development Research Centre (IDRC)
9	World Bank
10	Assembly of First Nations
11	Environment Canada
12	Canadian Environment Industry Association (CEIA)
13/14	Centre for International Forestry Research (CIFOR)
15/16	Australian Nature Conservation Agency (ANCA)

**SESSION D**  
**(NOVEMBER 15-16, 1995)**

<b>BOOTH #</b>	<b>ORGANIZATION</b>
1/2	Geomatics Industry Association of Canada (GIAC)
3	The Nature Conservancy
4	Industry Canada
5	Environmental Resources Information Network (ERIN)
6/7	CSIRO
8	International Development Research Centre (IDRC)
9	Consultative Group on International Agricultural Research (CGIAR)
10	Assembly of First Nations
11	Environment Canada
12	Canadian Environment Industry Association (CEIA)
13/14	Centre for International Forestry Research (CIFOR)
15/16	Australian Nature Conservation Agency (ANCA)

### **Biodiversity Support Program (BSP)**

BSP is a consortium of the World Wildlife Fund, the Nature Conservancy and the WRI and is funded by the U.S. Agency for International Development (USAID). BSP works to conserve biodiversity in developing countries by supporting innovative community-based projects that integrate conservation with social and economic development; research and analysis of conservation and development approaches; and information exchange and outreach.

BSP's exhibit will describe a number of initiatives in Africa, Asia and Latin America and will display free publications. Information will be available on BSP programs including the Biodiversity Conservation Network for Asia and the Pacific, the Peoples and Forests program in the Philippines and Indonesia, the Biodiversity Analysis for Africa Program, and a project to determine geographic conservation priorities in the Caribbean and Latin America.

Contact: Kathryn Saterson,  
1250 24<sup>th</sup> Street, NW  
Washington, DC 20037  
Tel: 202-861-8330  
Fax: 202-861-8324  
Email: saterson@wwfus@mcimail

### **Canadian Biodiversity Informatics Consortium (CBIC)**

The Canadian Biodiversity Informatics Consortium (CBIC), experts in country studies, specializes in biodiversity management for capacity development and technology transfer. Management, knowledge, and technology are combined for biodiversity convention solutions.

Contact: John S. Whiting  
1429 Lowen Drive  
Gloucester, ON K1V 1H3  
Tel: 613-736-8716  
Fax: 613-736-1275

### **Canadian Environment Industry Association (CEIA)**

The Canadian Environment Industry Association (CEIA) is a federation of nine provincial industry associations. CEIA represents Canadian companies, associations, and organizations which are dedicated to environmentally sustainable economic development through the provision of state-of-the-art products, technologies and services. The display will highlight a number of Canadian companies and agencies with specific capabilities in the field of biodiversity.

The following Canadian companies will be exhibiting in the CEIA booth: the Globe Foundation of Canada, Ecospherics International Inc., Hatfield Consultants Ltd., Kitaskino XXI inc., Canadian Museum of Nature, DILLON Ltd., and ASL Analytical Service Laboratories Ltd.

Contact: Steve Hart  
President  
204-6 Antares Drive, Phase II  
Nepean, Ontario K2E 8A9  
Tel: 613-723-3525  
Fax: 613-723-0060

## **Canadian Museum of Nature**

The Canadian Museum of Nature is a research institute with specialization in biodiversity management. It is positioning its expertise to assist countries that have a commitment to sustainable development. We offer services and tools to assist you in planning, managing, and monitoring your biodiversity. Our main services include: country studies, national strategies and action plans; training related to biodiversity; taxonomy, systematics and science education; technology transfer; and institutional development. The Canadian Museum of Nature, with its partners, is a one stop shop for your biodiversity needs.

Contact: Gaston Brunet  
2087 Walkley Road  
Ottawa, ON K1G 3B3  
Tel: 613-990-1511  
Fax: 613-990-7582

## **Centre for Agriculture and Biosciences (CAB) International**

CAB International is an intergovernmental organization, founded in 1929, and established by a treaty. It is dedicated to improving human welfare world-wide through the dissemination, application, and generation of scientific knowledge in support of sustainable development, with emphasis on agriculture, forestry, human health, and the management of natural resources, and with particular attention to the needs of developing countries.

