Conference announcement

Jennifer R. Acevedo*

2012 Michigan Green Chemistry and Engineering Conference: Driving Sustainable Manufacturing (October 26, 2012, Wayne State University, Detroit)

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The 2012 GreenUp Conference and 4th Annual Michigan Green Chemistry Governor's Awards Ceremony will take place in Detroit – a city fueled by innovation and ripe with opportunities for driving sustainable manufacturing through green chemistry and engineering.

Green chemistry and engineering is contributing to a revitalization of manufacturing by employing less toxic materials and processes in the manufacture and design of the products we use every day. Michigan is positioned to lead this effort and accelerate innovation through catalytic collaborations between our top-notch research universities, chemical companies, experienced designers and engineers, advanced manufacturers, and supply chain.

For researchers, chemists, engineers, industry CEOs, students, educators, entrepreneurs, decision-makers, policymakers – anyone interested in Michigan's march toward smart, sustainable growth – this conference is the

opportunity to hear from leading experts and share innovative ideas on how we can best “green up” Michigan and drive sustainable manufacturing through green chemistry and engineering!

Conference highlights include

- 4th Annual Michigan Green Chemistry Governor's Award Ceremony
- Keynote Speakers
Bob Peoples, Former Director of American Chemical Society's Green Chemistry Institute
John Viera, Director of Ford's Sustainability & Vehicle Environmental Matters
- Breakout sessions and panels
- Poster presentations, including a student poster contest

A Green Chemistry and Engineering 101 workshop will be held the day before the conference on October 25th.

www.michigan.gov/greenup