

FOR THE SECRETARIAT OF ECONOMY, THE GREEN EXPO IS THE IDEAL FORUM TO SUPPORT MEXICAN PYMES (SMALL AND MEDIUM COMPANIES) IN ENVIRONMENTAL MANAGEMENT SYSTEMS

- *The Secretariat of Economy (SE) provides economic support of up to 70% for micro, small and medium sized companies interested in the implementation of an Environmental Management System (EMS).*
- *Enviro Pro and Power Mex will hold **THE GREEN EXPO** from September 29th to October 1st at the World Trade Center in Mexico City.*

Mexico City, July 20- Within the framework of the country's most important environment, energy, water and sustainable cities forum, **THE GREEN EXPO**, small and medium companies will be able to find integral solutions that allow them to be part of the Environmental Management System.

The Secretariat of Economy values the effort of companies committed to the environment, therefore it provides economic support of up to 70% for micro, small and medium sized companies interested in the implementation of an Environmental Management System. Simultaneously, they will receive training and consulting for implementation of ISO 14001 and have the opportunity to participate in **THE GREEN EXPO** with a stand; there they will be able to offer their products and services to more than 6000 professional buyers in the sector, as well as in the international conferences program.

The correct implementation of an Environmental Management System helps companies reduce the impact of its organization on the environment, improves operational effectiveness, identifies cost saving opportunities and reduces environmental responsibilities. There is an increasing demand on industries (including services) to verify their responsibility and commitment towards environmental protection for clients, investors, employees, government, and environmentalist groups. This has caused the emergence of laws related to environmental conservation on a world-wide scale.

One of them is the ISO 14001 standard that provides the requirements for the effective implementation of an Environmental Management System (EMS). It is aimed at organizations, irrespective of size or type, with the desire to support environmental protection and contamination prevention. This internationally accepted standard manages the delicate balance between maintaining profitability and the reduction of impact on the environment.

Through this system, aspects of the business that have impact on the environment can be identified and environmental laws that are significant in each situation can be understood. Once the weaknesses are identified, companies can set improvement objectives, create a management program to reach them and schedule periodic inspections for continuous improvement.

For the effective implementation of a system, it is necessary to consider the social, cultural and geographic conditions within the organization and its surroundings. A previous diagnosis permits the planning of an environmental management system by defining: training needs, EMS responsibilities and authorities, investment needs, policies and environmental objectives, analysis, verification and remedial actions.



Global Resources Environmental & Energy Network



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There is no doubt that the care and protection of the environment is everyone's responsibility, and companies share that responsibility. Integration of the environmental variable into the strategy of companies is not just a mere question of meeting standards or of presenting a good image to society; it is clearly a business opportunity in and of itself. We can transform this variable into solutions that allow us to face challenges such as, the struggle with and adaptation to climatic changes, the energy crisis, sustainability, the proper management of hydrological resources and the improvement of air quality, among others.

Therefore, Environment, Energy, Water and Sustainable Cities are the themes of the four exhibitions by Enviro Pro, Power Mex Clean Energy & Efficiency, WaterMex and Green City, which together make up **THE GREEN** (Global Resources Environmental & Energy Network) **EXPO**, transforming the event into the most important international forum. It not only includes companies from different industries, but environmental experts, governmental representatives of different levels, and civil society, with the sole objective of putting effective environmental solutions, from their respective fields, into practice.

Under the organization of E.J. Krause Mexico, the National Council of Ecological Industrialists, the National Commission for the Efficient Use of Energy (CONUEE), Enviro-Pro and Power Mex present **THE GREEN EXPO**, a forum supported by CONAGUA, the Government of Mexico City, SEMARNAT and CONAGUA; it will be held in Mexico City from September 29th to October 1st, in the World Trade Center.

Visit: www.thegreenexpo.com.mx

About E.J. Krause & Associates, Inc.

Founded in 1984, E.J. Krause & Associates, Inc. (EJK) is one of the largest privately owned exhibition management companies in the United States. Headquartered in Bethesda, Maryland, EJK has 10 offices across four continents including México City, Beijing, Hong Kong, Düsseldorf, Paris, Tokyo, Moscow, Seoul, Madrid, and Washington, DC. As a worldwide trade show and conference organizer, EJK produces over 60 events in 16 different industries. For additional information: www.ejkrause.com

E.J.Krause de México ® organizes: B3 FORUM powered by EXPO COMM, EXPO MANUFACTURA, PLASTIMAGEN México, Information Security Mexico City & Monterrey, Alimentaria México, CONCRETO LATINOAMÉRICA, Expo Forestal México Siglo XXI, Enviro-Pro México y PowerMex Clean Energy & Efficiency present: THE GREEN EXPO.

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