



GLOBAL ENVIRONMENTAL TEAM NEWSLETTER FALL 2007/WINTER 2008

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CALENDER OF TRADE EVENTS

INTERNATIONAL ECOLOGICAL FAIR POLEKO 2007: POLEKO is the largest international event in Central and Eastern Europe focusing on environmental protection technologies and equipment. It's scheduled on November 20-23, 2007 in Poznan, Poland. The show features equipment and technologies for water, soil and air protection; city waste and noise monitoring; and chemical and industrial waste management. The European Union provides member-countries with special funds to protect the environment and U.S. companies are eligible to participate as partners in EU-funded projects in Poland. For additional information, contact Commercial Specialist Ania Janczewska, U.S. Commercial Service Warsaw by e-mail at ania.janczewska@mail.doc.gov. Visit the website at www.poleko.mtp.pl/en.

TURKEY & CIS ENVIROTECH: This environmental technology services and equipment trade show is taking place on November 23-24, 2007 at the Hilton Convention & Exhibition Centre in Istanbul, Turkey. It's held along side the Black Sea & Caspian Ecology summit and provides an ideal platform for exhibiting companies to meet and conduct business face-to-face with solution providers, suppliers, and eco-technology companies with regional governmental and private transport and energy industry representatives. For more information, contact Commercial Specialist Ebru Olcay, U.S. Commercial Service Istanbul, by e-mail at ebru.olcay@mail.doc.gov. Visit the website at www.biztradeshows.com/trade-events/turkey-cis-envirotech.html.

CLEANTECH SCANDINAVIA CAPITAL DAY 2007: After two successful events in Finland in 2006 and in Sweden, May 2007, Cleantech Scandinavia is pleased to announce that the next Cleantech Scandinavia Day will take place in Lahti, Finland on November 28, 2007. The event will be hosted together with the Finnish Cleantech Cluster, Lahti Science and Business Park, and in partnership with Cleantech Venture Network. The event will highlight the materials and water cleantech investment segments, providing a forward-looking insight into technological innovations with high growth potential. Eight selected Nordic cleantech companies will present their business cases, alternating with prominent guest-speakers introducing key concepts, political and economic frameworks, as well as, market expansion prospects. For additional information, contact Commercial Specialist Mia Maki, U.S. Commercial Service Helsinki by e-mail at mia.maki@mail.doc.gov. Visit the website at <http://www.cleantechscandinavia.com/lahti/index.html>.

POLLUTEC HORIZONS 2007: The U.S. Commercial Service, in conjunction with the Environmental Marketing Group, is pleased to invite American firms to participate in the U.S. Pavilion at Pollutec 2007, France's largest environmental technology trade show. The show will be held on November 27-30, 2007 at the Exhibition Center, Paris Nord, Villepinte, Paris, France. It will cover sectors including water, air, noise, waste, recycling, energy, and engineering. A package including a booth in the U.S. Pavilion, pre-show promotion, a market briefing, logistical and special on-site assistance, interpreters, market studies, and face-to-face meetings with potential customers

will be offered to exhibitors for the duration of the show. For additional details, contact Commercial Specialist Everett Wakai, U.S. Commercial Service Paris, by e-mail at everett.wakai@mail.doc.gov. Visit the show website at www.pollutec.com.

CLEAN ENERGY TRADE MISSION 2008 TO CHINA & INDIA: Join the U.S. Department of Commerce's Clean Energy Mission to China and India. Clean energy technologies have moved to the forefront of energy infrastructure investments in China and India. These two powerhouse economies are seeking to diversify energy sources while reducing carbon emission in the context of sustained economic growth. The Mission is going to Beijing, Guangzhou, and Hong Kong on January 8-13, 2008 and to Kolkata and Bangalore on January 14-18, 2008. U.S. companies committed to making sales of clean energy and energy efficiency technologies such as renewable energy, clean coal, distributed generation, and bio-fuels are encouraged to participate. The fee is \$3,500 per company, \$1,500 for each additional company representative. To participate in only one country, the fee is \$1,750 per person, \$750 for each additional company representative. For additional information, please contact Justin Rathke by phone at 202-482-7916 or by e-mail at Justin.rathke@mail.doc.gov. Visit the mission website at <http://www.export.gov/cleanenergymission>.

