



**ΓΕΝΙΚΟ ΠΡΟΞΕΝΕΙΟ ΤΗΣ ΕΛΛΑΔΟΣ**  
στον Άγιο Παύλο Βραζιλίας  
**ΓΡΑΦΕΙΟ ΟΙΚΟΝΟΜΙΚΩΝ ΚΑΙ**  
**ΕΜΠΟΡΙΚΩΝ ΥΠΟΘΕΣΕΩΝ**

**ΑΔΙΑΒΑΘΜΗΤΟ**  
**ΕΠΕΙΓΟΝ – ΠΡΟΘΕΣΜΙΑ 8 ΙΟΥΝΙΟΥ 2016**

Άγιος Παύλος, 11 Μαΐου 2016  
Α.Π.: Φ 2370/149

**Προς:** Ως Πίνακας Αποδεκτών

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**Πρεσβεία Μπραζιλία (χ.σ.)**

**ΤΗΛΕΑΝΤΙΓΡΑΦΗΜΑ**

**Θέμα:** Πρόσκληση υποβολής προτάσεων συμμετοχής σε εκδήλωση δικτύωσης στη Βραζιλία στο πλαίσιο του EU Low Carbon Business Action in Brazil  
**Σχετ.:** Τηλε/μά μας με Α.Π.: Φ 2370/290/7.12.2015

Σε συνέχεια ανωτέρω σχετικού, ενημερώνουμε ότι το γραφείο έργου του Low Carbon Business Action in Brazil (LCBA) δημοσίευσε πρόσκληση υποβολής αιτήσεων για τη συμμετοχή ευρωπαϊκών ΜΜΕ σε εκδήλωση επιχειρηματικής δικτύωσης με θέμα «Ενεργειακή απόδοση κτιρίων και κατασκευές», η οποία θα πραγματοποιηθεί στον Άγιο Παύλο μεταξύ 8 και 12 Αυγούστου 2016. Αιτήσεις συμμετοχής γίνονται δεκτές **μέχρι τις 8 Ιουνίου** στην ιστοσελίδα: [www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com)

Αποστέλλουμε, συνημμένα, έντυπα στα οποία περιγράφονται το έργο LCBA, οι παροχές προς τις συμμετέχουσες ΜΜΕ, τα κριτήρια επιλεξιμότητας για συμμετοχή στις εκδηλώσεις δικτύωσης, κλπ. Επίσης, ανάλυση του LCBA σχετικά με τις τεχνολογικές ανάγκες της Βραζιλίας στον τομέα της ενεργειακής απόδοσης κτιρίων.

Επόμενες προγραμματισμένες εκδηλώσεις επιχειρηματικής δικτύωσης στο πλαίσιο του έργου είναι:

- 2-7/10: Διαχείριση στερεών αποβλήτων
- 16-21/10: Βιοαέριο και βιομεθάνιο
- 7-12/11: ΑΠΕ (ηλιακή ενέργεια, φωτοβολταϊκά και βιομάζα)

Υπενθυμίζουμε ότι το LCBA είναι έργο διάρκειας 30 μηνών (μέχρι το Φεβ. 2018), χρηματοδοτούμενο από την ΕΕ, που προωθεί τη συνεργασία ευρωπαϊκών και βραζιλιανών ΜΜΕ για τη στήριξη της μετάβασης των τελευταίων στην οικονομία χαμηλών εκπομπών άνθρακα, ενισχύοντας παράλληλα τη διεθνοποίηση των ευρωπαϊκών ΜΜΕ που διαθέτουν συναφείς τεχνολογίες και λύσεις. Στο πλαίσιο του έργου, καταγράφονται οι τεχνολογικές ανάγκες της Βραζιλίας στους τομείς ενδιαφέροντος, εντοπίζονται πιθανά ενδιαφερόμενες για συνεργασία ευρωπαϊκές και βραζιλιανές ΜΜΕ και διοργανώνονται επιχειρηματικές συναντήσεις για τη σύναψη των μεταξύ τους συμφωνιών συνεργασίας επί συγκεκριμένων κοινών έργων πράσινης ανάπτυξης. Το έργο καλύπτει το 80% των εξόδων των συμμετεχουσών ευρωπαϊκών ΜΜΕ.

