



**E. J. KRAUSE &  
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## THE GREEN EXPO: A TOTAL SUCCESS EXCEEDING ALL EXPECTATIONS

- Attendance increased 30 percent over the previous edition, reaching more than 6,000 professional visitors
- Over 60 percent of the exhibition floor for the 2010 edition has been already sold
- THE GREEN EXPO will take place from 28 to 30 September 2010 - at the World Trade Center in Mexico City

**Mexico City, October 2009** - With a significant growth in attendance figures and exceeding all expectations, The Green Expo concluded workshops, conferences and exhibition under the slogan "Environmental sustainability, a commitment to the future" THE GREEN EXPO is the international forum of environment, clean and renewable energy, water management and sustainable development.

The opening ceremony, attended by over 350 participants including government representatives of the different Mexican states, ambassadors, media and special guests, also benefited from the presence of the Minister of Environment and Natural Resources, Juan Rafael Elvira Quesada, who said that THE GREEN EXPO represents "a link between two policies now in vogue, on the one hand, the agreement of environment ministers from Mexico, USA and Canada on how to transition to a lower carbon economy, how to use more renewable energy, more recycling, and less oil, "and second," one of the agreements that both Prime Minister Harper of Canada, the U.S. President Obama and President Calderon have enjoyed in the summit of leaders from North America, on how to make the transition to a green economy. "

The XVII International Environmental Forum and the conference program, from Power Mex Clean Energy & Efficiency, Water Mex and Green City had the participation of researchers, academic institutions, public and private sector. The full programs included 100 conferences, a Ministry of Environment (SEMARNAT) workshop and 99 high-level speakers from Germany, Mexico, United States and Israel. Co-sited with THE GREEN EXPO, Eurocentro Nafin organized their business roundtable that focuses on building joint ventures between Mexican and European companies.

For three days at THE GREEN EXPO real solutions to the challenges of creating environmentally friendly cities, green buildings, energy saving, non-polluting public transport, among other features. THE GREEN EXPO was presented in 4,000m<sup>2</sup> of exhibition space in which 150 companies representing over 300 brands from countries including: USA, Germany, Canada, Israel, United Kingdom, France, Spain, Austria, Italy and Mexico.

This year, Water Mex and Green City were added to Enviro Pro and Power Mex Clean Energy & Efficiency to offer the complete sustainable development exhibition and congress, THE GREEN EXPO.

At the closing ceremony, Martha Delgado Peralta, Minister of Environment of the Federal District (Mexico City government), presented some of the progress, challenges and actions of the municipal government's Green Plan in relation to the topics of water, solid waste, mobility, air, oil conservation, housing and public space, climate change and

energy. She emphasized the need to work together, public and private sectors to solve the environmental problems we face. She stressed that THE GREEN EXPO "has been consolidating in a very interesting manner and is definitely the most important event in the country and that every edition has a larger audience.□

José Navarro, General Director of E.J. Krause Mexico said "We were hoping to exceed attendance from the previous edition and have about 6,000 visitors. I am delighted to mention that we ended up with a 30% in attendance and surpassed our goal." "The best test that THE GREEN EXPO exceeded all expectations, it is our exhibition floor, is 60% sold for the 2010 edition," he added.

In the next edition we will have pavilions from: Germany, Israel, Italy, United Kingdom, USA and Canada. And the companies Dipra Group, Kaeser Compressors, Alfa Eco, Kanndas, DESMEX, Pro2, Otto Eisenmann have already confirmed their participation. THE GREEN EXPO will be bring an educational program and the most important environmental, water, energy and sustainable cities exhibition to be held from 28 to 30 September 2010 at the World Trade Center, Mexico City.

Visit: [www.thegreenexpo.com.mx](http://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](http://www.ejkrause.com)

About E.J. Krause of Mexico ®

E.J. Krause of Mexico produces international trade shows in Mexico. We belong to the global network of E.J. Krause & Associates, Inc. (EJK), one of the largest private U.S. companies that produce exhibitions. EJK has 11 international offices that annually produce world quality leading events in Asia, America and Europe.

E.J. Krause of Mexico ® has organized: B3 FORUM, BROADBAND FOR BUSINESS FORUM powered by EXPO COMM, EXPO MANUFACTURA, PLASTIMAGEN Mexico, Information Security Mexico City and Monterrey, Alimentaria Mexico, WORLD OF CONCRETE LATIN AMERICA, Expo Forestal Mexico XXI Century, CIAPEM, Expo Gobierno, Enviro-Pro Mexico and PowerMex Clean Energy & Efficiency, presenting THE GREEN EXPO. Visit [www.ejkrause.com.mx](http://www.ejkrause.com.mx)