

UK
TRADE &
INVESTMENT



EISU Seminar Mission to South Africa

Waste management and recycling
30 July – 7 August 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 recycling that are interested in forging links with key players and potential customers in South Africa.

What is the market potential in South Africa

The South African Government is fully committed to improving the quality of the environment and has acknowledged that the key areas on a national scale are waste management and recycling.

Recycling is potentially a major market as industry responds to new legislation, which sets target for zero waste by 2030. Waste, with the exception of medical and clinical waste, is still going to landfill with very little separation being carried out. Waste operators are responsible for collection and disposal of waste but not recycling. In Johannesburg waste management is contracted out to a company wholly owned by the City Council.

Landfill is recognised in the three centres to be visited by the mission as the main source of waste management. There are presently five landfill sites in Johannesburg of which two are due for closure within the next five years, three in and around Durban and three serving the Cape Town area, one of which is due for closure in the next three years. The Johannesburg City Council is considering how best to address the waste management issues concerning furniture, construction, electronic and electric wastes.

The provincial authorities are also looking to introduce more environmentally friendly waste management technologies. This sector is a huge potential growth area for waste management technology and service companies, and consultancies

Provisional programme

Sunday 29 July	Depart UK for Johannesburg
Tuesday 31 July	Site visits
Wednesday 1 August	Seminar and one-to-one meetings
Thursday 2 August	AM – Depart for Durban PM – Site visits
Friday 3 August	Mission seminar and one-to-one meetings
Saturday 4 August	Depart for Cape Town
Monday 6 August	Seminar and one-to-one meetings
Tuesday 7 August	Arrive back in the UK

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 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, 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 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 should you do next?

If you would like to...

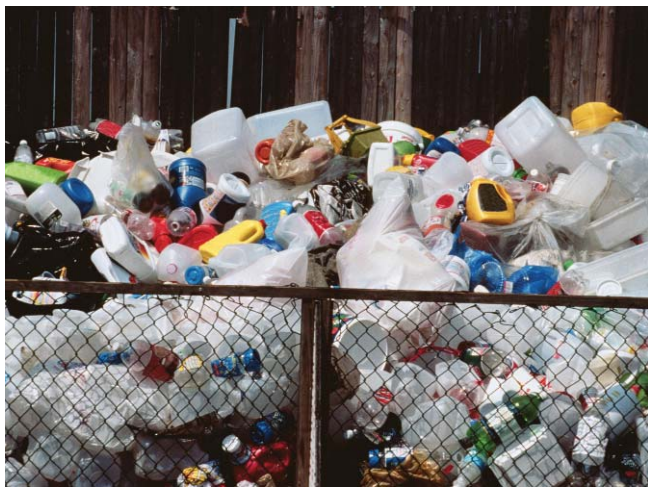
- Act as an 'ambassador' for your sector
- Establish contact with key players and policy makers
- Explore new market opportunities in South Africa
- Promote your company's capabilities
- Benefit from financial and logistical support

...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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For further information about EISU and to register your company with its database of UK suppliers please visit: www.eisu.org.uk

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