



EISU Seminar Mission to Kenya

Wastewater treatment
and waste management
27 March – 3 April 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 range of 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 as well as publishing 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



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 waste management, and water and waste water treatment, who are interested in forging links with key players and potential customers in Kenya.

What is the market potential in Kenya?

Waste management

Approximately 1,800 tonnes of solid waste is generated per day in each of the main cities of Nairobi, Mombasa and Kisumu (JICA Report 2004). About 25% of this is industrial waste and the rest municipal waste.

Opportunities exist for companies involved in:

- Innovative products, technologies and campaigns for recycling
- Landfill planning, design, management and operation
- Design, planning, products and services for Transfer Stations
- Energy from waste technologies

Water and wastewater treatment

Despite low industrialisation levels and a favourable tropical climate that allows for a significant self-purification of industrial wastewater, pollution levels persist. Major polluting industries include

electroplating firms, leather tanneries, paper and pulp, chemicals, food and beverage, glass, stone and ceramics, textiles and wood industries.

Opportunities exist for companies involved in:

- Technologies and equipment for wastewater and sewerage treatment
- Technologies for recycling of municipal and industrial wastewater
- Products and services to measure wastewater pollution
- Chemicals for water treatment and drinking water quality technologies
- Technology and equipment to measure ground water quality
- Technology and equipment to enable artificial recharge of aquifers

Provisional Programme

Mon 26 March 2007:	Travel to Nairobi
Tues 27 March:	Team briefing and welcome dinner
Wed 28 March:	Group programme followed by reception at the British High Commission
Thurs 29 March:	Seminar followed by evening dinner
Fri 30 March:	Meetings/transfer to Mombasa for evening reception
Mon 2 April:	Seminar
Tues 3 April:	Meetings/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 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 of yourself 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 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 Kenya
- Promote your company's capabilities
- Benefit from financial and logistical support

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

Tel: +44 (0)1664 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

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