

UK  
TRADE &  
INVESTMENT



# **EISU Seminar Mission to Hungary**

**Landfill Closure: Technologies and Solutions  
10-12 October 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.

This seminar mission is centred on a seminar and the Ökotech environmental exhibition but also includes one-to-one meetings. 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 new innovative land remediation technologies, who are interested in forging links with key players and potential customers in Hungary.

## What is the market potential in Hungary?

The National Environmental Remediation Program (NERP) was started in 1996 and co-ordinates and regulates the country's remediation related tasks. The number of sites requiring remediation is estimated to be around 30-40,000 and the total cost of the programme is believed to be well over £2.6 million, which is a huge sum, especially when considering that for the period of 2004-2008 the government dedicated merely £31 million for such purposes.

At the end of November 2005, 15,053 of these sites were registered on the NERP system.

Although, according to the Water Framework Directive, Hungary has to carry out all the remediation tasks on high risk groundwater quality protection areas until 2015, the scope of the problem indicates that remediation is going to remain a priority for decades to come.

According to the NERP, the most frequently occurring pollutants are:

- Oil (29%)
- Communal waste (15%)
- Manure (14%)
- Organic food waste (9%)
- Medicines, pesticides, fertilisers (8%)
- Sludge (7%)

Landfill sites, although usually dealt with under solid waste management programmes, will provide work for their owners – usually local municipalities – for years to come. At the moment there are some 2,545 landfill sites requiring recultivation and those still in use have to be closed down by 2009. The recultivation of 447 of these sites is included in the complex regional communal waste projects but the issue of the remaining 2,098 will have to be addressed individually and in phases.

## Provisional Programme

Tue 10 October:

Travel to Budapest

Wed 11 October:

Seminar & workshop/one-to-one meetings/reception

Thu 12 October:

Leave for UK

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

- EISU sponsorship for each delegate provisionally comprises return economy-class air ticket, a welcome dinner and all in-country transport. Other costs, such as accommodation, 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 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 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 Hungary
- Promote your company's capabilities
- Benefit from financial and logistical support

...contact EISU Seminar Mission Manager, Liselot Eckhardt, 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 please visit: [www.eisu.org.uk/tpi](http://www.eisu.org.uk/tpi)

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