

Alcatel-Lucent confirms its participation as 'Green Technology Partner' at the Doha Aviation Summit in Qatar

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Organizations across the world have more compelling reasons than ever to go green - the need to contain their energy costs, greater limitations of today's energy infrastructures and resource bases, increasingly stringent environmental regulations and more awareness among enterprises of their own long-term environmental impact, amongst others.

The aviation industry is seeking out providers whose products and solutions take the environment and human health into account. Reducing power consumption now ranks high on all companies' environmental priorities — especially as it can bring down operating costs and reduces capital expenses.

Alcatel Lucent, one of the largest innovation powerhouses in the communications industry, is a driver of this industry's move towards greater energy efficiency and to share their expertise in the aviation field they have confirmed their participation as 'Green Technology Partner' at the prestigious Doha Aviation Summit organized by naseba taking place from the 25th - 27th October 2009 in Doha, Qatar.

Under the high patronage of His Excellency Abdul Aziz Mohamed Al Noami, Chairman of the Qatar Civil Aviation Authority, the Doha Aviation Summit organized by naseba, will tackle current challenges and determine the future strategy of the aviation industry.

Considering the importance of tackling environmental challenges in the aviation sector, the Green aviation day will be the most important day of the summit dedicated to addressing some of the most important issues affecting the industry today. The key issues include the pathway to carbon neutral growth, financial implications of emission trading schemes on airlines and airports, the roadmap for alternative fuels and green ICT for the airport industry in general.

"Most Airports have decided to implement a green strategic plan to reduce their environmental impact. The Information & Communication Technologies (ICT) have tremendous potential to contribute in reduction of gas and energy consumption. In this session we will discover how much ICT change can affect your airport's green credential while reducing costs & growing revenues, what the first steps are and how to bring ICT and Unified Communications (UC) into the Airport's green plan." said Jan Zuurbier, Vice President Sales and Support for the Emerging Markets, Alcatel Lucent Enterprise Division.

"naseba is proud to work with Alcatel-Lucent as the 'Green Technology Partner' for Doha Aviation Summit. "Partnering Eco-sustainability with IT" is the objective of Alcatel-Lucent's Green ICT solutions. Through this partnership we will be able to offer the high level delegates from the aviation industry an introduction to a leading provider who has an innovative way to underline the importance of information and communications technology (ICT) in implementing 'green' initiatives and eco-suitability within an enterprise." explained Robin Titus, Sales Director for naseba.

(AME Info)