Παρακαλούμε για την ενημέρωση των επιχειρήσεων – μελών σας.

Η Διευθύνουσα

Γεωργία Βελέντζα  
Γραμματέας ΟΕΥ Α΄

Συν.: 3 ηλεκτρονικά αρχεία

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## The Low Carbon Business Action in Brazil

### Upcoming SME Business Missions to Brazil



### What is the Low Carbon Business Action in Brazil?

The Low Carbon Business Action in Brazil is an initiative funded by the European Union. It is helping European small and medium-sized companies (SMEs) from the low carbon technology sectors to establish long-lasting business collaborations in Brazil. Selected European companies get the opportunity to participate in a four-day business mission focused on a specific low carbon technology sector. It is a unique chance for European SMEs to enter the Brazilian market for minimized costs. Cooperation Partnership Agreements between EU and Brazilian companies will benefit from further implementation assistance provided by the LCBA.

### Upcoming business Missions

The business missions will take place in conjunction with major trade exhibitions/fairs and sector events in in São Paulo, Brazil, in the second half of 2016.

Mission Period	Sector/Topic	Event
07 - 12 August	<i>Energy Efficiency in Buildings</i>	Greenbuilding Brazil – International Conference and Fair
02 - 07 October	<i>Solid Waste Management</i>	FIMAI ECOMONDO - FIMAI E SIMAI, International Fair for Environmental Technology and Sustainability
16 - 21 October	<i>Biogas and Biomethane</i>	3 <sup>rd</sup> Forum of the Biogas Industry
07 - 12 November	<i>Renewable Energy (solar, photovoltaic and biomass)</i>	ELAN –EU Latin America Business Network Renewable Energy Conference (Annual Meeting)

### What are the benefits for European SMEs?

European SMEs selected for the missions will meet with identified potential Brazilian partners. They benefit from an information programme, B2B meetings and a range of business support services, which include interpretation and coaching. Participants have the possibility to showcase their products and services at a joint booth on a Brazilian trade fair, conference or at another venue. Participants will benefit from professional follow-up coaching at all stages. Cooperation partners can apply for further technical assistance to implement their agreements.

Travel expenses will be mostly covered by the LCBA.

### Who can participate?

SMEs from the low carbon technology sectors registered in the EU can apply for mission participation. In the EU SMEs are defined as follows:

Company category <sup>1</sup>	Staff headcount	Turnover	o r	Balance sheet total
Medium-sized	50 - < 250	>€ 10 m - ≤ € 50 m		>10m - ≤ € 43 m
Small	10 - < 50	€ 2 m - ≤ € 10 m		>2m - ≤ € 10 m

All other eligibility criteria will be published on the LCBA website ([www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com)) previous to the opening of the Expressions of Interest and Application period.

### How can an eligible SME participate in the business mission?

Eligible companies must register and apply only online on [www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com) during a four-week application period announced on the website. A team of LCBA experts will evaluate the application and identify possible matches with Brazilian companies. Then video-conferences (including interpretation support) will be organized between Brazilian and EU companies. If the matches and the mutual interest are confirmed during the video-conferences the LCBA will invite the selected EU and

<sup>1</sup> SME Definition User Guide - [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index_en.htm)

Brazilian companies to the mission in São Paulo to meet with each other and conduct negotiations. All applicants will be notified individually about the results of the selection process, even in case these are not shortlisted.

### **The Mission Programme**

Each 4-day sector matchmaking mission is tailored for promoting business relationships between Brazilian and EU SMEs in a professional and conducive atmosphere and in an exclusive venue dedicated to the participants.

