



ENVIRONMENTAL AND CLEAN ENERGY TRADE MISSION TO CROATIA, ITALY AND GREECE

Clean up in Europe's Environmental Market

Three expanding markets in Europe are stepping up efforts to meet ambitious European Union (EU) goals for sustainable development and resource management. EU members Greece and Italy, and prospective EU member Croatia, seek innovative environmental and clean energy technologies to do their part.

EU's 2020 Vision:

The EU is calling for measurable Europewide improvements in key areas by the year 2020:

- Reduce greenhouse gas emissions by 20%
- Improve energy efficiency by 20%
- Increase share of renewable energy to 20%

Cleaner, Greener Solutions

Croatia, Greece and Italy offer promising potential for U.S. suppliers of innovative products, services, and technologies in a range of sectors:

- Air and sea pollution control
- Alternative fuels
- "Green" building
- Emissions control
- Energy conservation
- Environmental safety
- Recycling
- Remediation and restoration
- Renewable energy
- Waste management
- Waste-to-energy
- Water treatment

REGISTER NOW. SPACE IS LIMITED.

- ITINERARY:** Zagreb, Croatia; Milan, Italy; Athens, Greece
- DATES:** March 30 to April 4, 2009
- PRICE*:** A participation fee of \$3,975 is offered to small or medium-sized U.S. firms. The participation fee for large firms is \$5,400.
- REGISTRATION:** www.export.gov/enviro-cleanenergymission
- QUESTIONS?** Contact our Project Officer: EnviroTechMission@mail.doc.gov
Jessica Arnold: 202.482.2026

* The participation fee does not include the cost of travel, lodging, and most meals. The fee for each additional firm representative (any size company) is \$450.

More Contacts, More Exposure

Mission members will benefit from one-on-one appointments with pre-screened business contacts, as well as market briefings, networking events, and export counseling at all stops.

In Athens the delegation will take part in EcoTec 2009, a dynamic environmental and energy trade show attracting technical experts, local and national management councils, large commercial entities, construction companies, government procurement executives, investors, researchers, and various business representatives from all over Greece and neighboring countries.

Special Bonus

The U.S. Commercial Service in Athens will continue to maintain a presence at EcoTec Sunday, April 5,

and will assist any mission members wishing to remain to take advantage of visitor traffic at the show, expected to be high that day. This assistance is offered to the delegation at no additional cost.

How to Participate

The mission is open to U.S. applicants first come first served. The application deadline is February 12, 2009.

Don't miss this exciting opportunity. Register today at:

www.export.gov/enviro-cleanenergymission





New Opportunities in Croatia

- With EU accession expected in 2010, country implementing EU's 2020 plan
- Four regional and 21 county waste management centers
- Remediation of 176 landfills
- \$580 million Zagreb Waste Management Center project
- \$22 million hazardous waste incinerator
- Renewable energy proposals for wind farms
- Mounting interest in biomass cogeneration plants, solar and bio-fuel



Expanding Prospects in Italy

- Sophisticated \$1 billion environmental market for machinery and equipment alone
- Strong demand for innovative waste recycling technologies
- Billion dollar investments planned for near-to-zero emission waste-to-energy plants
- Growing emphasis on responsible water usage and protection of inland/coastal waters and groundwater
- Soil remediation a major issue: 40 sites require urgent clean up; 15,000 areas under evaluation



Doors Opening in Greece

- \$2.2 billion environmental market
- National \$6.3 billion plan to upgrade waste management and water treatment
- Commitment to build new plants for waste treatment, recycling, and composting
- Compliance with Kyoto Protocol tightening emissions control
- EcoTec 2009 to highlight range of environmental and eco-friendly energy technologies

Don't miss your chance to be part of Europe's 2020 green vision.

Spaces are limited, and applications will be considered on a first come, first served basis. Register today at:

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