WORLD ENERGY SUMMIT: The World Energy Summit Trade Show will take place in Abu Dhabi on January 21-23, 2008. The U.S. Commercial Service, in partnership with MASDAR, the Abu Dhabi Future Energy Company, is supporting the event. Although Abu Dhabi is a major hydrocarbon producing nation (sits on 1/10 of the world's oil & gas reserves), the government made a decision to embrace renewable and sustainable energy technologies as a first step towards this objective by establishing the MASDAR initiative, a global cooperative platform for open engagement in the search for solutions to mankind's most pressing issues such as energy security and the environment. The Summit will offer U.S. companies to meet MASDAR and UAE companies, as well as, the leading giants from around the world. If interested in exhibiting at the show or attending, contact Commercial Specialist Rula Omeish, U.S. Commercial Service Abu Dhabi, by e-mail at rula.omeish@mail.doc.gov. Full details on MASDAR can be seen on their website at www.masdaruae.com.

MEMBRANE TECHNOLOGY 2008: This conference is sponsored by the Water Environment Federation with the cooperation of the Georgia Association of Water Professionals. It will take place on January 27-30, 2008 at the Omni Hotel at CNN Center in Atlanta, GA. Membrane Technology is the preeminent conference on membranes for reclamation, reuse, water quality, sourcewater, replenishment, and reverse osmosis applications in wastewater treatment. For additional details and registration information, visit the website www.wef.org, go to "Conferences and Training."

GLOBE 2008: Provides a unique opportunity for companies to network with decision-makers from around the world. It is an excellent forum for introducing technological innovation to environmental business leaders. Globe will take place on March 12-24, 2008 at the Vancouver Expo Center in Vancouver, Canada. Product categories will include air pollution control, energy efficiency, engineering services, environmental audits, finance, GIS & information technology, hazardous waste, ISO/EMS consulting, impact assessment management, laboratory equipment and services, monitoring equipment and services, pollution prevention technology, remediation/containment, renewable energy, research and development, resource management, solid waste management, and wastewater treatment. For additional information, contact Commercial Specialist Cheryl Schell, U.S. Commercial Service Vancouver by e-mail at cheryl.schell@mail.doc.gov. Visit the website at www.globe.ca.

WQA AQUATECH USA 2008: WQA Aquatech USA, an international exhibition and conference on water technology, attracts multiple water industry groups including process water, drinking water, ultrapure, and wastewater for residential, commercial, and industrial users. Aquatech will take place on March 26-28, 2008 at the Mandalay Bay Convention Center in Las Vegas, NV. For additional information, contact the Water Quality Association (WQA) by phone at 630-505-0160 or by e-mail at convention@wqa.org. Visit the show website at www.wqa-aquatech.com.

ENVIRONMENTAL STRATEGIES SUMMIT: The Environmental Strategies Summit is taking place in Chicago, IL on April 7-8, 2008 at the Hyatt Regency Chicago Hotel. Environmental

Protection Magazine and Water & Wastewater News are presenting the Summit for environmental managers who are responsible for solid or hazardous waste disposal, air or water pollution, or air or water treatment. The Summit will address issues related to proper disposal and potential reuse of solid and hazardous waste, managing treatment of air and water pollutants, and compliance in a changing regulatory environment. For additional information, visit the website www.essummit.com.

WASTE EXPO 2008: Is the largest trade show in North America serving the solid waste and recycling markets. Sponsored by The Environmental Industry Associations and Waste Age Magazine, the show will take place on May 5 –7, 2008 at McCormick Place Convention Center in Chicago, IL. Waste Expo has been designated as an International Buyer Program which means U.S. Commercial Service Commercial Specialists will recruit trade delegations to attend the show. Product concentration areas include collection/transfer, landfill management, and recycling/processing/composting. Visit the show website at www.wasteexpo.com.

IFAT 2008: IFAT 2008 will take place on May 5-9, 2008 at the New Munich Trade Fair Centre in Munich, Germany. It's a comprehensive fair that revolves around the water, sewage, refuse, and recycling sectors. New topics such as coastal protection/flood control and waste-to-energy concepts take changing climate conditions and the growing lack of resources into account. IFAT has focused on the overall topic of water for years. Visit the website at www.mtfna.com/ifat.

