

UK  
TRADE &  
INVESTMENT



## **EISU Seminar Mission to Brazil**

**Contaminated land remediation  
and air pollution control  
25-30 March 2007**



## What is the Environmental Industries Sector Unit (EISU)?

Part of UK Trade & Investment, EISU is dedicated to helping the UK environmental goods and services sector gain its share of worldwide markets. To achieve this goal EISU provides direct support to individual companies through a team of export promoters and activities promoting an innovative, forward-looking and internationally-competitive industry. These activities include arranging overseas and UK-based events such as seminar missions, workshops and road shows. In addition, EISU operates a web based UK supplier database and publishes information about global opportunities and sources of project funding. Further information about EISU, its support and activities may be found at [www.eisu.org.uk](http://www.eisu.org.uk)



## What are the benefits of participating in a seminar mission?

- Gain access to valuable contacts and trade opportunities
- Gateway to new overseas markets giving delegates a unique opportunity to increase their international exposure
- Benefit from expert guidance, financial and logistical support
- Privileged direct access to government bodies and large organisations in overseas markets.

Seminar missions are centred on seminars or exhibitions, but also include one-to-one meetings and site visits. These missions are open to UK-based environmental companies that are new to market. Missions focus on markets where promising opportunities have been identified for UK products, services, technologies and skills in particular sectors. The missions enable delegates to both represent their sector and also promote their own organisation. On this occasion, EISU is supporting a group of UK companies, specialising in contaminated land remediation & air pollution control, that are interested in forging links with key players and potential customers in Brazil.

## What is the market potential in Brazil?

Current estimates of Brazil's environmental technologies market lie between US\$2 billion to 3 billion per year. Investment in the environmental sector in Brazil is expected to grow at a faster rate this year due, in part, to an increase in private sector investment with companies moving to new, more efficient and environmentally friendly technologies.

### Contaminated Land Remediation

70% of the contaminated areas in São Paulo are caused by pollution from petrol stations, so potential for the UK industry is in industrial areas where companies are looking for new solutions to comply with current legislation. The local market is well supplied with technical capacity and equipment dealing with remediation of land contaminated by petrol stations, but there is a need for expertise in project management and solutions for remediation of land contaminated by industrial activities, including mining and steel industries.

### Air Pollution

In Sao Paulo, the main cause of air pollution is vehicular emissions (95%). The quality of the air is determined by activities in two distinct geographic areas and requires different ways to monitor and control. The cities of São Paulo, Campinas and the Cubatão region have a high level of pollutant emission recipients, both from vehicle and industrial origins. The countryside municipalities also deserve attention due to strong industrial development, large number of vehicles and agricultural activities that produce air pollutant emissions.

The air pollution control sector lacks technical capacity including those provided by laboratories. Most of the air pollution control equipment currently used is from US and European companies so there is a potential market for UK suppliers of NOX and VOC control equipment, CEM analysers and fugitive emissions monitoring equipment.

## Event Programme – subject to change

Sunday 25 March 2007	Travel to São Paulo and briefing dinner
Monday 26 March	Briefing sessions and site visits
Tuesday 27 March	Seminars and one-to-one meetings
Wednesday 28 March	Travel to Belo Horizonte, site visits
Thursday 29 March	Seminars and one-to-one meetings
Friday 30 March	Return to the UK

## What funding and support will you receive as a delegate?

- EISU sponsorship for each delegate provisionally comprises accommodation on a bed and breakfast basis, a welcome dinner and all in-country group transport. Other costs, such as international flights, subsistence and any individual in-country transfers, are to be met by the delegate
- EISU provides a comprehensive package of practical support from logistics to liaison via a dedicated EISU Seminar Mission Manager



## What are your responsibilities as a delegate?

- Give a presentation at one or more seminars during the mission, providing a balanced view of your sector of the industry
- Participate in follow-on networking activity, official meetings, company visits and receptions
- Attend a pre-mission briefing at a central location in the UK
- Provide a presentation with no more than 20 slides, four weeks before departure
- Provide a profile of your company and a photograph for the seminar mission brochure four weeks before departure
- Complete feedback questionnaires within one week, and six and 12 months after returning from the seminar mission
- Attend an in-market de-brief meeting at the end of the mission

Delegates can also promote their own company's products and services at informal networking functions and individual business meetings.

## What should you do next?

If you would like to...

- Act as an 'ambassador' for your sector
- Establish contact with key players and policy makers
- Explore new market opportunities in Brazil
- Promote your company's capabilities
- Benefit from financial and logistical support

...contact EISU Seminar Mission Manager, Andy Compton, who will be happy to answer any questions you may have.

Tel: +44 (0)1664 480076

E-mail: [eisu@pera.com](mailto:eisu@pera.com)

Once you have been accepted for this Seminar Mission you will receive a letter confirming your participation and enclosing full terms and conditions. Closer to the mission's departure, you will receive a comprehensive delegate pack containing accommodation and itinerary details.





**This service is provided by UK Trade & Investment:**

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For further information about EISU and to register your company with its database of UK suppliers, please visit: [www.eisu.org.uk](http://www.eisu.org.uk)

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