



## Green Buildings Webinar: Accessing a \$18 Trillion Investment Opportunity

Join us for a webinar co-hosted by the the IFC and the Hong Kong Green Finance Association (HKGFA) to learn how you can access a \$18 trillion investment opportunity for green buildings in East Asia and Pacific and South Asia.

The Green Buildings Discovery Workshop will be presented in English and take place on:

**Wednesday, July 29, from 10:00 to 11.30 local time**

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The workshop will focus on steps that developers, investors, building owners, and policy makers can take to access international green finance for green buildings, including through new instruments such as green bonds, green loans, and green mortgages. The webinar will feature recommendations from IFC's report, [Green Buildings - A Finance and Policy Blueprint for Emerging Markets](#), on how to launch a green real estate portfolio or incentives for green buildings.

The workshop will also include case studies of investors with green real estate initiatives, such as the green loan issued by HSBC, a green bond issued by Bancolombia, and Asia Green Real Estate's strategy to attract institutional investors. We will showcase developers who have minimized incremental cost and increased their sales, for example the winner of the Financial Times Transformational Business Award, Capital House from Vietnam. We will also feature case studies of governments which have launched incentives for green construction, such as in Peru.

This webinar is also supported by Hong Kong Green Building Council (HKGBC) and the Hong Kong Quality Assurance Agency (HKQAA).