Staff will be available to discuss CABI activities including assistance with the preparation and implementation of National biodiversity action plans and related projects. Details will be provided on species identification, contract research projects and training services. Printed products (journals and books) and electronic information products relevant to biodiversity and sustainable development will be displayed.

Contact: Dr. Dennis Allsopp  
International Mycology Society  
Bakeham Lane  
Egham, Surrey TW209TY  
Tel: 44-1784-470-111  
Fax: 44-1784-470-909  
Email: IMI@CABI.ORG

## **Centre for International Forestry Research (CIFOR)**

CIFOR is a global scientific research organization with a mandate to sustain the well-being of people in developing countries through collaborative research and related activities in tropical forest systems. Through its research, CIFOR provides a scientifically based vision of sustainable tropical forest management into the Twenty-first Century.

CIFOR operates under a "new" paradigm of forest management in that the forest and the people who depend upon it are considered as a single ecosystem. Funded on a global basis and through unique partnerships, CIFOR is able to contribute key research and information on global biodiversity assessment in tropical forested lands. Ultimately, CIFOR's goal is to alleviate poverty and thus improve the lives of many people and the forests upon which they depend. Conference delegates are invited to join CIFOR scientists at its booth to learn more about the many collaborative research projects currently being conducted on biodiversity assessment in tropical forested lands.

Contact: Dr. Francis Ng  
P.O. Box 6596  
JKPWB Jakarta, Indonesia  
Tel: 62-251-343652/  
Fax: 62-251-326433  
Email: CIFOR@CGNET.COM

## **Conservation International (CI)**

CI is a private, non-profit organization dedicated to the conservation of tropical and temperate ecosystems and the species that rely on these habitats for their survival. CI's mission is to help develop the capacity to sustain biological diversity and the ecological processes that support life on earth. We work with the people who live in tropical and temperate ecosystems, and with private organizations and government agencies, to assist in building sustainable economies that nourish and protect the land. CI has programs in Latin America, Asia, and Africa.

We will show our biodiversity priorities and conservation planning programs through geographic information systems, maps and computer tools.

Contact: Silvio Olivieri  
1015-18th St., NW, Suite 1000  
Washington, DC 20036  
Tel: 202-429-5660  
Fax: 202-887-0193  
Email: solivieri@conservation.org

## **Consultative Group on International Agricultural Research (CGIAR)**

The Consultative Group on International Agricultural Research (CGIAR) is an association of agricultural research centres supported by public and private sector donors. Research at CGIAR centres covers crops that provide 75% of food energy and a similar share of protein requirements in developing countries.

Days one of Sessions B and D will relate to the role of rural women in the development and management of genetic resources; day two of Sessions B and D will describe the CGIAR system-wide genetic resources programme.

Contact: Ruth Raymond  
Via delle Sette Chiese 142  
00145 Rome, Italy  
Tel: 39-6-51892215  
Fax: 39-6-5750086  
Email: rraymond@cgnet.com

## **CSIRO**

CSIRO is one of Australia's major scientific research organization. Two of CSIRO's five corporate goals are: (1) to develop ecologically sound management practices and principles for the use and conservation of Australia's natural resources, and (2) to achieve sustainable development in production systems and develop technologies to protect the environment.

This booth will display a range of computer-based technologies developed by CSIRO in accordance with the above goals, dealing with biodiversity from the species level to the landscape level.

Contact: Dr. Trevor Redhead  
Building 9, Banks Street  
Yarralumla ACT 2602, Australia  
Tel: 61-6-281-8437  
Fax: 61-6-281-8473  
Email: trevor.redhead@cbr.for.csiro.au

## **Cultural Survival (Canada) (CSC)**

CSC is an independent, not-for-profit research and advocacy organization operating under the directorship of a Board of Governors representing indigenous peoples' organizations from every continent. Over the last three years, the work of CSC has concentrated on facilitating and coordinating international research and networking among indigenous peoples around issues of biodiversity including indigenous knowledge, conservation ecosystem, species, and genetic resources and aboriginal rights.

