

# FIMAI 2010 BRAZIL

UK  
TRADE &  
INVESTMENT



**SHOWCASE YOUR LOW CARBON EXPERTISE AND SOLUTIONS**  
A Trade Mission to Sao Paulo, Brazil focussing on FIMAI 2010, 8-12 November

## ***What is FIMAI 2010?***

FIMAI 2010, the industrial environment and sustainability fair and seminar, will assemble business leaders from the Brazilian and Latin American environment industry, together with policy makers to facilitate cross-fertilisation and networking opportunities. Over 35,000 environment industry professionals are expected to attend both the fair and seminars. Key sectors include: Clean Technologies; Water & Wastewater Treatment; Environmental Consultancy, Education & Training; Air Emissions; Waste Management; Recycling; Land Remediation; Carbon Credit Markets



## ***How can attending FIMAI 2010 help my company?***

On behalf of UK Trade & Investment (UKTI), British Expertise is organising a Trade Mission to FIMAI 2010 for participants to meet potential clients and partners. We are looking for companies who would like to make use of a **UKTI stand** to showcase their skills, expertise and innovative offerings in environmental and low carbon technologies. There will also be the chance for **bilateral talks with the private sector and key Brazilian environmental stakeholders**.



This is an excellent networking and marketing opportunity in a country which is the fifth largest in the world with a population of 185 million. Environmental issues offer excellent business for UK companies in Brazil, as the country invests in developing its infrastructure under its US\$530 Bn PAC 2 programme from 2011-14, and also invests in infrastructure to support the 2014 Football World Cup and the 2016 Olympic Games in Rio de Janeiro.

Recent legislation creating strict rules on the handling of solid waste and eliminating open air waste dumps have created a new demand for cost-effective waste management technologies.

## ***What will it cost?***

UKTI will fund all group costs associated with the Trade Mission, including registration for the Trade Fair, a UKTI stand with pods for each company, organisation of group meetings and access to the SIMAI congress programme, marketing material, networking events, and venues for one to one meetings.

There will be a mandatory £500 OMIS fee per participating company that includes on-site industry and Brazil market briefing, group escorting, mission brochure and promotion to local industry, visit co-ordination and logistic support. There is also the option to separately commission an extra OMIS for a one-to-one meeting programme. Companies will be responsible for the cost of travelling to Brazil, hotel, and meals. For SMEs, British Airways have an offer of a voucher providing a discount of 15% off all classes of travel to Sao Paulo. Also, some UKTI regions may have funding available for SMEs. Further details of both these offers will be given to those booking a place.

## **Booking Procedure**

Please complete the form overleaf and return it to Yvonne Jones ([yj@britishexpertise.org](mailto:yj@britishexpertise.org)), Fax: 020 7824 1929. Enquiries can be made to the mission manager, Nigel Peters, or to Yvonne Jones: Tel: 020 7824 1920. The closing date for applications is Friday 8 October, however you are advised to book as soon as possible. Please do not book any travel until we confirm your place. Places will only be confirmed once the £500 OMIS has been commissioned.



The Coalition Government Agreement sets out a role for UKTI as a champion for UK businesses that develop and export innovative green low carbon technologies. This UKTI supported mission to Brazil offers UK companies an opportunity to engage business and promote their low carbon solutions.

## OUTLINE PROGRAMME

### ■ Sunday 7 November

Travel to Sao Paulo.

### ■ Monday 8 November

Market briefing & bilateral talks with key environmental stakeholders, including a workshop with environmental companies from the Federation of Industries (FIESP).  
Evening Networking Reception.

### ■ Tuesday 9 November

FIMAI Trade Fair & Congress (open 1400-2100).  
Entry to "International day" at the Congress; 2 mission members will be selected to make generic presentations on UK capabilities in the low-carbon sector.

### ■ Wednesday 10 November

FIMAI Trade Fair & Congress (open 1400-2100).

### ■ Thursday 11 November

FIMAI Trade Fair & Congress (open 1400-2100).

### ■ Friday 12 November

Debrief meeting at the British Consulate - General. Individual business meetings (also possible to arrange before FIMAI opens during Tuesday - Thursday)

Delegates depart.

## DATA PROTECTION QUESTIONS

Please tick below if you wish to receive other information about our services or events.

- UK Trade & Investment, local UK Trade & Investment Team (or your equivalent in Scotland, Wales or Northern Ireland)
- Regional Development Agencies in England (and the Development Agencies for Scotland, Wales and Northern Ireland) or selected UK based trade associations or Chambers of Commerce who may also contact you directly to offer related services
- Please tick if you are content, as part of the delivery of UK Trade & Investment services, for your contact details to be given to overseas contacts outside the European Economic Area
- Please tick if you are content to receive information about UK Trade & Investment by e-mail

## TO SECURE YOUR PLACE PLEASE SEND THIS BOOKING FORM (BY EMAIL OR FAX) TO:

Yvonne Jones  
Fax: 020 7824 1929,  
[yj@britishexpertise.org](mailto:yj@britishexpertise.org)

The closing date for applications is **Friday 8 October**, however you are advised to book as soon as possible. Please do not book any travel until we confirm your place.

Name:

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Company:

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Position:

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Address:

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Phone Number:

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Mobile Number:

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Email:

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Company Business:

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Congress Paper: Yes/No. If Yes, give paper title:

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## OMIS

To make best use of your limited time in Brazil, we recommend that you prepare for your visit by identifying and contacting potential business partners before you arrive. Trade & Investment staff in Brazil can undertake specific, targeted research on your behalf as part of their Overseas Market Introduction Service (OMIS).

They can provide fully verified ("warmed") lists of business contacts, with background information, and arrange an individual meeting programme for you in Sao Paulo. The cost will be agreed in advance. This is separate from, and in addition to, the group programme covered by the mandatory £500 OMIS to join the mission. For more information, please contact Valeria Martinez ([valeria.martinez@fco.gov.uk](mailto:valeria.martinez@fco.gov.uk)) as soon as possible, certainly no later than the mission closing date of 8 October.

British Expertise is managing this trade mission on behalf of the UKTI Environment & Water sector team

Return form to Yvonne Jones  
Closing date 8 October 2010