



Energy & CleanTech Business Delegation to Mexico 23 - 26 September 2019, Mexico

Meet and do B2B with selected big companies and key decision makers from four important Mexican states on our business delegation to Mexico.

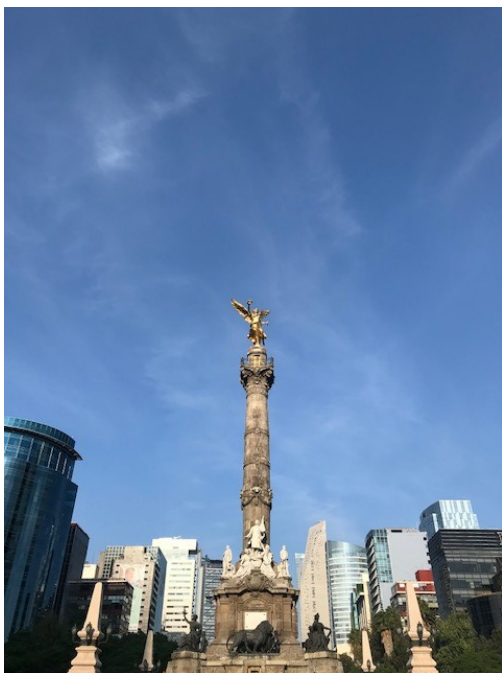
Registration deadline: 9 August 2019

TAP INTO THE MEXICAN ENERGY & CLEANTECH BUSINESS POTENTIAL

Mexico's current energy demand and growing economy have unleashed the potential for a vibrant market, fully open to international competition across the value chain within clean energy, wind, water and CleanTech solutions.

Join this delegation to meet with government key stakeholders from Mexico City, Tabasco, Tamaulipas and Nuevo Leon and get a chance to pitch your company, technology and solutions for a selected group of some of the most important companies in the world and selected key public decision makers, who are all currently looking to invest heavily in Energy and CleanTech solutions and know how.

See targeted Mexican stakeholders on page 4.



Reforma Avenue in Mexico

WHY ATTEND?

Mexico has a growing population of 130 million inhabitants, and a thriving open economy, which is among the largest in the world, with 12 Free Trade Agreements covering over 42 countries and a strategic position connecting not only to US and Canada but also to South America and the Asian regions.

By participating, your company will have a unique opportunity to connect with potential customers from both the big Mexican cities and selected important private companies (some of the biggest players in the world), who are all looking for technology and state-of-the-art solutions to meet the pressing energy, environmental and urban growth challenges.

The program will include participation from some of the largest companies in Mexico (and the world), such as **PEMEX** (the national oil and gas company), **CEMEX** (the second largest building materials company worldwide) and **FEMSA** the Coca Cola Company in Mexico. On top of that we will also meet the wind industry members of the Mexican **Wind Energy Association in Mexico**, all important private companies within wind and key decision makers from states and big cities representing around 40 million people.

Mexico has become a key connecting market for companies worldwide and host to international investment on renewable energy and oil and gas projects and an attractive market for manufacturing energy industry components suppliers to primarily the national and the U.S. market.



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Mexico City



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ABOUT THE DELEGATION

In May 2019, the Confederation of Danish Industry and the Embassy of Denmark in Mexico invited city high level city representatives from Mexico City, Tabasco, Tamaulipas and Nuevo Leon to Denmark as a first phase in a twofold delegation agenda. This part of the program was successfully executed, and an enthusiastic group of key decision makers learned about what Danish companies have to offer in the energy and cleantech sectors. Now, they are eager to welcome your company in Mexico.

23-26 September: Business delegation to Mexico

You will get: A 4 days customized program in Mexico where you will meet and get the chance to do B2B with selected private and public key stakeholders across different sub-sectors.

- **Monday 23 — Mexico City**
 - **B2B with Pemex** (the world's second-largest non-publicly listed company), oil and gas, marines, water etc.
 - **B2B with Walmart Mexico** sustainability department
 - **Roundtable with selected government decision makers from Mexico City** (22 mill. habitants). With a strong focus on water solutions and sustainable energy needs.
 - **Roundtable with AMDEE** and selected member companies like Siemens Gamesa, Vestas, Acciona, ABB, GE, Mitsui and more.
- **Tuesday 24 — Mexico City**
 - **A roundtable with Tamaulipas Energy Commission** and Government officials to present opportunities in the projects in the State: wind manufacturing, Matamoros new port, water treatment and energy efficiencies needs.
- **Wednesday 25 — Monterrey, Nuevo León**
 - **Roundtable with selected companies** from the Industry Clusters in Monterrey and government authorities
 - **Roundtable with Nuevo León Government and local water utility authorities** to learn about projects on water, waste to energy and more.
 - **B2B with Cemex** (the second largest building materials company worldwide) headquartered in Monterrey.
 - **B2B with FEMSA** (the largest independent Coca-Cola bottling group in the world) committed to environmental and sustainable solutions.
- **Thursday 26 — Villahermosa, Tabasco**
 - A private meeting with the **Governor and his Cabinet** (environment, energy and business ministries) and a local water utility company responsible for water supply planning.
 - **A Roundtable with Businesses and Industry** from the region including local subcontractors to oil and gas and energy companies like Pemex.

KEY FACTS ABOUT MEXICO

- Population 130 million people.
- 11th biggest economy in the world and expected to move up in the coming years
- GDP total 2017: 2.344 trillion \$Int.
- Steady economy 2% growth, aimed at 4% by the end of 2024.
- 12 Free Trade Agreements with 46 countries.

