



**NEWS RELEASE**

**EMSI And Haworth's Ideation Group Sign Partnership Agreement**

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EMSI and Ideation Group (Asia Pacific) today signed an agreement to provide sustainability consulting services to multinational corporations operating in Asia. Ideation Group is the consulting arm of Haworth.

According to Jesse Price, Ideation Asia Pacific Services Director, "The purpose of the Ideation-EMSI partnership is to help companies develop global green building strategies and implementation plans that can be applied to their clients' real estate portfolio across the Asia-Pacific region or even across continents." The partnership will combine Ideation Group's strategy and research experience in workplace solutions with EMSI's experience in sustainable design.

The EMSI-Ideation partnership announced that it will market its service through a series of "Sustainability Forums," beginning in Hong Kong on September 18. The event is being sponsored by Haworth and includes a keynote address from Richard Caines of the International Finance Corporation, the private sector financing arm of The World Bank. Additional Forums are being planned for 2008 in China, Singapore, India, and Dubai.

Says Kenneth Langer, president of EMSI, "Almost every week we hear from a Fortune 500 company that has recently established a policy stating that all new construction should be LEED certified. The Ideation-EMSI service will help such companies achieve this goal with the greatest effectiveness by aligning sustainability practices with organizational objectives."

The Ideation-EMSI service will use advanced diagnostic tools to assess each client's organizational culture, functional requirements, employee attitudes, and overarching corporate priorities. Based on the results, the Ideation-EMSI team will work closely with the client to develop a green building or LEED strategy that not only meets the real estate objectives, but also supports the core goals of the client. "The idea," says Langer "is to use green building strategies not just to produce better buildings, but also better companies."

EMSI is an international green building consulting company based in Washington, D.C.

The Ideation Group is the organizational development and workplace research consultancy of Haworth, Inc.

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