

WEST MIDLANDS ENVIRONMENTAL TECHNOLOGY CLUSTER INTERNATIONAL TRADE TEAM NEWSLETTER

Autumn 2005

www.envirotrade-wm.com

International Buyers Meet with UK Companies at the NEC

Sixty UK companies were enabled to talk business with delegates from thirty overseas companies when UK Trade and Investment held a free Meet the Buyer day at the NEC alongside ET 2005. The event on the 27th of May was the centre piece of three days of activities organised by UKTI which included site visits to regional environmental companies and networking receptions.

The international delegates supported to visit the UK at the time of ET 2005 were from some of the fastest growing environmental markets in the world. The countries represented were; Brazil, China, Czech Republic, Saudi Arabia, South Korea and Thailand. These are countries with rapidly developing economies that require environmental solutions to ensure that that development does not occur at the

expense of environmental degradation.

Initial feedback from the overseas delegates involved in the meetings proved positive with international visitors impressed at the high quality of UK environmental companies. Follow up meetings either in the UK or in market have already taken place or are being planned. Business has already been generated as a result of partnerships initiated at the meetings. It is to be expected that further activity will continue over forthcoming months in the form of partnerships, joint ventures and sales between overseas buyers and UK suppliers. Comments received from participating UK supplier companies confirmed that the day represented an extremely cost and time effective method of meeting making contact with potential overseas trading partners.

UK Trade and Investment plan to bring further potential overseas partners and purchasers to the UK for such trade generating events. Waste management and water companies will potentially be interested to meet international delegates visiting IWEX and RWM exhibitions in September and October respectively and further details can be found within this newsletter.



UK companies meet with overseas delegates at the NEC

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Trade Mission to Mexican Market of Unrealised Potential

A trade mission from the 9th to the 14th of October led by the highly regarded West Mercia International Trade Team will reveal the potentially lucrative but oft overlooked Mexican environmental market. Post European enlargement attention has rightly focussed on the new member states in Central and Eastern Europe. However, other markets should not be overlooked and the Mexican market is currently hungry for the sort of environmental solutions that UK companies can

supply. Recent past experience has shown that now is the time to get into this market as a particularly high proportion of companies visiting the market with UK Embassy support gain business there.

The West Mercia subsidised market support visit is the ideal vehicle for any company wishing to probe this market as it offers the type of cost and time effective vehicle that does not come along that often.

The mission allows companies to research the market and make potentially valuable contacts for less than the current cost of a return flight to Mexico (£500). The mission includes a very comprehensive package of high value elements free as part of the mission package, including; an Embassy hosted reception, shared market intelligence, presence on UKTI networking stand and free participation in a partnering event.

For further information on this market visit please contact
Faye Purser 0845 641 1513
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The Latin Spirit Comes to Birmingham

Experienced Environmental Trade Officers from the length of Central and South America are coming to a Latin America Breakfast Briefing at Millennium Point in Birmingham on the 28th of September to raise awareness among regional companies of the rapidly expanding market for environmental goods and services in Latin America. As part of a road show travelling across the UK British Embassy commercial officers from Brazil, Mexico, Ecuador, Colombia and Peru will give presentations on the countries they operate in. Following the presentations companies will be able to take individual clinic meetings with

the Trade Officers to hear about the specific opportunities that pertain for their companies and services in these countries and how the Embassies can assist them to realise these opportunities. This really is a great opportunity to find out about five markets of high potential while only spending a few hours away from the office.

The five countries focussed upon are rapidly industrialising to various degrees while increasingly realising that this development should not lead to runaway environmental degradation. Add to this the



Waste Management is a major sector of growth in Latin American countries

to great commercial opportunities that will allow regional companies to diversify into markets with considerable potential. Collectively the five markets covered at this event are worth \$ 2 billion so they are obviously worth a closer look and this event would be the ideal introduction.

fact that these countries are among the most bio-diverse on the planet and the recognition that this heritage has value and must be protected. These factors mean that these countries are eager for environmental solutions that lead

To book a place at this event please contact Emma Wilcock, 0121 5033346, emmawilcock@advantagewm.co.uk

Overseas visitors at Recycling and Waste Management

The British waste management sector is proving a significant draw for overseas companies, with at least two countries sending company delegations to the region in mid September. The delegates from Israel and the Netherlands are attending Recycling and Waste Management (RWM) 2005 at the NEC 13th- 15th September. The delegations are coming to the region to better inform themselves on the waste

management sector in the UK, identify UK waste management solutions that may find application in their countries and exchange know how.

