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Emerging Mexican Circular Economy Market

Possibilities for Finnish Companies

Mexico is Latin America's second largest economy with 123 Million inhabitants. The country is strongly investing in circular economy, in renewable energy, in water management and in waste management technologies. The predominant needs and challenges of the Mexican authorities, businesses and consumers are improved water conservation technologies, adequate supply of electricity and both organic and nonorganic waste management. The full scope of circulation economy is rapidly emerging in Mexico, hence presenting significant business possibilities to Finnish companies.

The seminar is co-organized by Finnish-Latin American Trade Association, ProMéxico, Osuuspankki, Tekes, Advion Group and Finnpartnership.

Date: Tuesday March 7th, 2017 at 11.45 - 16.30

Place: Osuuspankki, Pieni auditorio, Teollisuuskatu 1 b, 00510 Helsinki

Programme

The seminar is moderated by Ms Kirsi Seppäläinen, Chairman, Finnish-Latin American Trade Association

11.45 **Registration & Coffee**

12.10 **Opening of the Seminar**

H.E. Mrs Norma Bertha Pensado Moreno, Ambassador of Mexico

12.20 **Activities of the Finnish-Latin American Trade Association**

Mr Tapani Järvinen, Honorary Chairman, Finnish – Latin American Trade Association

12.30 **Market Overview & Trade Finance in Mexico**

Mr Antti Niemelä, Head of Trade Finance, OP Financial Group

13.00 **Circular Economy & Business Opportunities in Mexico**

Mr Carlos Francisco Pérez Cirera Langenscheidt, Trade Commissioner, ProMéxico

13.45 **Tekes BEAM Program – Financial Facilities for SME Companies**

Mr Juha Miettinen, BEAM Program Coordinator, Tekes

14.15 **Break**

14.30 **Waste to Energy Market – First Steps into the Business**

Ms Satu Kivelä, Managing Director, Cross Wrap Oy

14.50 **Waste to Energy and Bioenergy in Mexico**

Ms Helena Sarén, Program Director, Finpro

15.10 **Entry Phase Financial Instruments**

Ms Noora Piri, Analyst, Finnpartnership

15.30 **Business Ramp-up in Mexico – a Pragmatic Approach**

Mr Ari Virtanen, CEO, Advion Group Ltd.

15.50 **Closing Words, Networking, Matchmaking**

Ms Kirsi Seppäläinen, Chairman, Finnish-Latin American Trade Association

16.30 **End of the Seminar**

Language of the seminar is English.

Participation is free of charge, but registration is required by February 26th, 2017 using [this link](#). You are also welcome to email to info@adviongroup.com, call Mr Veli-Matti Nopanen +358 40 557 8404 or Mr Ari Virtanen +358 40 351 8493.

Welcome! Bienvenido! Tervetulo!