

ecogerma 2009 in March in Sao Paulo – Big Chance for German Environmental Technology

Brazil as biggest Latin-American economy is currently in a since decades unprecedented boom phase. Foreign enterprises – among them also many German companies – partake currently with investment of billions on the economic upswing of this country. In the course of this questions of environmental protection and sustainability play an ever bigger role. Just this promises enormous business potentials, which have to be utilized, as the AHK Alianza Mercosur Alemania/ Alliance of the German chamber in the Mercosur determined, (www.ahkmercosur.com), who since four years have their headquarters in the Chamber of Industry and Commerce Frankfurt (Mercosur-project office Frankfurt (frankfurt@ahkmercosur.com)).

Here the German-Brazilian Chamber of Commerce (AHK Sao Paulo), the German Embassy in Brasilia and the German Federal Government cooperate with the arrangement of the international fair conferences ecogerma 2009 – Trade Fair and Congress on Sustainable Technologies from 12 to 15 March in the Sao Paulo Transamerica Expo Center (www.ecogerma2009.com.br). On the largest fair area in Latin America products and solutions for a sustainable economic growth will be presented to the general public, which German and Brazilian companies have to offer, on 8,000 sqm exhibition area. At the same time the Sustainability-Congress takes place from 12 to 14 March in the Hotel Transamerica in Sao Paulo.

Federal chancellor Angela Merkel, who was on a visit at the AHK Sao Paulo on May 14th

promoted the fair initiative with the words: "We see great opportunities with the environmental technology in Brazil. We are ready and we have very good offers to make." To make the coming fair of German environmental companies known to all branches Thomas Timm, chief executive officer and member of the presidium of the German-Brazilian chamber of commerce Sao Paulo (ahkbrasil@ahkbrasil.com) and Lars Grabenschroer, acting chief executive officer on the 27th of August invited in the chamber of commerce Frankfurt to the official pre-launch of the Ecogerma 2009 under the motto "Sustainability: Economy meets Ecology".

Prof. Dr. Björn Bloching, partner, Roland Berger Strategy Consultants GmbH, gave an impulse lecture "The importance of the sustainability industry for the German economy - Green Tech made in Germany." This was followed by a wide panel discussion with questions from the numerous attending trade audience. Host was Hermann-Josef Knipper – acting editor of the Handelsblatt. The high-carat panel participants were with the topic "environmental- and climate protection" Prof. Dr. Detlev Drenckhahn, president, World Wide Fund For Nature (WWF) Germany, for "Brazil and sustainability seen by the entrepreneur" Dr. Hendrik Groth, representative of the ThyssenKrupp AG in South America, Sao Paulo and for "Brazil. Target market for the German sustainability economy – Ecogerma 2009" Thomas Timm.

Conclusion of the panel discussion: Brazil is Germany's most important trade partner and

biggest market for environmental technology in Latin America. The eighth largest national economy of the world has shown an average growth of 5% in the last 5 years. For the German industry, which is already represented with 1,300 companies and 10% of the industrial GDP in the country, the dynamically growing threshold country is a significant location.

The investments in “Made in Germany“ amounted last year to nearly 1.8 Bill USD. The currency Real has developed very positive. The US-finance- and real estate-crisis has not effected Brazil. The German managers do not

know enough about the country, in the media is in general not enough reported about Brazil. In the face of the “weariness with Asia” there exist for German middle class enterprises interesting export opportunities and business contacts through Joint Ventures and co operations, which should be made use of. So far, they had not realized that Latin America is an attractive market. The chances of the dynamic market setting in Brazil need to be communicated even stronger.

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