The Israeli group mission is facilitated by UKTI and recruited by the British Embassy in Tel Aviv. Israel is a highly populated country producing high levels of waste therefore it requires solutions and bud-

gets are being made available from a government who have only recently viewed the environment as a priority. The aim of the delegation is to identify solutions to Israel's waste challenges and companies who can help them deliver these solutions.

The Dutch delegation of around 15 representatives from waste management com-

panies is interested in meeting UK companies who may be interested in forming collaborative partnerships.

If you are interested in meeting representatives from either of these delegations or receiving further details on the delegations please contact Gareth Stanley. 0121 3803583, garethstanley@advantagewm.co.uk

Hungary Trade Mission offers Stepping-Stone to Vibrant Central European Market

A trade mission to Budapest 11th – 14th October timed to coincide with the Okotech Environmental Trade Fair offers regional environmental companies the ideal entry to the markets of Central Europe. The mission offers West Midland environmental companies a comprehensive package including; presence on a group stand, interpreter support, free participation in a Europe wide partnering event and an Embassy hosted

networking reception. Additional to all these free elements participating companies will also receive a travel and accommodation subsidy of up to £200.

The Central European environmental market is attracting increasing attention due to an expanding market for environmental goods and services that has resulted from the accession to the EU and led to in-

creased spending on environmental improvements.

This mission offers a cost and time efficient vehicle for either companies aiming to research the market or those who have a level of commitment to the market.

For further information on this mission and how to join please contact Gareth Stanley; 0121

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garethstanley@advantagewm.co.uk

Visit Opens up German Wind Energy Market to West Midland Companies

WindSupply The Birmingham based organisation which promotes UK supply and innovation to the global wind energy industry are inviting companies to join a mission to the Husum Wind Energy Trade Fair, Germany in September.

Despite some well publicised controversy the UK government has committed to producing 20% of all energy from renewable sources by 2020. To meet this target more than one turbine will need to be built per day for the next 15

years. When we consider the vast number of components that make up a wind turbine it is evident that this is a potentially very large market that many companies could supply. With more than 500 exhibitors from all across the supply chain Husum Wind is the best place to access the market and meet the main players in the market.

The mission offers companies two levels of participation depending on their commitment, companies who are confident they have products that can be

used in wind turbines can exhibit on the group stand at the largest wind exhibition in the world. Those who are keen to evaluate the opportunities to diversify into the wind turbine sector can join one of two short market appraisal missions that will depart on the 20th and 22nd of September.

To explore the possibility of a late booking on these missions or just to discuss the opportunities in wind please contact WindSupply 01216938330

Windsupply@ebc-info.co.uk



The world wind turbine market is fast expanding.

Gateway Programme Opens Door to Japan for Environmental Companies

The EU Gateway to Japan campaign coordinated in the UK by the Birmingham Chamber of Commerce is again recruiting West Midland environmental companies to exhibit at the N Expo Environmental Trade Fair in Tokyo. The Gateway programme which is tailored for companies new

to the Japanese market offers an unrivalled package of support including £700 accommodation subsidy and a **free company branded stand**.

Previous years have seen a number of regional companies benefit considerably by exhibiting in Japan through

the Gateway programme and there is every reason this will continue into 2006.

The mission runs from 22nd – 26th May 2006 and companies wishing to apply should do so by the 21st of November 2005 to [Jane Dawson](mailto:Jane.Dawson@birminghamchamber.org.uk) 0121 4504205,

J.dawson@birminghamchamber.org.uk

Visit Poland's Leading Environmental Exhibition 15th– 18th November 2005

Poland is the largest of the countries to accede to the EU in May of 2004, it has the largest economy and unsurprisingly is the largest market for environmental goods and services. It is therefore no coincidence that Poleko in

Poznan is the largest environmental trade fair in Central and Eastern Europe.

