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Dear Sir, Dear Madam,

I would like to invite you to a Circular Economy Mission to Mexico City on the 24<sup>th</sup> and 25<sup>th</sup> April 2019.

Developing a circular economy is essential to foster sustainable economic growth and generate new jobs. The attractiveness and the necessity of the circular economy model lies in the fact that it offers solutions to the volatile prices of inputs, the issues of security of supply for certain crucial raw materials and the increasing costs of managing waste appropriately while minimising the negative environmental impacts associated with the current linear production model. Increased resource efficiency and circular economy solutions will improve the competitiveness of companies and create new growth opportunities in green markets domestically within the EU and abroad.

Mexico has proven to be a key, like-minded partner for the EU in multilateral environmental fora and an effective bridge-builder reaching out to countries particularly in the Latin American region.

As Latin America's second largest economy, Mexico is an increasingly important regional and global player. Since 2008 Mexico is one of the two EU's strategic partners in Latin America. The European Union and Mexico have reached an 'agreement in principle' on the main trade parts of a new EU-Mexico Association Agreement. The EU is Mexico's 2nd biggest export market after the USA and Mexico's 3rd largest source of imports after the USA and China. As many growing economies Mexico could highly benefit from Circular Economy solutions.

The Circular Economy Mission to Mexico will have the following objectives:

1. To promote a circular economy, sustainable and inclusive innovation and growth in the European Union and in Mexico,
2. To help EU green business and in particular SMEs to operate internationally by exploiting green business opportunities in the European Union and in Mexico,
3. To promote green business partnerships in targeted sectors by participating in matchmaking events with local entrepreneurs.

The following possible focus areas for the mission have been identified:

- Waste management (plastics, construction, e-waste, solid and domestic waste),
- Air pollution,
- Urban,
- Water,
- Chemicals.

The mission will begin with technical meetings with Mexican national, state and local authorities allowing to introduce the EU participants and to get insights into Mexico's needs and concerns on environment and sustainable development and on challenges of making business in Mexico. The mission will continue with business meetings, including B2B meetings, between Mexican and European businesses providing investors the opportunity to identify opportunities for technology exchanges and new business development. These meetings will be organised with the support of the EU Delegation in Mexico.

I would be delighted if you or your representatives could join us in Mexico, together with senior representatives of national federations, whom you would wish to invite. I believe that the participation in our delegation of entrepreneurs who are interested in fostering circular economy in Mexico will make a major contribution to the success of this mission. I hope that I can rely on your full support and on the help of your organisation to ensure that the delegation represents a broad spectrum of EU interests. I would also welcome your suggestions on the targeted sectors relevant for your members and any efforts you may be willing to undertake to encourage participation of members of your organisation in this mission.

My services will ensure full logistical and organizational support in preparation for the mission and on the spot. Travel and accommodation expenses would be covered by the participating entities themselves.

I would be grateful if you could confirm by Friday 1<sup>st</sup> of March 2019 that you or your representatives intend to accompany me to Mexico.

Thank you for your interest and cooperation.

Yours sincerely,



Karmenu Vella

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