The programme will include:

- Presentations on how to do business in Brazil and on technical topics related to the mission sector
- Collective booth with multimedia facilities and space for showcasing of participants' equipment, information materials and videos at the trade fair or – if not feasible – as a mini trade fair in the mission hotel;
- Assisted bookings for visits to external businesses within the trade fair premises;
- B2B meetings between pre-selected EU and Brazilian SMEs
- Interpretation services and help desk during the B2B sessions
- Possibility to visit the sites of prospective Brazilian business partner (in São Paulo only)
- Guided on-site visits to other local companies operating in the sector
- Introduction to professional B2B assistance and advice from local service providers

### **How can a selected SME prepare its mission?**

The LCBA will conduct webinars some days before the Expression of Interest and Application period. Dates are published on the website ([www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com)). Companies invited to the missions will receive a package of input papers which also contain advice on how to prepare for an effective mission. A help desk is available under [info@lowcarbonbrazil.com](mailto:info@lowcarbonbrazil.com).

### **What are the costs for the participants?**

Participants have to cover only their personal expenses (private consumption, phone/fax at the hotel, private transport in São Paulo etc.).

The LCBA will cover for one senior executive of each invited company:

- Return flight ticket in Economy Class (to be bought by the participant and reimbursed by LCBA upon submission of original travel documents), shortest way from Europe to Brazil and return..
- Taxi from/to international airport in Brazil at date of arrival and departure.
- Single accommodation in a 4 star hotel (Mission Hotel) in a central location in São Paulo.
- Exclusive venue for the business rounds.
- Group business dinners or luncheons.
- Collective transport to the mission venue and other sites listed in the mission programme.
- All organizational costs (including costs of the booth, interpretation services, coordination).

The LCBA will not cover Business Class tickets and accommodation outside the official "Mission Hotel". Selected companies will be notified. They have to confirm their participation and the acceptance of the above mentioned condition by submitting a Letter of Commitment which you can find on the website.

### **Will the LCBA provide any support after the mission?**

The LCBA will provide follow-up coaching after the mission to European and Brazilian companies which want to close a Cooperation Partnership Agreement (CPA). The business partners can apply for free Technical Assistance (e.g. development of a feasibility study) from the LCBA to facilitate the implementation of the CPA and improve the chance for its financing. The LCBA will not provide any credit or other financial facilities.

### **Do you have questions or need help?**

If you have any questions regarding your eligibility, the application process etc. please contact [info@lowcarbonbrazil.com](mailto:info@lowcarbonbrazil.com). Members of the LCBA team are also available in case any individual technical queries from SMEs are deemed relevant without jeopardizing the transparency and fairness of the selection process.

**Use this unique chance!  
The LCBA team is looking forward to your application.  
We hope to see you in Brazil!**

### Availability of technologies, services and processes, needs and gaps in Brazil

SUB-SECTOR	TECHNOLOGIES OR SERVICES	MAIN TECHNOLOGIES OR SERVICES AVAILABLE IN BRAZIL	NEEDS AND GAPS IN THE BRAZILIAN SECTOR
Design and engineering	Architecture	Large number architecture firms with an understanding of the Brazilian reality. Good levels of technical design.	Some architecture firms may not have the capability to apply BIM or to lead large, complex multidisciplinary projects with modern design standards.
	Engineering design	Generally smaller firms with a good grasp of basic VRF and chilled water systems. Provide services at low cost through template approach.	Few large, multidisciplinary companies capable of providing integrated engineering design services or innovative designs.
	Low-carbon consultancy	Many companies providing consultancy and building simulation services for sustainability certification.	Few companies capable of participating in a complex, integrated design process.
Construction materials	Insulation materials	Major multinational providers are present in Brazil. Standard materials such as PU foam are widely available, and usually sufficient for the Brazilian market.	Insulation in hot climates is generally less important than in heated buildings. No major needs are identified, apart from higher quality of installation work.
	Reflective materials	Major multinational providers are present in Brazil. Often white paint provides adequate performance.	Low-cost, durable paints or surface coverings with good long-term reflectivity performance in dirty or humid tropical climates.
	High-performance glass	Major multinational providers are present in Brazil and aggressively market high-performance glazing products through energy efficiency concerns.	No major gaps are identified.
Water heating	Solar thermal systems	A wide range of locally manufactured technologies, many supplying standardised, low-end systems to the MCMV programme or higher end products to private houses.	Mid-range systems for commercial application. Full system provision for residential flats. There are few designers or products for larger systems.
	Gas heating	Instantaneous gas heaters widely used in new buildings in areas with piped gas.	Intelligent controls or centralised systems, if they can be installed with initial costs comparable to individual instantaneous gas heaters.
	Heat pumps	Unknown in domestic water heating, although used in some swimming pool heating.	Air source heat pumps for domestic water heating systems, to replace direct electric heating.
Measurement and monitoring	Smart meters	Energy distributors have carried out pilot smart metering projects in several areas, but the roll-out programme is largely stalled.	Offer technology or innovative designs to Brazilian technology companies who can develop pilots and R&D projects with electricity distributors.
	Home energy monitors	Largely unknown in the Brazilian market.	Provide low-cost home energy monitors for domestic installation and small commercial buildings such as bakeries ( <i>padarias</i> ).
	Remote energy management	Some software systems available. Most hardware is off-the-shelf products from large multinationals.	Advanced software for energy management, low-cost hardware for temporary or permanent measurement of energy consumption and energy quality.