AQUATECH CHINA 2008: The world's number one trade fair brand for process, drinking, and waste water will make its China debut in Shanghai on May 28-30, 2008. Aquatech China will be created by a powerful partnership that combines the very best of international know-how. Amsterdam RAI will work together with the Shanghai-based exhibition company CHC, supported by the Water Quality Association, the International Water Association, and the China Council for the Promotion of International Trade. In light of the recent unveiling of the government's new Five Year Plan, there can be no better time to enter the Chinese market. From 2006 to 2010, no less than 600 billion Yuan (US\$ 77 billion) will be invested in the Chinese water industry. For additional information, visit the show website at www.aquatechtrade.com.

AWWA 2008: The American Water Works Association is sponsoring the AWWA Annual Conference & Exposition on June 8-12, 2008 at the Georgia World Congress Center in Atlanta, Georgia. It's the most comprehensive and diverse conference in the world for professionals in the water and wastewater industry. Visit the website www.awwa.org for future information on the show.

AQUATECH AMSTERDAM 2008: The world's leading trade event for process, drinking, and wastewater is taking place on September 30-October 3, 2008 in Amsterdam. It's the place to meet water professionals from all over the world who wish to keep abreast of all the latest developments in the water markets. Visit the website www.aquatechtrade.com/amsterdam for future information on the show.

ENVIRO-PRO POWERMEX 2008: Enviro-Pro PowerMex 2008 is the largest and most important international exhibition for the environmental and energy industries in Mexico. It's schedule to take place on October 16-18, 2008 in Mexico City. Industry and government decision makers will meet with the leading suppliers of innovative technologies and solutions to their environmental problems. Enviro-Pro Mexico 2008 is also being held in conjunction with PowerMex Clean Energy & Efficiency 2008, which focuses on products, services, and technologies involved in the transmission, generation, distribution, and cogeneration of electrical energy. For additional information, contact Commercial Specialist Francisco Ceron, U.S. Commercial Service Mexico City, by e-mail at francisco.ceron@mail.doc.gov. Visit the website www.ejkrause.com.

[INFORMATION SITES TO VISIT](#)

ENVIRONMENTAL E-MARKET EXPRESS: The Environmental e-Market Express was created to provide monthly updates regarding new environmental market research reports, trade leads, and events generated by U.S. Commercial Service Specialists in American Embassies and Consulates

worldwide. You can register to receive this on-line monthly newsletter directly by visiting the website at <http://www.buyusa.gov/eme/enviro.html>.

GLOBAL ENVIRONMENTAL TEAM WEBSITE: The Global Environmental Team created a new website to post worldwide team events, marketing information, newsletters, and other useful resource information. Visit the website at <http://www.buyusa.gov/environmental>.

ENVIRONMENTAL TECHNOLOGIES INDUSTRIES OFFICE: The Environmental Technologies Industries (ETI) Office in Washington, D.C. was created specifically to help U.S. companies in the environmental industry compete and win as they expand their markets overseas. On the ETI website, <http://www.environment.ita.doc.gov>, you will find news and industry facts, regional and industry trade specialists, calendar of events, market research, trade associations, environmental journals and periodicals, websites, newsletters, and trade finance.

ASIA NOW ENVIRONMENTAL TEAM: The Asia Now Environmental Team was established to assist American environmental technology companies explore opportunities in Asia-Pacific. The team is composed of environmental specialists from the U.S. Commercial Service offices in Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand, and Vietnam. Market research, trade events, and trade leads can be found on the Asia Now website at http://www.buyusa.gov/asianow/asianow_environmental_team.html.

U.S.-CHINA ENVIRONMENTAL BIZ NEWSLETTER: The U.S.-China Environmental Business Newsletter is published monthly by the U.S. Commercial Service in Shanghai. It contains timely information on project opportunities, events, and news items related to China's environmental market. To subscribe to this free newsletter, please send an e-mail with your name and full contact information for your company (including company name, address, e-mail, telephone, fax, and website) to: office.box.shanghai@mail.doc.gov. For up-to-date information about the environmental sector in China, visit the website www.buyusa.gov/china/en/environmental.html.

