4 Key Elements must CO-EXIST to Drive Market Demand for 3R Technology Transfer

1. Infrastructure

   Encourage Capital Investment in 3R Technology

   eg. Tax Deduction, Funding for Start-ups, Leverage on Existing Expertise and Innovation

2. Regulatory Framework

   Fundamental Framework

   * Clear Guidelines for relevant stakeholders
   * Practical Standards and Cost Effective to comply
   * Engage Informal Sector
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3. **Recognition**
   - Green Awards for Green Partners
   - Green Certifications facilitate consumers in their purchasing decisions

4. **Public Awareness**
   - Market Readiness co-relates to Level of Public Awareness
   - Government as a driver for National Green Educational Campaigns
Role of Private Sector

- Work with government to develop policies / guidelines which are harmonized with international standards
- Sharing of Industry Best Practices
- Participate in National Campaigns
Let’s work together to realize a society that promotes both enriched lifestyles and the global environment.