<b>Demand management</b>	Building management systems (BMS)	High-end or large new buildings often have complex BMS systems. Many are provided by the air conditioning system providers, usually large multinationals.	Training for BMS system operators. Simple, low-cost systems that can be retrofitted to existing buildings and identify energy saving opportunities. Home automation systems for high-end residential developments are likely to be a significant opportunity.
	"Internet of things" devices	Largely unknown in the Brazilian market.	May be some opportunity for appliances with time-of-day operation to avoid peak energy cost times, especially as the White Flag energy tariffs become more common.
	Software solutions	Largely unknown in the Brazilian market.	Software to link significant loads to the energy distributors' needs to provide instantaneous energy demand reduction (megawatts) at times of peak demand.
<b>Controls and electrical systems</b>	Power factor correction	Both fixed and variable systems commonly used.	No major gaps are identified.
	Harmonic filters	Increasingly common.	There may be a pace for low-cost systems with measurable benefits, which can be supplied through performance contracts.
	Voltage optimisation	Several companies are marketing these solutions on the Brazilian market.	Low-cost systems with proven track-records measurable benefits, which can be supplied through performance contracts.
<b>Lighting systems</b>	High-efficiency lighting	LED lighting is widely used and effectively marketed by large multinationals and low-cost Chinese producers.	There may be some space in niche markets, but generally this market is considered to be saturated.
	Controls	Lighting control systems are available and simple systems such as occupancy sensors are widely used.	Full design and supply of more advanced lighting control systems, such as daylighting and dimmers.
	Natural lighting solutions	Several natural lighting systems available on the market.	There may be an opportunity for marketing and supplying innovative systems for high-end developments.
<b>HVAC systems</b>	High-efficiency cooling	The market for high efficiency systems is dominated by large multinationals. Low-cost producers compete with less efficient systems. Most international companies assemble the systems in Manaus (AM) to take advantage of tax breaks. VRF systems are becoming more common in large commercial buildings, while split or inverter systems are used in residences. Chillers are used in large developments, although the 2014 water crisis has caused a sharp move away from cooling towers towards air-cooled chillers.	Innovative systems or those with niche applications. Any systems which can work at high efficiency while reducing water consumption from existing or new air conditioning systems.
	Heat exchangers	Some heat recovery or enthalpy wheels applied in green buildings to meet required certification levels.	Systems for reducing heat and humidity (enthalpy) gains from outside air by exchanging heat with exhaust air, if they provide financial pay-back.