ASIAN DEVELOPMENT BANK: The U.S. Commercial Service Liaison Office to the Asian Development Bank (CS ADB) is a part of the U.S. Department of Commerce's global network of export development offices. CS ADB helps U.S. firms target their efforts through counseling and market research, introductions/appointments with key ADB officer, electronic distribution of monthly new project alerts, regular ADB Business Opportunity Seminars in the U.S. and Asia, and through individual advocacy to ensure fair and transparent competition. To learn more about ADB business opportunities, please visit the CS ADB website, <http://www.buyusa.gov/adb>.

SHOWCASE EUROPE – ENVIRONMENTAL TECHNOLOGIES: If you're looking for new export markets and business opportunities for your environmental products and services in Europe, you should look at the website, http://www.buyusa.gov/europe/environmental_technologies.html. The website contains information on trade events, market research reports, and links to other in-country organizations and resources.

****QUICKTAKE PROGRAM**** - If you're interested in Europe's growing environment markets, you should take advantage of "Quicktake", a service for export-ready American companies. For \$750, 30 market specialists across Europe will review your product or service's export potential in their respective markets. In fifteen business days, you will get a survey that covers current demand, future demand, competition, need for partner, local tastes, and technical requirements. To request this program, go to http://www.buyusa.gov/europe/environmental_quicktake.html.

EUROPEAN BANK FOR RECONSTRUCTION & DEVELOPMENT (EBRD): The EBRD is directed to promote environmentally sound and sustainable development. Project finance for private and state sectors projects is EBRD's core business. All projects provide a number of procurement opportunities. U.S. companies can access information about projects through the EBRD website at <http://www.ebrd.com/oppor/procure/opps/index.htm>.

INTER-AMERICAN DEVELOPMENT BANK (IDB): The IDB is an international institution that funds development projects for its 26 Latin American and Caribbean countries. U.S. firms

interested in participating in procurements funded by IDB loans can use their website, <http://www.iadb.org> to get information on the project development process and procurement rules.

U.S. TRADE & DEVELOPMENT AGENCY (USTDA): USTDA helps U.S. companies pursue overseas business opportunities through the funding of feasibility studies, orientation visits, training grants, conferences, and various forms of technical assistance in middle income and development countries. Visit USTDA's website at <http://www.tda.gov>.

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC): OPIC was established to help U.S. businesses invest overseas, fosters economic development in new and emerging markets, complements the private sector in managing risks associated with foreign direct investment, and supports U.S. policy. Because OPIC charges market-based fees for its products, it operates on a self-sustaining basis at no cost to taxpayers. Visit OPIC's website at <http://www.opic.gov>.

THE ENVIRONMENTAL BUSINESS JOURNAL (EBJ): Is the leading business publication for companies operating in the environmental industry. EBJ provides a strategic overview and an independent perspective on market trends and business strategies that affect this changing industry. Subscribers get access to primary research by Environmental Business International (EBI) staff, first-hand results of detailed market surveys, and in-depth assessments of environmental markets. Each issue presents a specific industry segment or management issue. Visit the website at <http://environmental-industry.com/ebi/ebi.html>.

WATER ONLINE: Acts as a web source for professionals in the municipal and industrial water and wastewater markets. Additional markets covered include stormwater, erosion control, and commercial and residential water. Water Online's main goal is to create connections between buyers, designers, and specifiers with manufacturers of relevant products, systems, and services. Visit the website at <http://www.wateronline.com>.

WATER & WASTES DIGEST MAGAZINE: Published monthly by Scranton Gillette Communications in Des Plaines, IL, Water & Wastes Digest (WWD) is the one of the leading sources of information for water and wastewater professionals in the municipal and industrial sectors. The magazine offers e-newsletters, a China edition and an International Business Resource Center that provides timely notification of tenders and development from around the globe. For a subscription visit <http://WWDmag.com> and use the link at the top of the page. To advertise, contact Hal Gillette at hgillette@sgcmail.com or by phone at 847-391-1033.

ORGANIZATION FOR ECONOMIC COOPERATION & DEVELOPMENT (OECD): The OECD's mission on trade and environment is to promote compatibility and mutual reinforcement between both policy areas and the promotion of sustainable development. The OECD undertook a study titled, "Business Perceptions of Non-Tariff Barriers (NTBs) facing Trade in Selected Environmental Goods and Associated Services." The study can be accessed at the following website. Note that the study is posted in two parts.
http://www.oecd.org/department/0,3355,en_2649_34183_1_1_1_1_1,00.html