The regional International Environmental Trade team plan to take a group of West Midland

environmental companies to this exhibition where they can utilise a British Embassy stand and meet the key players in the Polish environmental market.

To find out further details on this trade mission please contact Mick Page 02476 654272,

mickp@cw-chamber.co.uk

Gain Business with the World Bank and the UN



World Bank , Washington

A business visit led by the Birmingham Chamber of Commerce in December will offer West Midland companies the opportunity to potentially gain lucrative contracts with the United Nations and World Bank. The grant supported two venue visit to New York and Washington enables companies to gain a thorough understanding of the two organisations and most importantly make introductions to the key decision makers.

The UN and World Bank positively seek to do business

with small to medium sized companies and payment is assured. The mission from the 4th – 10th December is open to companies from all sectors but will be of interest to many environmental technology companies, particularly those within the water and waste water sectors or companies offering products and services that are required during aid programmes.

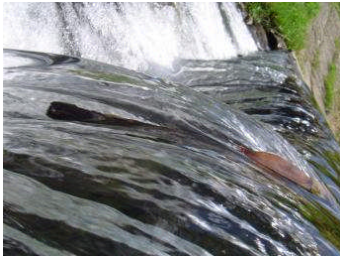
Companies who are unsure whether their product would be of interest can ask for their products to be vetted by the

British Consulate prior to signing up for the mission .

In the lead up to the mission on the 27th of October the Birmingham Chamber will be holding a seminar on “Bidding Successfully to the World Bank” for companies such as consultancies looking to provide services to the World Bank.

Any company interested in either the mission or the seminar should contact Claire Gamage, 0121 4504205, c.gamage@birminghamchamber.org.uk

Delegates from Around the World at IWEX



The UK water industry is proving a strong draw for international companies with UKTI bringing up to 34 delegates from 7 countries to see what the UK water sector has to offer.

Delegates from Bulgaria, China, Hungary, Mexico, Russia, South Africa and Saudi Arabia will be spending two days at the exhi-

bition. The visiting overseas delegates will either be buyers or key decision makers and are keen to meet with UK companies. Details of the mission delegates can be found on the new UKTI Water Industry Website www.ukwater.biz.

UK companies exhibiting at IWEX can request the delegates visit their stands on the

18th of October. Any UK company whether exhibiting or not can request arranged one to one meetings with the delegates on the 19th of October.

To register for either of the two services above please contact Jessica Moss 0121 7673244, jessica.moss@necgroup.co.uk.

New Website Advances Cause of UK Water Industry

A brand new website developed by the Water Sector Group at UKTI is promoting the UK water industry to the global market place. The global market for water products is worth \$250 billion per year and the UK water industry is fit and lean and possesses all the skills necessary to take a large share of this market. UK companies have

unique experience of developing flexibility to work with an industry in constant flux, this adaptability makes them ideally suited to working overseas on projects with varying degrees of private participation.

The main element of the website is a web based promotional directory. Named www.ukwater.biz, this will contain comprehensive details of UK companies with water expertise which will act as a giant international advertising hoarding for the UK water industry.

Companies are invited to register their business profiles on the website which will be searchable by potential over-

seas buyers.

Any company who would like to register free of charge should send an email, subject “Capability Statement” to info@dbacorp.com including contact name they will then be automatically sent an electronic data collection communication.

Could you be an Ambassador for UK Environmental Industries Overseas

If you are experienced in your particular sub-sector of the environmental technologies and can speak knowledgeably on the subject you and your company could benefit from the raised profile that speaking at an overseas EISU seminar could offer.

The Environmental Industries Sector Unit which is dedicated to helping the UK environmental technology goods and services sector gain an increased share of worldwide markets is seeking representa-

tives from UK environmental companies to deliver presentations at high profile overseas seminars in some of the worlds fastest growing markets for environmental technologies. Speakers will receive a particularly high level of funding (up to 80% of expenses in some cases) as well as gaining access to valuable contacts and trade opportunities from the raised profile.

