

# Negocios

Negocios / Briefs

## SUSTAINABLE DEVELOPMENT

### Strategic Topic for Green Solutions 2013

*The fourth edition of Green Solutions will be held on October 25 and 26 at the Convention Center WTC Morelos in Xochitepec, Morelos.*

Green Solutions is a space for exhibition and dialogue between the public and private sectors where business initiatives in trade, investment and technology to fight climate change and transition to a lowcarbon global economy can be presented. The goal of the forum is to consolidate Mexico's green economy.

The first edition of Green Solutions was held in 2010 in Cancún as part of the 16th United Nations Climate Change Conference and the Conference of the Parties to the Kyoto Protocol (COP16/CMP6). The second and third editions were held in Mexico City.

This fourth edition adheres to the main pillars of the National Climate Change Strategy announced by the President of Mexico Enrique Peña Nieto, which supports energy transition towards clean sources and promotes reductions in energy consumption, models of sustainable cities and better forest and agricultural practices.

The central topic will be sustainable development, consisting of four cross axes: public policies, water and sustainable agriculture, financing and sustainable manufacturing.

The public and private sectors, as well as international organizations, research centers, academia and leaders in climate change mitigation actions will all be part of the cycle of conferences, where they will present their value proposals, success stories and technologies aimed at improving the environment.

The exhibition area will have several interactive zones, where the more than 100 exhibitors will be able to hold business meetings to encourage the corporate sector's actions in technology transfer and the development of projects that focus on environmental and economic stability. There will also be media space for companies to make announcements and/or launch actions, products and services for environmental conservation.

The Green Autoshow will feature electric, hybrid and other clean technology vehicles from several automakers, and the electric and sustainable



vehicle testing circuit to experience driving one of these cars. The Greenteractive space will serve as an interactive exhibition area for all of the government's sustainability projects and initiatives carried out in Mexican territory.

In the Green Home area, the Faculty of Architecture of the National Autonomous University of Mexico (UNAM) will present its CASA UNAM project that features options and examples of sustainable housing.

Finally, Green Solutions 2013 will feature new areas such as Green Media, a space where videos and documentaries on the conditions and real environmental situation in Mexico will be presented, the Organic Market, as a business model with organic and sustainable products, and the Autotren exhibition, that will present a prototype of sustainable public transportation made by ModuTram.

[www.greensolutions2013.com](http://www.greensolutions2013.com)

---

#### AUTOMOTIVE

### Strategic Shift

US-based truck manufacturer Navistar invested 60 million usd to accommodate truck production shifted from the US to its Mexico plant, which now produces 50% of the company's worldwide output.

[www.navistar.com](http://www.navistar.com)

---

#### AUTOMOTIVE

### Toyoda Gosei Grows in Mexico

Japanese auto parts manufacturer Toyoda Gosei began construction of a new manufacturing facility in the state of Tamaulipas. The 8 million usd plant –the company's third manufacturing base in Mexico– is scheduled to start production in February 2015 and will produce rubber hoses for the region's automotive industry.

[www.toyoda-gosei.com](http://www.toyoda-gosei.com)

---

#### RENEWABLE ENERGY

### Santa Catarina starts operations

MPR, Conduit Capital Partners, Comexhidro Viento and Next Energy de México completed the Eólica Santa Catarina wind energy facility in Mexico.

The 22 megawatt (MW) commercial wind farm is a wind power project in the state of Nuevo León, Mexico. Eólica Santa Catarina is powered by eight 2.75 MW General Electric (GE) wind turbines serving the Monterrey metropolitan area and is expected to supply electricity for the next 20 years.

MPR served as owner engineer for the project. Through collaborative efforts with the EPC contractor, the project reached its commercial operation date.

Under a five-year contract, GE will operate and maintain the plant providing power equivalent to the annual need of 9,000 homes.

[www.mpr.com](http://www.mpr.com)

---

#### AUTOMOTIVE

### Mitsubishi Expands its Automotive Business in Mexico

Japan's Mitsubishi Electric Corporation will invest 70 million usd in the construction of its third plant in Mexico.

The facility, called Mitsubishi Electric Automotive of Mexico, will be located at the O'Donnell Industrial Park in Querétaro and will manufacture and sell automotive equipment including alternators and starters, beginning in October 2014.

