

Press Release
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GREEN SOLUTIONS @COP 16 LAUNCHES MEETINGS, ANALYSIS AND DISCUSSION FORUM ON BUSINESS ALTERNATIVES FOR DEALING WITH CLIMATE CHANGE

- Fighting climate change can also be a profitable business: Felipe Calderón
- Businesses commit to eliminating emission of pollutants.

During his inauguration of Green Solutions@COP16, President Felipe Calderón asserted that “it is possible to fight poverty and at the same time fight climate change...it is possible to have economic growth and at the same time fight climate change”.

He added that “this is what brings us to this Green Solutions Forum being promoted by the Mexican government and by many companies from around the world. Fighting climate change is, also, good business.”

Speaking before global company presidents and CEOs, President Calderón asserted “that the green road is the only road that humankind can follow if it wants to guarantee the world’s conservation...Climate change represents the greatest threat to humankind as a whole.”

In this respect, Secretary of the Economy Bruno Ferrari pointed out that at Green Solutions@COP16 trade and investment initiatives will be proposed that will enable us to adopt new technologies and do better regarding the issue of taking care of our environment. The goal is to do 500 million dollars’ worth of business.

He added that although climate change represents a challenge for Mexico, at the same time it provides an opportunity that should be taken advantage of. For instance, he called attention to the fact that many of the new investments coming into Mexico have to do with renewable energy, not just because we have the possibility of exporting energy, but also because Mexico can produce the various supplies the industry needs.

Mario Molina, Nobel prize-winner in chemistry, said that governments often do not view combating pollution as politically appealing, emphasizing, however, the role of President Calderón, who “has decided to carry out a frontal assault against climate change and get the private sector involved”.



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Meanwhile Rajendra Kumar Pachauri, chair of the Intergovernmental Panel on Climate Change (IPCC), demanded that there be greater coordination of the efforts made by the private sector on the one hand, and the public sector on the other. He agreed with President Calderón that those who decide to invest in green technologies will find it to be an excellent business with many possibilities for growth.

José Sánchez Galán, CEO of Iberdrola, spoke on behalf of the business sector, stating that with no investment and in line with a stable energy policy, his company is committed to a 20-percent reduction in the release of pollutants by 2011 so as to attain a reduction of 40 percent by 2020.

Sergio Quiroga Da Cunha, meanwhile, President of ERICSSON Latin America, announced that the challenge faced by his company will be to reduce the CO2 emissions that are so environmentally harmful by 15 percent by the year 2020. He added that in order to reach this goal, ERICSSON has begun investing in new renewable energy technologies.

Nubuo Tanaka, Executive Director of the International Energy Agency, urged participants in the Green Solutions forum to act quickly to find new public policies that will drive the application of technologies that use renewable energy.

Green Solutions @ COP16 will be presenting business seminars, workshops and meetings, in addition to the more than 100 exhibitors from the private sector and governmental agencies who will be displaying innovative technological concepts to strengthen the fight against climate change.

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