

PRESS RELEASE / MEXICO CITY, MEXICO. OCTOBER 18TH, 2010 / B.107/10

## **GREEN SOLUTIONS@COP16. A FORUM FOR THE PROMOTION OF ECONOMIC DEVELOPMENT AND SUSTAINABLE PRODUCTIVITY**

The event, organized by the Federal Government in a joint effort by ProMéxico and the Secretariats of Economy and Foreign Affairs, will take place from the fifth to the eighth of December, 2010.

Green Solutions @ COP16 aims to gather businesspersons, government officials and experts from Mexico and around the world in order to address topics related to the challenges of sustainable development.

Green Solutions@COP16 is a technological exhibition and cycle of conferences which will take place within the framework of the XVI Conference of the Parties of the United Nations Network Convention on Climate Change (COP 16) to be held in Cancun, Quintana Roo at the end of this year.

This encounter seeks to create a setting which will permit the showcasing of leading private sector efforts in climate change mitigation in the fields of trade, investment and technological development. This effort aims to provide a space for firms, research centers and academics to present proposals, success stories and technologies aimed at improving the environment.

Green Solutions@COP16 is organized by the Federal Government, in a coordinated effort by ProMéxico (Mexico's economic promotion agency) the Secretariat of Economy and the Secretariat of Foreign Affairs, and is to be held from December 5 to 8 at the Coral Beach Hotel in Cancun, Quintana Roo, Mexico.

During four days, businesspersons, federal officials, governors, mayors, delegates accredited to the COP16 environmental summit, high-level researchers and scientists will participate in conferences, seminars, lectures, round tables and workshops in order to exchange ideas and successful economic-technological experiences in hopes of contributing to concrete and viable solutions to the environmental challenges facing our planet.

Green Solutions@COP16 will be visited by representatives from the private initiative, academics from environmental research and development centers from the United States, Canada, United Kingdom, Denmark, Sweden, Germany, Japan, Spain, Brazil and , of course, Mexico among others. Similarly, Federal Government agencies such as the Secretariats of Economy, Foreign Affairs, Energy, Environment and Natural Resources and Tourism will also contribute to this dialogue as will the National Water Commission, the National Housing Commission, the INFONAVIT and the Trust for the Saving of Electrical Energy (FIDE). State and municipal governments from Mexico and other countries around the world will also be present.

The event will promote business meetings which seek to promote technology transfer and the implementation of ecologically sustainable projects. Green Solutions @ COP16 will also enhance cooperation between companies and governments enabling pro environmental actions to be put into practice which will contribute to the design of public policies.

Green Solutions@COP16 will have:

- 6 halls which will be the venues for parallel conferences and seminars.
- Exhibition spaces with more than a hundred national pavilions and individual stands where companies from different parts of the world will reveal the most innovative green technology.
- Latest generation auto exhibition using alternative fuels and anti-pollution technologies.
- Area for pro environmental learning and green entertainment.
- Cultural exhibition space.

Green Solutions@COP16 is sponsored by companies such as: ACCENTURE, ACCIONA, BRASKEM, CEMEX, ERICSSON, FEMSA, GAMESA CORP., GENERAL ELECTRIC, IBERDROLA, SIEMENS, TECHNOWISE and VESTAS; and also has the support of NISSAN, VOLKSWAGEN, CONCAMIN, COPARMEX, WORLD ECONOMIC FORUM (WEF), INTERNATIONAL FINANCE CORPORATION (IFC), among other national and international business organisms.

**COORDINACIÓN GENERAL  
DE COMUNICACIÓN E IMAGEN PROMEXICO**  
**prensa@promexico.gob.mx**



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2010

