



Linking Environmental Small Businesses with Investors in Emerging Markets

<http://www.new-ventures.org>



New Ventures supports sustainable enterprise creation in emerging economies through its centers for entrepreneurship in China, Brazil, and Mexico, and soon in Indonesia and India.

New Ventures has an excellent track record in assisting sustainable small and medium-sized enterprises (SMEs) in emerging markets in improving their business plans and strategies, leading to company growth and investment. New Ventures

selects SMEs in fast-growth, environmental sectors such as ecotourism, non-timber forest products and certified wood, organic foods and fibers, renewable energy, sustainable fisheries management, and clean technologies. These SMEs are seeking capital in the range of \$100,000 to \$3 million. The program matches entrepreneurs with executive mentors and consultants and teams of graduate business students (MBA) to improve the enterprise's business plan to present at a New Ventures Investor Forum.



After four years of operation, New Ventures entrepreneurs have attracted over \$10 million in investment. In addition, New Ventures companies are opening new markets, growing sales, and becoming leaders in their sectors. By providing sound business opportunities for investors in key emerging economies, New Ventures is demonstrating that investing in sustainable enterprise makes good business sense. Ultimately, their success will promote an alternative development paradigm that incorporates environmental and social considerations for sound economic growth.



In order to better serve sustainable SMEs and link them with investors, New

Ventures has adapted its program from a regional approach in Latin America to establishing in-country programs in key markets: Brazil, Mexico and China. In 2005, these country programs will continue to expand to develop full service centers for sustainable SMEs while also expanding activities into two additional emerging economies: Indonesia and India.



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**NEW VENTURES IS A PROJECT OF THE
SUSTAINABLE ENTERPRISE PROGRAM OF
THE WORLD RESOURCES INSTITUTE**

New Ventures Portfolio of Companies Brazil * Mexico * Andean Region * Central America * Argentina * China *Updated January 2005*

Brazil



A7 Brasil purchases local electronic waste material, identifies and selects the re-sellable parts, and markets them to European and American companies that specialize in the recovery of metals contained in this material. Metals recovered include gold, silver and copper. All other recoverable materials such as plastic, aluminum, steel, iron, glass and copper wires are sold locally.



AmazonLife S.A. is a pioneer in the manufacture and commercialization of leather-like rubberized fabric for the fashion industry. The company uses a unique raw material extracted from the Amazon and works with local indigenous and rubber-tapper families.



CHIC é ser consciente is an environmentally and socially responsible clothing and accessories brand. CHIC produces fashionable, responsible products through sensible raw material use while creating local employment opportunities with fair labor policies. The collections use recycled clothing and fabrics that are re-designed and developed exclusively for the CHIC brand.



DryWash Indústria e Comercio Ltda. provides washes and performs small restorations services on automobiles. Drywash's services are performed quickly and conveniently in commercial and residential parking lots. No water is used in the process since DryWash has revolutionized the concept of water-free cleaning that prevents any damage to the body of the car or the surface paint.



ELETRA INDUSTRIAL Ltda. developed and produces a system of hybrid electric traction (STHE) for urban mass transit buses and trucks and for commercial delivery vehicles, such as postal trucks. Since 1999, over 40 vehicles have been sold and are in operation, providing fuel consumption benefits and a reduction of emissions—70% reduction of gases and 95% reduction of particulate matter.

EÓLICA INDUSTRIAL Ltda. will produce state-of-the-art towers and foundations for aeolian turbines. The implantation of more than 8,000 mW of power to be installed in Brazil has already



been authorized. More than 70% of these power plants are concentrated in the northeast.



Frutas Baixo Acre seeks to improve health and well-being by producing and distributing premium, safe, quality food products featuring açai and other sustainably harvested fruits from Amazonian primary forests.



IGF INDUSTRIAL Ltda. created Poliveg, which has gained wide market acceptance as an environmentally-sound substitute for a traditional component in the production of polyurethane-based products. Its primary use recently has been in the automobile sector producing shaped parts, molds and resin injection techniques.



Linax Extração de Óleos Essenciais is an enterprise that employs proprietary technology for the production of essential oils. Linax is a leader in linalol production. The linalol extraction is biodiversity-friendly and can replace rosewood, which is widely used and in danger of extinction.



MAR&SEA PESCADOS created a unique integrated system of fresh, hormone-free organic fish production mainly targeted at the US and European markets. The main export product is a certified fresh tilapia filet that can be either organic or hormone-free. The organic tilapia farms produce environmental and social benefits such as maintaining an organic production cycle and stimulating economic growth for small regional producers.



ORGANIC LIFE is dedicated to the development, production and commercialization of certified organic soy-based products for the Brazilian and international market. Organic Life produces soy milk and juices with soy milk that offers soy proteins and naturally present isoflavones, which provide health benefits.