	Ventilation systems	Simple ventilation systems, usually from multinational suppliers.	Dedicated Outdoor Air Systems or other innovative, low-energy ventilation systems or silent fans.
<b>Appliances and equipment</b>	Servers and datacentres	Large datacentres are designed to international best practice, but medium-sized and small datacentres are often poorly designed and inefficient.	Design services. Specific systems and products that make datacentres more robust and efficient. Effective and efficient UPS systems. Control and operation.
	Office equipment	Standard products.	No major gaps are identified.
	High-efficiency appliances	Multinationals and lower-cost national manufacturers are all able to meet A-rating levels in INMETRO's PBE.	High-efficiency, European-designed systems for high-end residential developments.
<b>Education</b>	Training for building managers, energy auditors and specific systems operators	SENAI runs a postgraduate energy manager programme. Procel has provided training for some energy auditors. International qualifications such as the European Energy Manager (EUREM) and ASHRAE Building Energy Assessment Professional or Building Energy Modelling Professional are run in Brazil occasionally.	Effective training courses focussed on the design and operation of high-efficiency equipment, especially mechanical systems and building services, aimed at all levels of professionals.

## THE MATCHMAKING PROGRAMME FOR SMEs

The matchmaking programme for each target sector will consist of:

- Business rounds between selected Brazilian and EU SMEs, according to the demand/supply of environment-friendly solutions, applications and technologies;
- Lectures about the Brazilian environment, technology, financial and business contexts;
- Presentation of case studies and guided visits to local industries and companies;
- Technology show-casing by manufacturers and service providers;
- Access to exhibitions and trade fairs;
- B2B assistance and business follow up of the matchmaking missions;
- Participation of sector organisations, public bodies, bilateral chambers of commerce, business agents, traders, environmental and financial consultants, among others;
- The Action will reimburse up to 80% of the travel expenses for the participants of the business missions.

## REGISTRATION

### APPLY FOR THE LCBA MATCHMAKING MISSIONS IN BRAZIL SPONSORED BY THE EU

Organisations, business intermediaries and Small and Medium-sized enterprises (SMEs) from the EU and Brazil must register and apply for participating in the matchmaking missions at [www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com).

## THE BENEFITS FOR SMEs

Travel costs for matchmaking mission sponsored by the EU

Receive advice and assistance in business development (EU and Brazil)

Explore new opportunities for business cooperation and partnerships

Contribute to the low carbon economy and to the reduction of GHG emissions in Brazil

Stimulate technological innovation, competitiveness and sustainability of SMEs

Increase export sales revenues

Enhance prospects for the production and adoption of climate-friendly technologies, energy and resource-efficient processes

Prepare for receiving EU technical assistance for the development of Cooperation Partnership Agreements within the Low Carbon Business Action in Brazil

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ACTION IN SUPPORT TO THE TRANSITION OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) TO THE LOW CARBON ECONOMY

[WWW.LOWCARBONBRAZIL.COM](http://WWW.LOWCARBONBRAZIL.COM)



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## THE ACTION

### PROMOTING THE ENCOUNTER OF ENTREPRENEURS WITH THE LOW CARBON ECONOMY

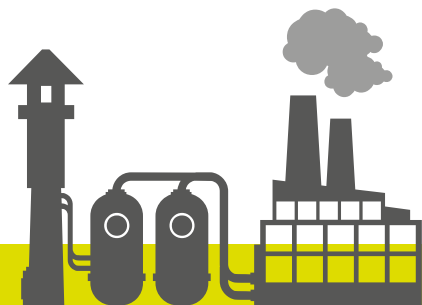
Low Carbon Business Action is a European Union funded initiative that aims at engaging 720 Small and Medium-sized Enterprises (SMEs) from Brazil and the 28 Member States of the EU through a series of business matchmaking missions to be held between August 2016 and December 2017. The business rounds will promote the exchange of innovation experience and support companies in their transition to low carbon technologies and resource-efficient processes in 8 target sectors. Low Carbon Business Action in Brazil will facilitate trade deals, investments and operational partnerships between participants of the matchmaking missions.

## OBJECTIVES

### THE SOCIAL-ENVIRONMENTAL RESPONSIBILITY OPENING MARKETS AND SETTING PARTNERSHIPS

The cooperation between European and Brazilian SMEs contributes to the global efforts for tackling climate change.