CSC will exhibit educational and training materials, based on local experiences using indigenous knowledge, for biodiversity conservation and development. These materials highlight practical ways and means of benefiting from biodiversity conservation activities.

Contact: Andrea Lindores  
Programme Director  
304-200 Isabella Street  
Ottawa, ON K1S 1V7  
Tel: 613-237-5361  
Fax: 613-237-1547  
Email: [csc@web.apc.org](mailto:csc@web.apc.org)

## **Environment Resources Information Network (ERIN)**

ERIN is part of the Australian Department of the Environment, Sport and Territories, and is a national facility with a goal to provide environmental information for planning and decision-making. ERIN is using the latest in computing technology to achieve this goal.

ERIN will be demonstrating the use of the Internet/World Wide Web technology for distribution of environmental information. The exhibit will show how the Australian government is intending to deliver a national biodiversity clearing house, through the BioLinks Australia initiative.

Contact: Arthur D. Chapman  
GPO Box 787  
ACT 2601, Australia  
Tel: 61-6-274-1066  
Fax: 61-6-274-1333  
Email: [arthur@erin.gov.au](mailto:arthur@erin.gov.au)

## **Environment Canada**

Environment Canada's objective is to foster a national capacity for sustainable development, that will result in a safe and healthy environment and a sound and prosperous economy. The Department undertakes programs that support environmentally responsible public and private decision-making and engages Canadians as partners in the conservation, protection and restoration of the integrity of Canada's environment for the benefit of present and future generations. The exhibit will include: a live demonstration of the *Canadian Biodiversity Information Network (CBIN)*, a World Wide Web site on the Internet; a proposed framework for the development of a *Canadian Biodiversity Clearing-House*; "*Canadian Biodiversity Strategy: Canada's response to the Convention*"; and *Success Stories of Canadian Industries* with respect to biodiversity achievements.

Contact: Tanyse MacLeod, Evaluation and Interpretation Branch  
8<sup>th</sup> floor, 351 St. Joseph Blvd.  
Hull, PQ K1A 0H3  
Tel: 819-997-1535  
Fax: 819-994-1691  
Email: [macleodt@cpits1.am.doe.ca](mailto:macleodt@cpits1.am.doe.ca)

## **Geomatics Industry Association of Canada (GIAC)**

The key to effective environmental management is the ability to access and reliably interpret data on environmental conditions. Geomatics helps managers do this and supports decision-making in all areas of environmental management (e.g. national biodiversity planning; coastal zone, wetlands and protected area management; sustainable agriculture, forestry and fishing; wildlife and protected area management).

The exhibit will illustrate the capabilities of over 1000 Canadian companies that provide geomatics services and related informatics technologies. These capabilities range from remote sensing and monitoring technologies to database management, data analysis and decision-making tools such as GIS. The capacity of the industry to enter into technology exchange agreements and training in support of capacity building will also be profiled.

Contact: Ed Kennedy  
170 Laurier Ave. West, Suite 1204  
Ottawa, Ontario K1P 5V5  
Tel: 613-232-8770  
Fax: 613-232-4908

## **Industry Canada**

Industry Canada is the standard-bearer for the economy. Its mandate is to make Canada more competitive and to promote the growth of business in Canada.

The goal of Industry Canada's environmental affairs branch is to strike a balance between industrial and environmental protection, and to ensure the continued growth of a vital and flourishing Canadian environment industry in both domestic and international markets.

Contact: John Beveridge  
Environmental Affairs  
2000-300 West Georgia Street  
Vancouver, BC V6B 6E1  
Tel: 604-666-1416  
Fax: 604-666-8330  
Email: [beveridge.john@ic.gc.ca](mailto:beveridge.john@ic.gc.ca)

## **International Centre for Living Aquatic Resources Management (ICLARM)**

ICLARM is an autonomous, non-profit research organization, undertaking activities in developing countries on management and conservation of aquatic resources.

In addition to the printed material such as books and posters and CD-ROM, there will be a computer-based presentation on aquatic biodiversity issues, especially as related to coasts, coral reefs and farming systems.

