



Mexico: Areas of Opportunity in the Environmental Sector

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September 2012

Mexico's environmental industry offers opportunities for U.S. technology in essentially all subsectors. Key subsectors in this market include: air, water, and soil pollution control; solid and toxic waste management; recycling; renewable energy; pollution prevention and resource recovery; site remediation; and environmental monitoring. The following outlines the characteristics, challenges, and opportunities within these subsectors that offer the best potential for U.S. sales.

In SEMARNAT's Environment and Natural Resources Sector Program 2007-2012,¹ some of the key areas of development and opportunity are scientific research, restoration and reforestation, and emissions control.

Mexican regulations and policies for pollution control, waste management, and site remediation are still being developed, but currently aim to prevent, reduce, and manage pollution (focusing on emissions and energy use to create better air and soil quality), develop comprehensive waste management, and remediate contaminated sites to promote better air and soil quality.

Efforts to control emissions from greenhouse gases (as linked to climate change) may also open up an opportunity for green technologies. U.S. companies can review the work of USAID/Mexico in this area, including its "Mexico Low Emissions Development" program that supports efforts in Mexico to increase the use of clean energy technologies and practices.²

In January 2012, The U.S. and Mexico signed a Memorandum of Understanding for Mexico-USA Cooperation on Emissions, Climate Change and Forests that encourages inter-government coordination, increasing technical and institutional capacities, promoting energy efficiency and the participation of all sectors of the economy and society in this effort, and coordinating in joint actions to meet climate change commitments.³

Mexico is also a signatory of the United Nations Framework Convention on Climate Change, which outlines a framework for intergovernmental efforts to reduce emissions of carbon dioxide and other greenhouse gases, which includes some financing opportunities.⁴ In June 2012, President Felipe Calderon signed the decree that enacted the first General Climate Change Law in Mexico.⁵ The general strategy for this law was presented in 2007 and it was complemented with a special climate

¹ <http://www.semarnat.gob.mx/programas/psmarn/Paginas/inicio.aspx>

² https://www.fbo.gov/?s=opportunity&mode=form&id=7e0985bcdab65338586c4ab7d537697d&tab=core&_cvview=1

³ <http://en.presidencia.gob.mx/2012/01/mexico-copes-with-climate-change/>

⁴ http://unfccc.int/essential_background/convention/background/items/1349.php

⁵ <http://www.presidencia.gob.mx/2012/06/decreto-de-la-ley-general-de-cambio-climatico/>

change program in 2009. The government's goal is to reduce the country's output of carbon dioxide by 51 million tons by the end of 2012. The law includes four approaches:

- 1) *International negotiations and agreements.* One example of this is the Border Program 2020, which was signed by SEMARNAT director, Juan Rafael Elvira, and EPA Administrator, Lisa P. Jackson in Tijuana, Baja California in August 2012. The purpose of this program is to lend continuity to environmental cooperation between Mexico and the United States for the benefit of the border zone of both countries.⁶
- 2) *New institutional framework.* The Climate Change National System (SNCC) has been transformed into the Inter-Institutional Commission of Climate Change, which will be supported by the Climate Change Council and by the National Institute of Climate Change and Ecology (INECC).
- 3) There will be *new regulatory instruments* to mitigate green house gases:
 - a. The National Inventory of Emissions
 - b. The National Registry of Emissions
- 4) There will be *new economic instruments* to mitigate green house gases:
 - a. Volunteer System of Emission Permits, which is also known as a carbon bonds market.
 - b. Climate Change Fund

The commitment is to reduce Mexico's emissions by 30% by 2020 and 50% by 2050. The law also establishes adaptation measures, which include diagnostic instruments and the creation of a National Risk Atlas in 2013. Other projects include urban planning instruments and the prevention of natural disasters.

Furthermore, Mexico is developing policies to assure the sustainability and protection of biodiversity in renewable energy and tourism projects through SEMARNAT. As a result, environmentally responsible energy projects and tourism, and the technology required for it in Mexico may be an area of opportunity for U.S. businesses.

Trade Events

Green Expo 2012, September 25-27, 2012 Mexico City, Mexico. <http://www.thegreenexpo.com.mx>

Waste Expo 2013, May 20-23, 2013 New Orleans, LA. <http://www.wasteexpo.com>

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Resources & Contacts

- Secretariat of the Environment & Natural Resources: <http://www.semarnat.gob.mx/>
- National Institute of Ecology: <http://www.ine.gob.mx/>
- Attorney General for Environmental Protection: <http://www.profepa.gob.mx/>
- National Council of Environmental Executives: <http://www.conieco.org/>

⁶ <http://en.presidencia.gob.mx/2012/08/mexico-and-united-states-sign-border-2020-environmental-program/>

- National Bank for Public Works: <http://www.banobras.gob.mx/>
- Border Environmental Cooperation Commission: <http://www.becc.org>

For More Information

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