

UK
TRADE &
INVESTMENT



EISU Seminar Mission to South Korea

Contaminated land remediation and energy
from waste technologies for landfills
22-27 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 contaminated land remediation & energy from waste technologies (for landfill), who are interested in forging links with key players and potential customers in South Korea.

What is the market potential in South Korea?

Landfill gases emitted from landfill sites in Korea is a big waste of resources, never mind the global warming effects. Many countries (including Korea) have joined the United Nations Framework Convention on Climate Change (UNFCCC) and are finding proper solutions for mitigating greenhouse gases under the mutual co-operative mechanism. However, Korea is suffering from technical difficulties and lacks technical experts in the utilisation of landfill gas.

In parallel, the Korean awareness of the CDM (Clean Development

Mechanism) in Korea has greatly increased in recent years through various conference and workshops organised by the government and its affiliated organisations. With such progress, CDM project opportunities can be explored through waste management activities (including landfill site remediation and the use of landfill gas for generation of electricity).

UK speakers can introduce their capabilities to potential Korean partners directly through seminars. The Embassy stands ready to help.

Provisional Event Programme

Friday 22 Sept	Leave UK
Saturday 23 Sept	Arrive in Seoul
Monday 25 Sept	Seminar and networking dinner
Tuesday 26 Sept	Site visits
Wed 27 Sept	Leave for UK

What funding and support will you receive as a delegate?

- EISU sponsorship for each delegate provisionally comprises a return economy flight, a welcome dinner and all in-country group 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
- 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, and three, six and 12 months after returning from the seminar mission
- Attend an in-market de-brief 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 South Korea
- 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: 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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