

UK
TRADE &
INVESTMENT



EISU Seminar Mission to Mexico

Marine pollution control
and waste management
19-24 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 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 marine pollution control and waste management, that are interested in forging links with key players and potential customers in Mexico.

What is the market potential in Mexico?

Marine pollution

The south central region of Mexico is in possession of a great variety of natural resources. It has an important coastal extension and is home to some of Mexico's main tourist destinations like Acapulco, Ixtapa-Zihuatanejo and Veracruz.

Unfortunately, Acapulco's reputation for clean and soft beaches is long gone. Since 1998, the Guerrero State Government has spent nearly \$1,600 million Mexican Pesos (over £75 million) on cleaning up Acapulco and Zihuatanejo.

About 75% of untreated city water goes directly into the coastal waters, and national authorities expect that nearly 35% of Acapulco's beaches are not suitable for tourists. There is a constant, clear need for innovative solutions to these challenges that can put Acapulco back in the top-destination list.

Most of Mexico's oil extraction and refining activities happen in the Gulf of Mexico. PEMEX, the national oil

company, is experiencing continuous problems regarding pipe and gas leaks. Veracruz is the main Mexican port for international trade and the refining activities are causing a severe environmental impact on its coast.

Waste management

At national level, waste management has become a priority for national, state and municipal authorities. In Acapulco illegal settlements at the top of the mountains surrounding Acapulco bay, throw their waste onto the cliffs, causing major environmental impact. Veracruz and Acapulco have a need for integral waste management systems that can efficiently reduce the amount of waste sent to the landfills.

Hazardous waste treatment is now a national priority since there is only one certified treatment plant for this type of waste. A number of contracts for integral waste management are being granted at municipal level with increasing UK participation.

Event Programme – subject to change

Monday 19 March 2007	Arrival in Acapulco
Tuesday 20 March 2007	Meetings and site visits
Wednesday 21 March 2007	Seminar and one-to-one meetings
Thursday 22 March 2007	Transfer to Xalapa for meetings
Friday 23 March 2007	Seminar and one-to-one meetings
Saturday 24 March 2007	Debriefing breakfast and 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?

- 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 Mexico
- Promote your company's capabilities
- Benefit from financial and logistical support

...contact EISU Seminar Mission Manager, Mirelle Ball, 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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