



GREEN ICT & ENERGY EFFICIENCY TRADE MISSION MEXICO CITY

September 27 – 29, 2010

The United States Department of Commerce, International Trade Administration, and U.S. & Foreign Commercial Service are organizing an Executive Green ICT & Energy Efficiency Trade Mission to Mexico City from September 27-29, 2010. This Executive led mission will focus on assisting U.S. providers of “Green Information & Communication Technology” (ICT) solutions, as well as energy efficiency technologies to enter or increase their presence in various sectors of the Mexican market. This will include data centers, telecommunications, utilities, and construction. Green ICTs - or smart technologies - provide monitoring, supervision and automation capabilities to reach energy efficiency in the mentioned industries, such as smart grids and smart buildings.

EVENTS FOR MISSION MEMBERS

- I. **Welcome Reception.** September 27, 7:00-9:00PM, Ambassador’s Residence. Guests will include Government of Mexico officials, Mexican private sector ICT and energy efficiency contacts.

- II. **Conference.** September 28, 2010, 8:00AM to 6:00PM. World Trade Center, Mexico City. Eight conferences and roundtables on Green ICT and Energy Efficiency requirements in: Data Centers, Smart Grids, and Green Buildings. The estimated 300 attendees will be Mexico based companies in the telecom, energy and construction sectors, including government officials from the United States and Mexico. Mission members will have a table top display outside of the conference venue.

This conference will be co-located with **The Green Expo** (www.thegreenexpo.com.mx). Mission members will have a courtesy pass to visit the show floor, and also will have the opportunity to contract a 9ft x 9ft fitted booth and other services at the **USA Pavilion** hosted by CS Mexico.

- III. **Gold Key Match Making Service.** September 29. The Commercial Service in Mexico City will coordinate and schedule 4 meetings in Mexico City with potential clients and/or partners.

Registration deadline is August 2, 2010. For additional information and registration for the **GREEN ICT & ENERGY EFFICIENCY TRADE MISSION**, please visit:

http://www.buyusa.gov/mexico/en/juancarlos_prieto.html