

green 2015
solutions
SHAPING CLEAN POLICY FOR A LOW CARBON ECONOMY



**“Centro Cultural y de
Convenciones Bicentenario”
Durango, Dgo.
15 - 16 December, 2015**

SE

SECRETARÍA DE ECONOMÍA



PRO MÉXICO
Inversión y Comercio



What is Green Solutions?

Mexico's main event to promote green investment and environmental public policies, which includes:

- Conferences
- B2B Meetings
- Exhibition space
- Open dialogue on public policies, investment and R&D
- Work groups



DURANGO

The state of Durango has great potential for the development and implementation of renewable energy, as well as a vast amount of resources for agricultural and forestry waste, for the production of bioenergy.

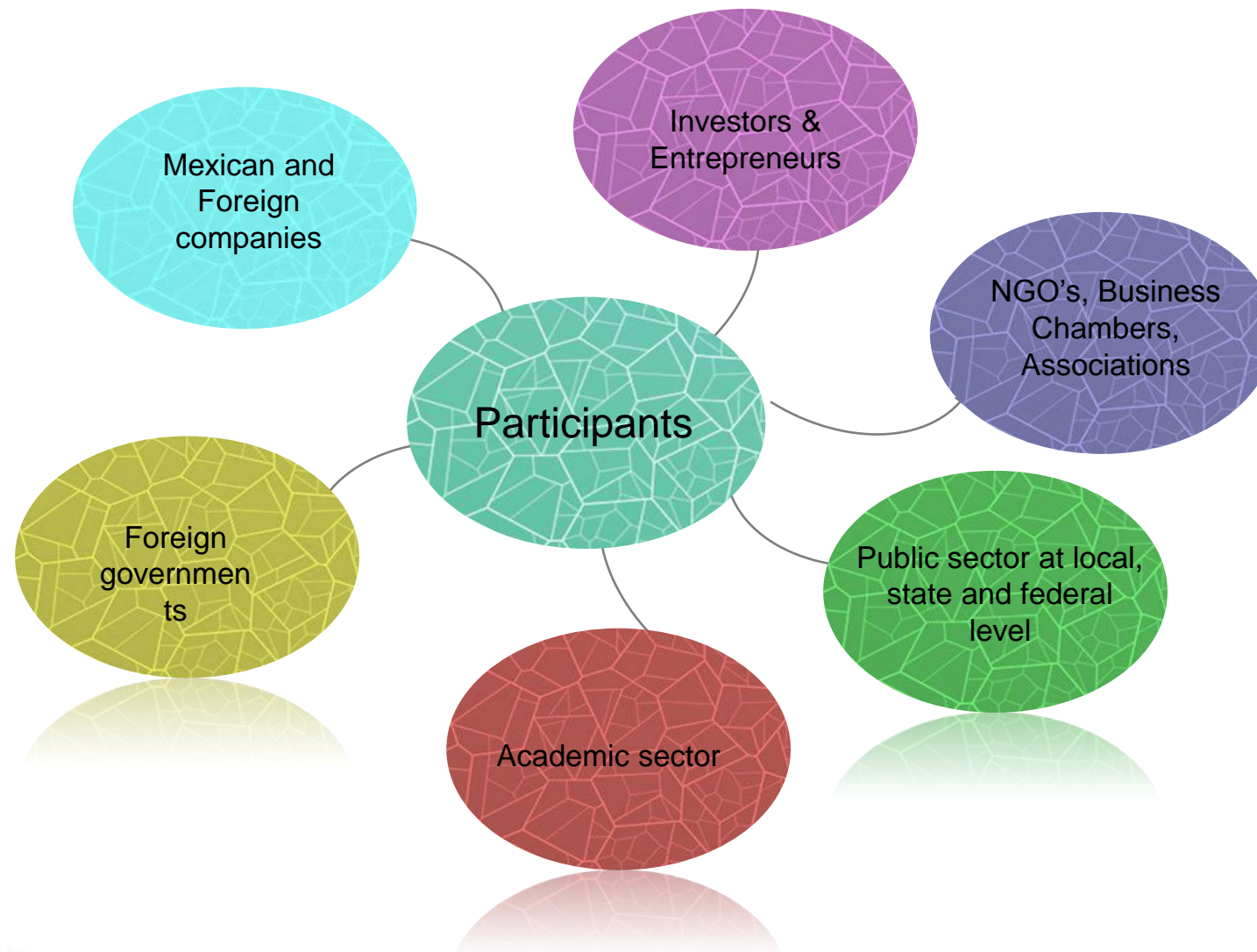
- First and Major National Forest, with 2 million hectares under SFM.
- First solar project connected to the National Electric System. Radiation potential superior to that of Chihuahua, Nuevo León, Zacatecas and Sinaloa. Double when compared to Frankfurt, Germany.
- CFE developing 27 solar projects in the state.
- Wind potential of 7.5 to 8.5 m/s, similar to those in the state of Oaxaca.
- Identified potential for geothermal energy by the IDB and the Energy Regulating Commission.