Contact: Jay MacLean  
Director, Information  
MC P.O. Box 2631  
0718 Makati City, Philippines  
Tel: 63-2-818-0466  
Fax: 63-2-816-3183  
Email: [ICLARM@CGNET.COM](mailto:ICLARM@CGNET.COM)

### **International Coral Reef Initiative (ICRI)**

The International Coral Reef Initiative (ICRI) is a partnership of eight founding governments, institutions and NGO's. The purpose is to develop local, national, regional, and international efforts to conserve and manage coral reefs and their related ecosystems within the context of existing programs, organizations, and expertise.

Management, capacity building, research and monitoring relevant to addressing the threats to coral reefs will be the focus for the booth. Documents, such as a *"Call to Action"* and *"Framework for Action"* will be displayed.

Contact: Peter O. Thomas  
Room 4325, Department of State  
Washington, DC 20520  
Tel: 202-647-3078  
Fax: 202-647-5247  
Email: pthomas@state.gov

### **International Development Research Centre (IDRC)**

Through funding of scientific research, IDRC helps communities in the developing world find solutions to social, economic and environmental problems. IDRC supports research projects that address the challenges of sustainable and equitable development.

Many exciting products and services will be available for viewing such as the Elada 21 Biodiversity Volume. This is an innovative tool for exploration and presentation of biodiversity issues. There will also be the fish gene bank which saves the genetic diversity of aquatic resources for future generations, as well as Eco products which help in creating incentives for conservation of biological diversity through sustainable use.

Contact: Barbara Davidson  
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Ottawa, ON K1G 3H9  
Tel: 613-236-6163  
Fax: 613-563-0815  
Email: bdavidson@IDRC.CA

### **International Marine Biodiversity Development Corporation (IMBDC)**

The IMBDC specializes in ocean environmental and technology opportunities by providing services and equipment and undertaking scientific research and technology development. The Corporation has particular capabilities in deep ocean exploration, marine and coastal biodiversity management, coastal habitat enhancement, community involvement in habitat management, and the production and marketing of new sea vegetable products.

The IMBDC is looking for partners to market sea food products, clients to make use of the Corporation's ships and submersibles for deep ocean research, scientists and research establishments from developing countries to participate in ocean research cruises, and partners in film/video productions and marine biotechnology.

Contact: A.A. Cayer  
5 Lyngby Avenue  
Dartmouth, Nova Scotia  
B3A 3T5  
Tel: 902-465-2743  
Fax: 902-461-0799  
Email: ecayer@fox.nstn.ca



### **Japan Bioindustry Association (JBA)**

Japan Bioindustry Association (JBA) is a non-profit organization dedicated to the promotion of biotechnology and bioindustry in both Japan and the rest of the world. Established through the support and cooperation of industry, academia, and government, JBA is a think tank and forum for scientists, technologists and policy planners.

Relevant projects of the Japanese government and its affiliated organizations will be exhibited. These will include: research and development projects to cope with global climate change, bilateral science and technology, and cooperative programmes between Japan and developing countries relating to conservation and the sustainable utilization of biological diversity.

Contact: Dr. Fujio Ishikawa  
Executive Director  
10-5, Shimbashi, 5-Chome  
Minato-ku, Tokyo 105, Japan  
Tel: 81-3-3433-3545  
Fax: 81-3-3459-1440

### **National Institute for Coastal and Marine Management**

The National Institute for Coastal and Marine Management (RIKZ) is a governmental research institute for monitoring, management and policy advice concerning the protection of flooding by the sea and sustainable use of estuaries, coastal zones and seas. Part of this institute is the Coastal Zone Management Centre, an interdepartmental window for international cooperation in the field of coastal zone management.

During the Fair, there will be PC-based demonstrations and decision support system for risk analysis of target species in marine environments.

Contact: M. Vernooy  
P.O. Box 20907  
2500 EX The Hague  
The Netherlands  
Tel: 31-70-3792934  
Fax: 31-70-3793751

### **National Oceanic and Atmospheric Administration (NOAA)**

Within the United States, NOAA has the responsibility as the steward of the marine environment, an imperative and an opportunity with a significant international context. The exhibit highlights the diversity and breadth of NOAA's programs as they contribute to the understanding and management of marine biodiversity.

