

UK
TRADE &
INVESTMENT



EISU Seminar Mission to Bulgaria

Environmental Monitoring & Instrumentation
24-28 September 2006



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 business support directory as well as publishing information about global opportunities and sources of project funding.



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 environmental monitoring and instrumentation, who are interested in forging links with key players and potential customers in Bulgaria.

What is the market potential in Bulgaria?

Business development opportunities in Bulgaria are increasing since the announcement of the January 2007 target date for accession to the EU. With €11.1 billion of EU financial assistance for 2007-2013, Bulgaria has become a priority market for many UK environmental SMEs. Demand for environmental technologies is also driven by national environmental priorities and regulation.

The areas eligible for funding include the water and waste water infrastructure, transport industries and environmental monitoring sectors. The main areas of opportunity within these sectors focus on monitoring equipment designed to measure pollutants in the air, water and soil.

Provisional Event Programme

Sunday 24 Sept	Arrive in Sofia
Monday 25 Sept	Travel to Plovdiv
Tuesday 26 Sept	Visit the ENECO Exhibition in Plovdiv
Wednesday 27 Sept	Seminar and one-to-one meetings
Thursday 28 Sept	Meetings with senior officials and site visits PM – Return to 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 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?

- Make 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
- Provide two copies of your presentation, in CD-Rom format, with no more than 20 slides, four weeks before departure
- Provide a profile of your company and a photograph of yourself for the seminar mission brochure four weeks before departure
- Complete feedback questionnaires within one week, and three, six and 12 months after returning from the seminar mission.
- Attend an in-market debrief 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 Bulgaria
- Promote your company's capabilities
- Benefit from financial and logistical support

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

Tel: 01664 480076

E-mail: 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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In partnership with Pera

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For further information about EISU please visit: www.eisu.org.uk/tpi

EISU Seminar Missions are managed by Pera on behalf of UK Trade & Investment