



## For Immediate Release

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### WITSA Announces Creation of Green ICT Forum

**Kuala Lumpur, Malaysia** – On the third day of its World Congress on Information Technology, the World Information Technology and Services Alliance (WITSA) announced the formation of a Green ICT Forum. Its program will promote:

- Ideas for the use of ICT to tackle global environmental challenges
- A Green Code of Conduct for the ICT sector.
- Best practices in improving the energy efficiency of the ICT sectors' products and services
- Ways that ICT products and services can be used to reduce global energy consumption
- Best practices in reducing the impact of e-waste

WITSA invites governments, companies and other NGOs to work with us to meet the program's goals. Founding WITSA members include the national ICT associations from Australia, Canada, Egypt, Finland, Japan, Kenya, Malaysia, Syria, United Kingdom and United States. The Forum will initially be chaired by Mr. John Higgins, Director General of Intellect, the WITSA member from the UK.

“Leading companies in the ICT sector have made real progress in reducing their energy impact, but more needs to be done, especially as the demand for ICT grows”, said Mr. Higgins. “More importantly, though, ICT has to be a major tool in helping consumers and other business sectors reduce their carbon footprint”.

The World Information Technology and Services Alliance (WITSA) is a consortium of nearly 70 information technology (IT) industry associations from economies around the world. WITSA members represent over 90 percent of the world IT market. As the global voice of the IT industry, WITSA is dedicated to advocating policies that advance the industry's growth and development; facilitating international trade and investment in IT products and services; strengthening WITSA's national industry associations through the sharing of knowledge, experience, and critical information; providing members with a vast network of contacts in nearly every geographic region of the world; hosting the World Congress on IT, the premier industry sponsored global IT event; hosting the Global Public Policy Conference; and hosting the Global Information Security Summit.

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