

GIZ Business Trip of Central American companies from the Green Tech Sector to Germany (4th-15th of June, 2018)

Company profiles for the B2B Matchmaking on 14th of June 2018 in Stuttgart



The Green Tech Companies at a glance

| Company | Country | Business Model |
|----------------------|-------------|---|
| Econova | Guatemala | Company dedicated to energy efficiency and renewable energies, looking for technology providers in both areas. |
| Mieles Joya de Cerén | El Salvador | Honey producer who seeks to diversify his business with ecologically produced craft beer with a German partner |
| SER Eficientes | El Salvador | Works in renewable energies and energy efficiency, looking for innovative energy management systems on the distribution level |
| Técnica del Futuro | Costa Rica | Water analysis and wastewater treatment. Looking for industrial wastewater solutions and remote monitoring of water quality. |
| Teleworks Consulting | Honduras | Building automation, communication networks and energy management. Looking for a German partner who offers energy management solutions for renewable plant operators. |
| Vitrales | El Salvador | Glass art producer who manufactures 100% handmade pieces, making use of recycled material. |

Profile of the Green Tech Companies



| | | |
|-------------------------------------|--|---|
| Company | ECONOVA | Mieles Joya de Cerén |
| Participant | José Manuel Monterroso | Claudia Ávalos |
| Country | Guatemala | El Salvador |
| Position // Email // Website | CEO // jmonterroso@enervapower.com www.econova.com.gt | Commercial Manager // info@mielesjoyadeceren.com www.mielesjoyadeceren.com |
| Company Profile | ECONOVA is dedicated to energy efficiency services, generating savings for its customers. The activities cover preliminary audits, assessment energy audits, implementation and financing of energy efficiency measures and savings measurement and verification. ECONOVA attends industries, buildings and commerce. The company is member of a large cement group, among its clients are Nestlé, Bayer and Hotel Intercontinental. | Mieles Joya de Cerén is dedicated to the production of honey which is almost completely exported. The family company has 17 employees. Mieles Joya de Cerén wants to diversify its business with the production of craft beer which is gaining momentum in El Salvador. A site for production is available. |
| B2B Partner | ECONOVA is looking to represent a German technology partner offering innovative solutions in energy efficiency. ECONOVA is also very interested in efficient electric motors. | For the transfer of know-how and co-investment, the company is looking for a competent German brewer to jointly start the business. |

Profile of the Green Tech Companies



| | | |
|-------------------------------------|---|---|
| Company | SER Eficientes | Técnica del Futuro |
| Participant | José Contreras | Raúl León Mendez |
| Country | El Salvador | Costa Rica |
| Position // Email // Website | CEO // jose.contreras@ser-eficientes.com www.ser-eficientes.com | Commercial Manager // leonrjr@tecnicadelfuturo.com |
| Company Profile | SER Eficientes is a small Salvadorian company working in energy efficiency and renewable energies. Among its services are feasibility studies, energy efficiency audits and implementation plans, EPC solar projects and distribution of solar energy components. SER Eficientes is aiming at developing a business on the distribution level, e.g. offering intelligent management services of renewable production and consumption. | Técnica del Futuro has more than 25 years experience in designing, building and supplying technology for industrial wastewater treatment plants, as well as environmental projects. The company has six employees and works on a regional level in Central America. Key clients are the agroindustry and chemical industry. A business opportunity arises from a new legislation which obliges a more thorough monitoring of water quality in Costa Rica. |
| B2B Partner | SER Eficientes is looking for a German technology partner to develop innovative business models on the distribution grid level, creating balances between consumption and production of renewable energy. | Técnica del Futuro is looking for a German partner in water treatment technologies and especially for remote monitoring services of water quality. |

Profile of the Green Tech Companies



| Company | Teleworks Consulting | Vitrales |
|------------------------------|---|---|
| Participant | José Fernando Paz | Ana Carolina Saade |
| Country | Honduras | El Salvador |
| Position // Email // Website | General Manager // jfpaz@teleworksconsulting.com www.teleworksconsulting.com | Operations Manager // carolinasaade@vitrales.com.sv |
| Company Profile | Since 2005 Teleworks Consulting works in the telecommunication and energy sector and has now 22 employees. The company has three fields of services: building automation systems for offices, industrial parks and offices; energy management (energy metering & consumption analysis); networking (structured cabling, wireless systems, internet security, data centers). | Vitrales was established in 2003 and has now 25 employees. The company produces eco-friendly and handmade glass art pieces, making use of recycled materials. The product portfolio includes three categories: Unique pices of art; decorative and personalized pieces; awards, corporate gifts and pieces that allow personalization |
| B2B Partner | Teleworks is looking for a German partner to offer energy management solutions for renewable plant operators. The goal is to improve the quality of injected fluctuant energy. | Vitrales is looking for commercial partner in Germany for distribution of their ecologically produced glass art. |

Trade and investment organizations also participate



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|--------------------|---|---|
| Institution | PROESA www.proesa.gob.sv | German-Honduran Chamber of Industry and Commerce (AHK) www.honduras.ahk.de |
| Country | El Salvador | Honduras |
| Activities | Public agency for the promotion of exports and investments in El Salvador | Promotion of trade between Germany and Honduras, market entry support |
| Participant | Maricella Ibarra, Manager Export Development Email: Mlbarra@proesa.gob.sv | Peter Paysen, General Manager Email: direccion@ahk.hn |

Central America at a glance



- 47 million inhabitants
- 6 countries: Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama
- The region is economically integrated (SICA)
- Since 2005: Free Trade Agreement with U.S. (CAFTA)
- Since 2013: Bi-regional association agreement between the European Union and Central America, including free trade
- GDP growth in 2016: 3,5%
- The countries seek to modernize and diversify their economies through the promotion of new economic sectors with growth potential such as IT or Green Tech
- Key element are small and medium sized companies which represent 95 % of the companies in Central America

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