



Go Europe!

Explore green business opportunities in the global arena.



Green Industries Trade Mission Details at a Glance

Who: U.S.-based companies interested in expanding their business in Europe

When: April 11–16, 2010

What: A three-missions-in-one event: start in Paris then visit the two countries of your choice.¹

Where: France, Germany, Italy, Nordic countries (Denmark, Finland, Norway and Sweden), United Kingdom

Participation fee: \$1,500 per delegate²

For more information on the Green Industries Trade Mission to Europe, go to fedex.com/trade.

For more information on the Commercial Service in Europe, go to www.buyusa.gov/europeanunion.

For questions on the Green Industries Trade Mission to Europe, e-mail bbowers@fedex.com.

FedEx Green Industries Trade Mission Itinerary at a Glance¹

Saturday, April 10 (or before): Depart the U.S. and Arrive in Paris

Sunday, April 11: Opening Activities in Paris

Monday, April 12: USCS-led Conference in Paris

Tuesday, April 13: Travel to Country One and Begin Matchmaking Sessions

Wednesday, April 14: Country One Matchmaking Sessions

Thursday, April 15: Travel to Country Two and Begin Matchmaking Sessions

Friday, April 16: Country Two Matchmaking Sessions

Saturday, April 17 (and after): Depart for the U.S., Continue with Matchmaking Sessions in Other European Countries, Participate in the Hannover Messe, or Stay for a Vacation

Green Products Open Trade Opportunities in Europe

Europe has led the way in the development of less-polluting, energy-efficient products. The governments of the more developed European countries are at the forefront of the worldwide effort to slow global warming, enacting laws designed to encourage green development and favoring products and practices that cause less harm to the environment. The consumer market in Europe also leans heavily to green — a recent survey of consumers in North America, East Asia and Europe showed Europeans as the most likely to be concerned with the environmental impact of their purchases.⁷ And, as Europe begins to recover from the recent economic downturn, the major industrialized countries are slanting their stimulus packages and policies toward green businesses.⁴ Any way you look at it, the countries included in the Green Industries Trade Mission to Europe are attractive markets for your green products and services.

Mission Objectives

FedEx and the U.S. Commercial Service are working together on this trade mission to help U.S. businesses establish relationships, access the business climate and explore exporting opportunities in select European countries. The U.S. Commercial Service, through their matchmaking service, will arrange for delegates to meet with potential business partners, distributors, agents or buyers through appointments scheduled in advance with prescreened business contacts. The mission places significant emphasis on these private matchmaking meetings. Delegates will also meet with key contacts from European businesses, U.S. executives already successful in this market, government officials, trade specialists, and others. This mission will provide delegates with important networking opportunities and market intelligence to help them successfully expand into this dynamic market.

Mission Countries

France

- France is the third largest market in the European Union.³
- On an average day, more than \$1 billion in commercial transactions take place between the U.S. and France.⁵
- Of European countries polled, France has dedicated the highest percentage of its economic stimulus package to green industries.⁷

Germany

- Germany is the largest market in the European Union.³
- German consumers have a reputation for focusing on product quality before price.
- One million Germans are employed in the environmental technology sector.⁸
- One-third of all the solar cells and almost half of all the wind turbines worldwide are produced in Germany.⁸
- Germany's effective adoption of technology and its renewed interest in environmental conservation make it a rich market for green products.

Italy

- Italy maintains the highest proportion of manufacturing jobs among the G7 economies.³
- Nearly 70 percent of U.S. investment in Italy is in manufacturing and information technology.⁵
- Along with more-efficient electrical control and green building techniques, Italy is looking to expand its wind power generation infrastructure.⁹

Nordic Countries (Denmark, Finland, Norway, Sweden)

- Norway recently opened the world's first osmotic power plant, which produces emissions-free electricity.¹⁰
- Renewable energy will account for 20 percent of Denmark's energy consumption by 2011.¹¹
- Government initiatives and the large demand for green fuel are expected to attract investments in the biofuels sector in Finland.¹²
- Sweden has nearly 3,500 clean tech companies responsible for about \$14 billion in revenues.¹³

United Kingdom

- The U.K. will be hosting the Summer Olympics in 2012 — trade opportunities will present themselves as it upgrades its public infrastructure.
- The country's Climate Change law is the world's first legally binding approach to slowing climate change by reducing greenhouse gas emissions. The legal requirement makes the U.K. an active market for equipment that helps do that.¹⁴
- Since emerging from a recession in 1992, the U.K.'s economy has seen the longest sustained economic expansion in its history. Its growth outpaced most of Western Europe during that period.³

Resources

¹ The trade mission itinerary is subject to change; FedEx maintains the right to determine the final schedule.

² Fee is for matchmaking sessions. Does not include airfare or hotel, or meals outside of the trade mission sessions.

³ Central Intelligence Agency World Fact Book

⁴ Just What Is in a 'New Green Deal'?, European Voice.com

⁵ U.S. Commercial Service Market Research Library

⁶ How Italy Beat the World to a Smarter Grid, Business Week

⁷ Appeal of 'Green Products' Growing Despite Recession: Survey, Environmental News Network

⁸ Green Champions, German Missions in the United States

⁹ Wind Power in Italy, Wikipedia

¹⁰ Norway Opens World's First Osmotic Power Plant, Reuters

¹¹ Government Steers Green Drive in Denmark, BNET

¹² Demand for Green Fuel and Government Policies Driving Finland's Biofuels Market, Articlesbase

¹³ Sweden Puts Its Bets on Green Tech, Businessweek

¹⁴ Climate Law a World First, Thanks to You, Friends of the Earth