Energy facts:

- Mexico's commitment to reach 35% from renewable energy by 2035.
- Wind energy projects forecasted to reach 12,000 MW by 2020 and estimated investment of 14 billion USD.
- Solar PV reached a 3,000 MW installed capacity, through 39 solar centrals in 2018. The potential and government strategies will increase the solar PV generation projects.

WHY MEXICO?

The selected key decision makers represent cities with a total of close to 40 million people in some of Mexico's most important economic hubs. Mexico City, the country's capital, is the political and financial centre of Mexico. Mexico City accounts for 21.8% of Mexican GDP and is the most populous city in all of Latin America. Monterrey, located in Nuevo León, is a vibrant business hub in Mexico and location for some of the biggest Mexican and International companies, among them the biggest Lego factory in the world. Villahermosa, the capital city of Tabasco, is known as the Energy City of Mexico. Tamaulipas, bordering Texas in the North, is another important hub for oil and gas refinement, deep water operations hub for the future and a wind energy hub on the make, both for manufacturing and new projects installation.

**Tentative Programme. Subject to changes.*



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PRACTICAL INFORMATION

PRICE

The price is **DKK 17,950** excl. VAT per participating company and based on a 50 pct. subsidy from The Trade Council.

Flights and hotels are not included in the price.

HOTEL AND TRAVEL INFORMATION

Upon registration you will receive a travel suggestion from BCD Meetings & Events.

HOW TO REGISTER

Please register by clicking 'REGISTER HERE' to follow the link to the online registration form.

Deadline for binding registration is **August 9, 2019**.

REGISTER HERE



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THE FINE PRINT

The price is calculated on a fixed number of participating companies and a 50 per cent subsidy from the Danish Trade Council. If the number of participating companies changes or if the support from the Trade Council is not approved, we reserve the right to offer participation at a different price. Should this result in a higher price than the one quoted you have the right to cancel your participation.

Registration is in accordance with the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry. Read and/or download [here](#).

SAVE TIME AND MONEY

DI's Chamber of Commerce can help you and your company with an ATA Carnet. As a member you get a 50 per cent discount. The ATA Carnet is a document permitting temporary duty-free and tax-free export and import of goods (up to one year). Please contact DI Certifikatservice (DI Chamber of Commerce), or read more [here](#).

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MEXICAN STAKEHOLDERS TO BE INCLUDED IN THE DELEGATION

(More industry players will join the delegation on seminars and networking opportunities)

PEMEX: Pemex, the world's second-largest non-publicly listed company by total market value (December 2005) and Latin America's second-largest enterprise by annual revenue as of 2009.

Pemex has become one of the few fully integrated oil companies, developing our entire productive chain: exploration, production, industrial processing/refining, logistics and marketing.

CEMEX: is a Mexican multinational building materials company headquartered in San Pedro, near Monterrey, Mexico. It manufactures and distributes cement, ready-mix concrete and aggregates in more than 50 countries. It is the second largest building materials company worldwide, only after LafargeHolcim.

CEMEX currently operates in four continents, with 66 cement plants, 2,000 ready-mix-concrete facilities, 400 quarries, 260 distribution centers and 80 marine terminals. The company's world headquarters are in San Pedro Garza García, a city that is part of the Monterrey metropolitan area in the northeastern Mexican state of Nuevo León. CEMEX has a rich history of improving the well-being of those it serves through innovative building solutions, efficiency advancements, and efforts to promote a sustainable future. **CEMEX Energía:** A joint venture with Pattern Development, a partner backed by Riverstone, with strong and proven development expertise that will help putting together a pipeline of renewable energy projects in Mexico and share the development costs with the objective of creating significant development value. CEMEX Energía will have the option to take minority equity stakes in the energy projects developed by the joint venture.

FEMSA: is a Mexican multinational beverage and retail company headquartered in Monterrey, Mexico. It operates the largest independent Coca-Cola bottling group in the world and the largest convenience store chain in Mexico. It is also the second largest shareholder of Heineken International. FEMSA reported revenues of US\$19.2 billion for 2014, making it the fifth largest company of Mexico. It is a company committed to the environmental and sustainable solutions.

WALMART Mexico: WalMart has operated in Mexico since 1991, and has a strong corporate social responsibility commitment. Walmart has implemented actions on sustainability covering water solutions, renewable energy, waste management, and CO2 emissions reductions. WalMart is always looking for innovative solutions that helps them meet their targets on CSR and business efficiencies.

AMDEE— Mexican Wind Energy Association: A strategic partner for the Danish Embassy with over 60 members/private companies within the wind industry, from developers to manufacturers and service suppliers like ABB, Acciona, Vestas, Siemens Gamesa, Enel and many more.

Consejo Coordinador Empresarial (CCE): The Industry Coordinating Council is a private association representing the largest companies' association in Mexico covering 7 large chambers or associations with national coverage. The Council works as a key actor for industry and government public policy coordination that contribute to the economic and competitive development of Mexico.

Local Governments participating: Mexico City, State of Nuevo León, State of Tabasco and State of Tamaulipas are all looking to invest in renewable energy, water treatment and other initiatives where Danish technology can help add value. A direct approach to the Municipal Water Authorities such as *Agua y Drenaje* from Nuevo León, *SACMEX* from Mexico City, Tabasco's Water Commission, Tamaulipas Matamoros' Port and water initiatives will be presented to the Delegation.

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