



Atlanta International Environmental Trade Mission

The ETM Mission



To provide a forum where Atlanta's economic development stakeholders and international market representatives exchange information, facilitate collaboration and identify potential environmental economic development opportunities in "green" business development for businesses that are solutions driven.

❖ Presented by Greener Atlanta
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GREENER ATLANTA
your gateway to green
www.GreenerAtlanta.net

ETM 2009 Review

HIGHLIGHTS

- ❖ June 8th – 11th and October 5th thru 9th
- ❖ 19 International Companies
- ❖ 4 Meeting Venues – MAC, WTC, 191 Club, Southface
- ❖ 10+ Panel Discussions
- ❖ 100+ Presenting Sponsors and Participating Organizations
- ❖ 200+ Attendees Over Two ETMs Covering Seven Days



ETM 2009 Review

- ❖ **Presented by:**
 - ❖ Atlanta Development Authority
 - ❖ Metro Atlanta Chamber
 - ❖ Honorary Chair, Mayor Shirley Franklin
- ❖ **Sponsors:**
 - ❖ Republic Services, Inc.
 - ❖ Perkins+Will
 - ❖ Hartsfield Jackson International Airport
 - ❖ Creative Mischief
 - ❖ The Elm Consulting Group
 - ❖ Damespointe, LLC



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Twelve International Partners:

- ❖ Consulate General of Canada
- ❖ Quebec Government Office
- ❖ German American Chamber of Commerce of the Southern United States
- ❖ Consulate General of the Federal Republic of Germany
- ❖ British American Business Group
- ❖ UK Trade & Investment
- ❖ British Consulate-General
- ❖ U.S. India Trade Foundation
- ❖ Russian-American Chamber of Commerce
- ❖ Asia Society
- ❖ Enterprise Rhone-Alpes International
- ❖ World Chamber of Commerce.



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Twelve Sustainable Partners:

- ❖ Ga. Dept. of Economic Development
- ❖ CIFAL – Atlanta
- ❖ AIA Atlanta
- ❖ AIA Georgia
- ❖ US Green Building Council (USGBC) Atlanta
- ❖ Building Owners and Managers Association (BOMA)
- ❖ Southface Energy Institute
- ❖ Southeast Energy Alliance (SEEA)
- ❖ Green Foodservice Alliance
- ❖ Green Chamber of the South
- ❖ Sustainable Atlanta
- ❖ Keep Atlanta Beautiful



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International Participating Companies:

- ❖ AECOM
- ❖ Alpine, LTD
- ❖ BRAC Greywater Systems
- ❖ BRE Ltd.
- ❖ Cobalt Engineering
- ❖ Eco-Drain
- ❖ EnerWorks Solar
- ❖ Evolu-Tech
- ❖ FilterCo
- ❖ Gedden Inc.
- ❖ Georgeson Group
- ❖ The Group (TTP Group) MCM Structures
- ❖ Mondo
- ❖ Plastique Rotek
- ❖ The Pressure Pipe Inspection Company
- ❖ Starline Trenchless - Berlin
- ❖ Uganda Clays Limited -Kampala
- ❖ Vertica Wind Turbines



ETM 2009 Review

- ❖ Bottom-line Results
 - ❖ 100+ Matchmaking meetings
 - ❖ Including federal, state, regional, county, metro and city officials; Businesses and organizations
 - ❖ Several meetings resulted in contracts (FilterCo installed pilot projects at Atlanta Marriott Marquis, Atlanta Airport and several Fifth Group restaurants)
 - ❖ Several companies returned to Atlanta for additional meetings within CY 2009 (BRE, FilterCo, Evolu-tech, and MCM, to name a few)



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RESULTS

- ❖ Front page coverage ABC online
- ❖ WXIA-NBC News
- ❖ Global Atlanta
- ❖ 1,000,000+ media impressions



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What people are saying about the ETM...

- ❖ *“The 2nd Atlanta International Environmental Trade Mission is the best I have been to, including recent trade missions to Europe (Barcelona), San Francisco (USA), and Mexico City. The quantity of the meetings along with the caliber of people was superb. I started the mission to test the SE markets and have ended up getting several very qualified leads. Thanks Greener Atlanta!”*
Martin Clermont, CEO, Gedden, Inc.
- ❖ *“Greener Atlanta has proven to be very well organized and very dynamic in this ETM, while also demonstrating a keen sense of business, generating improved benefits for the participating enterprises. We at MCM are truly very thankful.”*
Paul W. Fournier, P.Eng. , Vice-President Development , MCM STRUCTURES
- ❖ *“The ETM was a great opportunity to meet key decision-makers in the state of Georgia. I would recommend it to any going concern.”*
Todd Patrick, District Sales Representative, BRAC



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What people are saying about the ETM...

- ❖ *“Canada has a surplus of magnificent technology, completely unknown to the US marketplace. Evolu-Tech is one of the Quebec companies that produces that leading edge technology. What a privilege it was working with the Quebec and Atlanta Trade Groups to introduce Evolu-Tech to one of the leading technology-import cities in the US. And what a privilege it was to meet the city’s (Atlanta) hierarchy and, first-hand, see the commitment to bringing new technology and jobs to their city. Our new Atlanta office is a manifestation of that successful Quebec/Atlanta partnership.”*
Claude Smith, President of RCC International Wastewater Systems, Inc.
- ❖ *“We are pleased to have attended last fall's trade mission in Atlanta. Our hosts were friendly, professional and most of all helped our company a great deal by facilitating some successful business meetings. We look forward to repeating this experience soon.”*
Joseph Loiacono, P. Eng. Director Business Development, Aqua-Pipe, Sanexen Environmental Services Inc.