Seminar speakers are currently being recruited for upcoming events in Hungary, Mexico and

Hong Kong to speak on subjects such as "Creating a Market for Recycling" and "Environmental Solutions for Manufacturing". However, virtually all sectors will be focussed upon in the coming year of seminar missions and the number of markets hosting such events is far too great to list.

If you are interested in finding out about forthcoming seminar missions please contact Gareth Stanley 0121 3803583 garethstanley@advantagewm.co.uk

Trade Mission to Pollutec, Paris 29th-November-2nd December 2005

The Environmental Cluster are running a trade mission for West Midland environmental companies to one of the most important environmental fairs in Europe, Pollutec 2005. This year Pollutec returns to Paris and houses over 1500 exhibitors and with 40,000 visitors it can be considered an international meeting place for environmental companies across all sub-sectors.

The mission offers subsidised travel and accommodation costs and two days at the exhibition plus free registration on a technology partnering event organised by the European Innovation Relay Centre.

To find out more about this mission please contact Gareth Stanley 0121 3803583 garethstanley@advantagewm.co.uk

Dubai Market Visit

A supported market visit will be led by the Birmingham Chamber International Team from the 13th - 18th November to the Big 5 Show in Dubai. This is the largest construction sector show in the Arabian Gulf and includes a significant water technology section. The mission package offers a number of added elements including an Embassy hosted reception and market briefing.

If you are interested in joining this grant supported mission please contact Jane Dawson 0121 4504205, j.dawson@birminghamchamber.org.uk

ASIAWATER 2006 21st-24th March 2006

Water and wastewater management is top of the agenda for Governments across Asia. The demand for clean and potable water is projected to accelerate as industrialization and urbanization gather pace. Governments are enacting new legislation to control and manage the discharge of industrial wastewater. A host of projects are now underway.

ASIAWATER Expo and Forum

is Asia's biggest water and wastewater industry event. The last ASIAWATER event in 2004 attracted 550 exhibitors from 32 countries and 9,104 buyers visited the show. The show is the market place for businesses providing solutions and technology for municipality water, sewerage and industrial wastewater management.

We are considering assisting companies who might like to

exhibit at ASIAWATER either in an ENVIROTRADE group stand or individually.

Alternatively we would consider supporting companies who would like to visit Malaysia during the ASIAWATER show as visiting at this time would give an ideal snapshot of the needs and sophistication of the water market in Asia.

If you wish to register an in-

terest in visiting ASIAWATER please contact Graham Ashmore on 01384 360464 or mailto:grahamashmore@bccbl.com

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EnviroTRADE WM is designed to help your company take advantage of new opportunities, by the provision of support and development aid to the environmental businesses of the West Midlands or to companies wishing to diversify into these fields. Its aims are to help West Midlands companies exploit business opportunities that arise in providing solutions to environmental problems.

The campaign is led by Advantage West Midlands. Key activities include marketing support, advice on exporting and initiatives aimed at developing specific markets via formations of competent supply chains and majoring on skills and innovation.

The International elements of the enviroTRADE campaign are delivered by a team drawn from the West Midlands UK Trade and Investment International Trade Team



**Regional Environmental
 International Trade Team
 Contacts**

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Phil Challinor: Shropshire, 01952208200

Claire Hardy: Overseas Exhibitions, 01564
 784999

All Sector Supported Market Visits

Below is a list of the general market support visits that UK Trade and Investment West Midlands will be running for the remainder of the financial year (March 06). Please contact the persons indicated if you are interested in any of these visits.

DATE	COUNTRY	CONTACT	TEL
7-11 November	South Africa	Clive Drinkwater	01782224400
21-25 November	Hong Kong	Alan Durham	02476654293
24 January	USA	John Otter	01952208259
24 January	India	Tim Lannon	01384360534
March 2006	Australia	Jane Dawson	01214504205
March 2006	Malaysia	Tim Lannon	01384360534