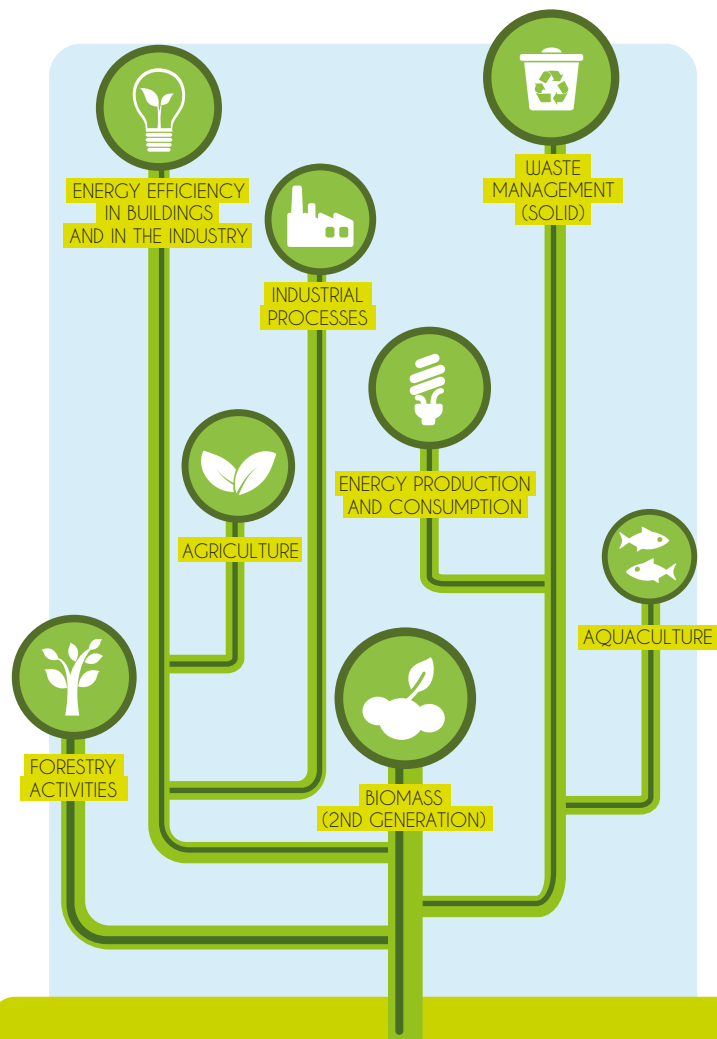
The Action will help to reduce the Brazilian emissions of Green House Gases (GHG) through the promotion of Cooperation Partnership Agreements between SMEs. It also seeks increasing the competitiveness and environmental sustainability of the participating enterprises.



## TARGET SECTORS

### MITIGATING GREEN HOUSE GASES IN STRATEGIC SECTORS OF THE ECONOMY

Some sectors are responsible for the major part of GHG emissions in Brazil. Low Carbon Business Action in Brazil fosters the competitiveness and sustainability of Brazilian SMEs through their transition to the low carbon economy in the following areas:



## FACTS & FIGURES

### LCBA STRATEGIC PARTNERSHIPS HELPING TO TRANSFORM SMEs IN BRAZIL

- Brazil is the largest economy in Latin America and the world's 8th, with an annual GDP of over US\$ 2,24 trillion.
- Brazil is the world's 10th largest individual GHG emitter, mainly due to activities in sectors such as agriculture/land use and livestock, forestry, energy, industrial processes and residues.
- The EU is the world's leading provider of low carbon technologies and services.
- Brazil is strongly committed to the "greening" of its highly diverse economy.
- The World Bank estimated an investment potential of US\$ 360 billion from 2010 to 2030 to implement a low carbon scenario in Brazil, including the transition to innovative technologies and applications in areas such as biogas, solar energy, energy efficiency, waste management, biomass and others.
- Cooperation Partnership Agreements closed between Brazilian and European SMEs can receive Technical Assistance in the next phase of the Action, increasing the prospects of access to "green" funding.