Tools range from ecosystem, coastal zone and fisheries research and management to the establishment of marine sanctuaries and reserves and ocean scale monitoring to protect vulnerable species.

Contact: Maureen Wilmot  
1305 EW Highway, SSMC4, 12<sup>th</sup> fl.  
Silver Springs, MD 20910  
Tel: 301-713-3125, ext. 111  
Fax: 301-713-4012  
Email: mwilmot@ocean.nos.noa.gov

## **Natural History Museum**

The Natural History Museum is a not-for-profit research, education and training organization that focuses on systematics and taxonomy of organisms, fossils and minerals. Current programmes include a range of biodiversity studies, including inventory and monitoring, resource use, taxonomic products, conservation and collections development. Training and research projects in the production of field guides, inventories and Faunas and Floras will be exhibited, along with advice on collection development and management techniques. Other aspects of taxonomy will be demonstrated in order to help countries inventory and monitor their biodiversity resources in marine, coastal, terrestrial and freshwater environments, for the ultimate goals of conservation and sustainable use.

Contact: Nicola Donlon  
Cromwell Road  
London, UK SW7 5BD  
Tel: 44-171-938-9399  
Fax: 44-171-938-9506  
Email: nd@nhm.ac.uk

## **Rijksherbarium/Hortus Botanicus (RHHB)**

Flora Malesina is an international project on the plant resources of the Malesian region, aiming at an inventory of the c. 40,000 plant species, dissemination of plant diversity information, and training of biodiversity experts. It is coordinated by the RHHB of the Leiden University, the Netherlands. More local flora projects such as the Tree Flora of Sabah and Sarawak, the Floras of West and East Kalimantan depend on basic information gathered by the Flora Malesina network.

At present, advanced electronic services for plant identification, and integrated databases to link information on taxonomic diversity with biodiversity management issues are being developed and will be demonstrated at the Fair.

Contact: Prof. Dr. P. Baas  
Leiden University  
P.O. Box 9514  
2300 RA Leiden, The Netherlands  
Tel: 31-71-273515  
Fax: 31-71-273-511  
Email: baas@ruirhb.LeidenUniv.nl

## **Royal Botanic Gardens, KEW**

The Royal Botanic Gardens, KEW, England is a scientific institute and global resource devoted to research and conservation. It is a key player in an international network which will provide a better future for our planet. KEW holds and researches on over 6 million preserved plants, 80,000 plant products and grows 1 in 8 of all flowering species.

KEW holds major preserved and living collections of flowering plants and currently holds the World Seed Bank. Expertise and training is offered for capacity building in key areas of herbarium techniques, taxonomy, botanic gardens management and education in botanic gardens. Course programmes and advisory work will be displayed, offering conservation solutions in key areas for biodiversity management.

Contact: Gail Bromley  
Education Manager  
Richmond, Surrey  
UK TW9 3AB  
Tel: 44-181-332-5613  
Fax: 44-181-332-5610

## **Safari Club International**

Safari Club International is an international, charitable, non-profit organization composed of sportsmen conservationists, active in wildlife conservation and conservation education. Its expertise is in wildlife management, particularly through sport hunting, and working at all levels (i.e. government and non-government) to structure conservation solutions. The focus will be on sustainable use and benefits to people.

Contact: Rick Parsons  
445 Carlisle Drive  
Herndon, VA 22070  
Tel: 703-709-2293  
Fax: 703-709-2296

## **Species 2000**

Species 2000 is a new cooperative programme (initiated by IUBS in cooperation with CODATA, IUMS and UNEP) establishing a worldwide service to provide factual data on all known species of plants, animals, fungi and other microorganisms. Users can check the scientific names of organisms, obtain further data on particular species, or obtain ready-made species list databases for their own use.

A single system on the WorldWide Web, and other media, provides access to validated information held in many different linked species databases. The prototype Species 2000 Access System and the following species databases will be exhibited: fish species (FishBase from ICLARM, Philippines); legume species (ILDIS Worldwide network); lobster species (ETI, Amsterdam); and fungus species (WDCM, Tokyo).