Host: Centro Cultural y de Convenciones Bicentenario, Durango.





Target audience





OBJECTIVES 2015

1. Promote Mexico's potential and commitment towards Green investment that increases sustainability in the mexican industry sector.
2. Turn environmental public policies into investment and business opportunities for economic development.
3. Promote B2B meetings and networking.
4. Offer solutions for green and sustainable investment in the áreas of:
 - Financing
 - Public policy awareness
 - Community engagement
 - Investment opportunities within the supply chain
 - Research and innovation



Main theme

“Mexico: Sustainable Industry and Economy”

Fields to promote

- Agriculture, cattle raising and fishing
- Forestry
- Mining, Oil & Gas Industry
- Renewable Energy
- Sustainable Manufacturing

PAST EDITIONS

GREEN SOLUTIONS 2010- 2014

- 17,393 assistants.
- 130 conferences, panels, seminars, workshops and forums.
- 521 Mexican and foreign exhibitors.
- 5,337 B2B meetings.





PAST SPEAKERS

- **Philippe Coustaeu**

- Environmentalist, autor and social entrepreneur. Emmy-nominated host, his misión is to empower people to understand their capacity to change the world.



-**Dr. Mario Molina**

- Mexican-born chemist, recipient of the Nobel Prize in Chemistry for his role in elucidating the threat to the Earth's ozone layer. Climate policy adviser to the President of Mexico, Enrique Peña Nieto.

-**Dr. Markku Kanninen**

- Nobel Peace Prize recipient as a member of the IPCC. Director of the Faculty of Agriculture and Forestry of the University of Helsinki.



Markku Kanninen
Premio Nobel de la Paz

-**Dr. Rajendra Kumar Pachauri**

- Nobel Peace Prize and former President of the IPCC. Founder and Director of Yale's Institute for Energy and Climate.



Main activities Green Solutions 2015

1. **Exhibition area:** individual stands divided by government agencies, financial institutions, international organizations, chambers and associations, universities, as well strategic allies (companies).





Main activities Green Solutions 2015

2. Export offer “Made in Mexico”:

Exhibition space for innovative products and designs made in Mexico, that support sustainability in the industry and daily life, through eco-friendly architecture, organic products, clean energy equipment, among others.

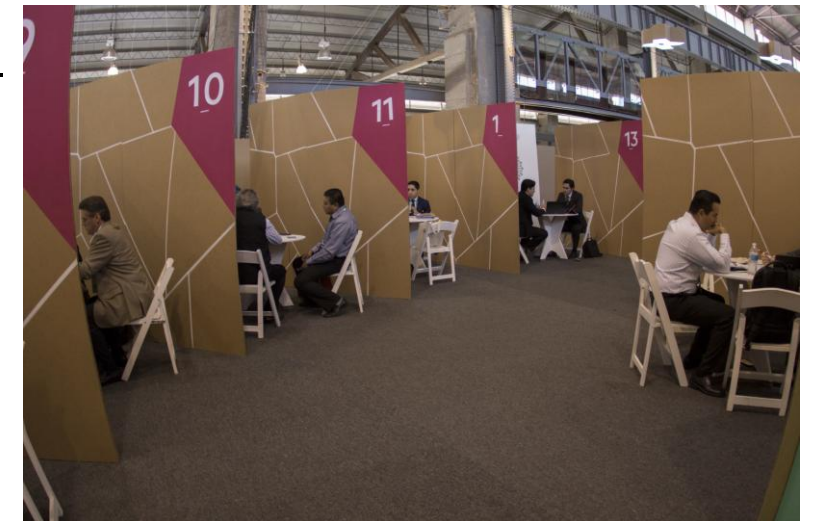




Main activities Green Solutions 2015

3. B2B Meetings: Participation subject to validation.

- Potential investors and transnational companies under the ACT Model:
 - Potential investment/commercial partners
 - Public and private entities of your interest (chambers, associations, R&D centers)
 - Mexican goods and services suppliers
 - State visits





Main activities Green Solutions 2015

4. Work groups/tables:

Participation subject to validation.