Contact: Dr. F.A. Bisby, Species 2000  
Secretariat, Biology Department  
University of Southampton  
Southampton, SO16 7PX, UK  
Tel: 44-1703-592444  
Fax: 44-1703-594269  
Email: sp2000@soton.ac.uk

## **Sustainable Resource Development (SRD)/Agrodev**

SRD focuses on providing cost-effective, appropriate solutions to environmental problems. SRD provides teams of experienced international development/environmental management experts to design and deliver packages of service tailored to the needs of its client. SRD will be sending to the Fair a series of brochures on Agrodev Canada Inc. and Sustainable Resource Development, an EIA training video, posters, training manuals, and the Carleton workshop manual.

Contact: Dr. Peter Neame  
222 Somerset Street West  
6<sup>th</sup> floor  
Ottawa, Ontario K2P 2G3  
Tel: 613-234-1781  
Fax: 613-563-9621

### **Swiss Priority Program**

The Management and Coordination Office of the Swiss Priority Program coordinates a large multidisciplinary research project on Biodiversity, funded by the Swiss government (National Funds). The exhibit will be in the form of various posters describing the main research questions on biodiversity. The overall goal of the project is to study the effects of land use and elevated CO<sub>2</sub> on biodiversity, from the gene to the landscape, using grasslands as exemplary models.

Contact: Dr. Anne Larigauderie  
Schonbeinstrasse 6  
4056 Basel, Switzerland  
Tel/Fax: 41-61-2673503

### **The Nature Conservancy**

The Nature Conservancy is a private, non-profit conservation organization whose mission is to preserve plants, animals and natural communities by protecting the habitats in which they occur. This will be demonstrated through maps which describe a biodiversity priority setting approach. There will also be a computer-based neotropical migratory bird information management system on display.

Contact: Roger Sayre, Director  
Spatial Information Programs  
1815 N. Lynn Street  
Arlington, VA 22209  
Tel: 703-841-4211  
Fax: 703-841-2722  
Email: rsayre@tnc.org

### **Vancouver Aquarium**

The Vancouver Aquarium, on behalf of the Biodiversity Convention Office, has been asked to develop an educational framework for marine biodiversity for Canadian educators. This educator's module will be adaptable for use by other countries.

We will be distributing materials and showing products related to Canadian efforts in marine biodiversity. Components for use by delegate/educators in other countries will also be distributed.

Contact: Nancy Baron  
Director of Education  
P.O. Box 3232  
Vancouver, BC V6B 3X8  
Tel: 604-631-2512  
Fax: 604-631-2529  
Email: nbaron@cln.etc.bc.ca

## **World Bank**

The World Bank is an international development agency based in Washington, D.C. whose primary goal is to reduce poverty and improve living standards by promoting sustainable growth and investment in people. The Bank supports a broad range of activities, including investment in agriculture, industry and transportation, human resource development, environmental protection, private sector developments, debt relief, and emergency assistance. Today, the Bank is working to mainstream environmental sustainability into all its development work.

The Bank's booth will highlight its agenda for action to implement the Convention on Biological Diversity, and will present examples for coastal and marine protection, protection of mountains and forests, and tools for financing. An interactive presentation on *Joint Management* and a multimedia presentation on *Mainstreaming the Environment: Implementing the New Environmentalism* will allow visitors to explore those ideas in more depth. Publications will cover a broad scope of biodiversity work by the Bank and its member countries.

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1818 H Street, N.W.  
Washington, DC 20433  
Tel: 202-473-2874  
Fax: 202-477-0565  
Email: cfleming@worldbank.org

## **World Resources Institute (WRI)**

WRI is dedicated to helping governments and private organizations of all types cope with environmental resource and development challenges of global significance. To that end, WRI conducts policy research, publicizes policy options, encourages adoption of innovative approaches, and provides strong technical support to developing countries to help them implement policies that sustain healthy economic development.

Themes that will be presented in this exhibit cover many related areas such as marine/coastal biodiversity, information for decision-making, bioregional management, national biodiversity plans and strategies, and Southeast Asia biodiversity. This information will be available through publications, computer demonstrations and maps.

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