Open space for dialogue between a Table/Group Leader and participants in a subject of their interest.

Themes and subject follow the same direction as conferences and panels, in a more lively and up-close manner.

Each Table/Group has a capacity of 10 people.





Main activities Green Solutions 2015

5. Autoshow – test circuit: Hybrid car exhibition, electric cars, natural gas fueled and low emission automobiles.

Regular participants include: Mini, Nissan, Chevrolet, Honda, Toyota, Kia Electric, BMW, Mercedes y Dodge.





Conferences

Monday, December 14, 2015

19:00 – 21:00 Welcome Cocktail Reception

Sponsored by the Government of Durango

Tuesday, December 15, 2015

11:00 – 11:30 Green Solutions Opening Ceremony

Master Room

- ❖ Enrique Peña Nieto, President of the Mexican United States. TBC
- ❖ Ildefonso Guajardo Villarreal, Secretary of Economy. TBC
- ❖ Rafael Pacchiano Alamán, Secretary of Environment and Natural Resources. TBC
- ❖ Jorge Herrera Caldera, Governor of Durango. TBC
- ❖ Mercedes Juan López, Secretary of Health. TBC

11:30 – 11:45 Green Solutions Exhibition Floor Tour

Exhibition Room

12:00 – 12:40 Public policies for promoting sustainable investment.

Master Conference

12:40 – 14:00 Mexico's public policies for promoting sustainable investment.

Master Panel

14:00 – 14:30 Impact on the health sector of implementing environmental technologies.

Master Conference



14:30 – 15:30 **VIP Luncheon**

Sponsored

16:00 – 17:30 **Transition towards clean energy: investment opportunities.**

Master Panel

17:30 – 18:30 **Innovation's role in sustainability**

Master Panel

17:30 – 19:00 **Discussion tables.**

- Opportunities and challenges facing the new energy model:
 - ❖ Tema 1. Wind energy.
 - Opportunities for investment in wind energy's supply chain.
 - ❖ Tema 2. Solar energy.
 - Opportunities for investment in solar energy's supply chain.
 - ❖ Tema 3. Geothermal energy.
 - Geothermal potential and opportunities for investment in México.
 - ❖ Tema 4. Smart grid.
 - Implementation of Smart grid in Mexico: challenges and opportunities.
 - ❖ Tema 5. Clean Energy Certificates (CECs)
 - Implementation of a CECs market in Mexico.

19:15 – 20:30 **Networking cocktail.**

Wednesday, December 2, 2015

09:00 – 9:30 **Sustainable Manufacturing**

Master Conference

9:30 – 10:25 **Mexico: Manufacture Giant. Effect of the reforms in promoting sustainable practices in the manufacturing industry.**



10:30 – 11:00	Sustainability and climate change. <i>Master Conference</i>
11:00 – 12:00	Social impact and sustainability of the mine and oil industries. <i>Master Panel</i>
12:00 - 13:00	Sustainable <u>agricultura</u>, livestock and fishing in Mexico <i>Master Panel</i>
13:00 – 14:00	Sustainability in the automotive industry. <i>Master Conference</i>
14:00 – 15:30	Lunch break
15:30 – 16:00	<u>Financing</u> green & sustainable investment. <i>Master conference</i>
16:00 - 17:00	<u>Financing</u> green & sustainable investment. <i>Master Panel</i>
17:00 – 18:00	Forestry sector in Mexico: Biodiversity and use of resources. <i>Master conference</i>



16:00 –18:00 Discussion Tables

- Opportunities and challenges in implementation of environmental technologies in Mexico. Success stories and lessons learned:
 - Tema 1. Water treatment.
 - Tema 2. Waste management.
 - Tema 3. Community impact of the development of the energy sector.
 - Tema 4. Sustainability in agricultura.
 - Tema 5. Forestry, TBD.

18:10 - 18:30 Low Carbon Business Action – Opportunities for collaboration between Mexico and the European Union
Conference

- ❖ David Calvo, Low Carbon Business Action Team Leader, Mexico.

18:30 -19:00 Closing ceremony
Master Room

- Francisco N. González Díaz, General Director, ProMéxico.
- Jorge Herrera Caldera, Governor of Durango.
- Victor Lichtinger, Director, Biodiversity COP13.