Ouro Fértil Agropecuária is a Brazilian pioneer in the production of biodegradable and organic gardening products for the local and international markets.



ÓXIL Reciclagem de Plásticos Ltda. will recover plastic material for recycling. The initial geographic market will be the region of the greater São Paulo due to proximity of suppliers and customers. The end product is the granulated plastic, which is sold back to the plastic industry to be transformed into products like bottles, toys, and utensils.



Planeta Vivo Comércio de Recicláveis Ltda. transports, improves and commercializes solid waste in São Paulo. The company's objective is to offer practical and efficient solutions for scrap iron management and to offer the recycling industry



raw materials originating from garbage.

Primar specializes in sustainable aquaculture in the state of Rio Grande do Sul.



TopAir is uniquely positioned to manufacture and sell equipment to recycle automotive air conditioning and commercial refrigerants which contain CFCs that damage the ozone layer.

Mexico



Adobeterra has developed a patented technology to manufacture easy-to-assemble adobe bricks at low cost to enable poor communities in Mexico to produce dignified housing for their residents.



Aires De Campo is a leader in the branding and commercialization of more than 120 organic products through diverse specialized sales centers called "BioCentros" as well as innovative marketing strategies.



Aqua Consult Internacional sustainably harvests specialized algae that are a high-value ingredient for shrimp food under sustainable aquaculture.



Bioplaneta offers commercialization and services to add value to more than 55 producers and suppliers of sustainable goods and services.



Cafe La Selva is an upscale chain of Mexican coffee shops or "cafeterias" that operates through a unique alliance among small investors and the indigenous communities of Chiapas to offer certified organic coffee.



Ecocreto developed and commercialized the first 100% permeable concrete pavement system. The Ecocreto system prevents flooding and runoff while allowing the underlying aquifers to be recharged.





Energía MP offers innovative solutions for a more efficient use of combustibles.



Empresas ESM S.A. is an energy and environmental management company operating in Mexico that provides energy efficiency, renewable energy, water treatment and greenhouse gas mitigation services.



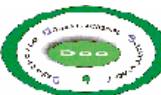
Nixma leads the Mexican market in creating new technology that will produce corn flour dough for tortillas while dramatically reducing water inputs and eliminating residues common in traditional methods.



Noram de México, S.A. de C.V. is one of only three companies worldwide that sells FSC (Forest Stewardship Council) Certified sustainable hardwood charcoal.



Nova Energía uses geothermal technologies to capture the heat from the earth to produce highly-efficient air conditioning and water heating that reduces consumption of gas and electricity.



Retorna is the first company to utilize reverse vending machine (RVM) technology to foster consumer recycling in Mexico. The company is capitalizing upon Mexico's growing awareness of environmental issues to become the leading edge RVM recycler for the Mexican market.



Sustenta Soluciones promotes responsible consumption through development and commercialization of low environmental impact corporate gifts such as plants, teas, candles, soaps and aromatherapy products.



Vehizero is a Mexican company that will produce hybrid-electric vehicles to offer the urban delivery market a lower-cost and environmentally-friendly alternative to current delivery vehicles.



Andean Region



Agroalegre (Ecuador) produces value-added natural ingredients for the cosmetics, food, and pharmaceutical industries, commercializing them nationally and internationally.



Amazon Ivory (Peru) offers finished goods and raw materials made of tagua to the wholesale trade. This "Tagua Ivory" is collected by indigenous people in South America, providing much-needed revenues as well as acting as an incentive to preserve the rainforests.



Aloeven (Venezuela) develops and produces value-added aloe vera products.



Bambú de Colombia (Colombia) BDC produces sustainably harvested bamboo and bamboo materials for export to Europe.



BioCentinela (Ecuador) has produced and commercialized high-quality white shrimp for more than 15 years. In 2002 it was officially certified as organic by the Naturland Association for Organic Agriculture.



Café Mesa de los Santos (Colombia) is the first company in Colombia to produce and export specialty organic coffee. Growing coffee in the shade of the Colombian mountains according to a century-old method, this company has been praised both for excellent product and worker benefits.



Coronilla (Bolivia) offers organic, gluten-free snacks made from traditional Andean grain. The company maintains both environmentally and socially responsible production and business practices.



GEA Forestal (Peru) exports five value-added lumber products to European and US markets. The company is capitalizing upon the abundance of two species of lumber, largely overlooked in Peru, which mature for harvest 2 and 3 times as rapidly as most other species.



GreenAqua Ltda. (Ecuador) has the first eco-right certified organic shrimp operation in Latin America, through the production and distribution of patented bio-inputs for the shrimp industry.



JOLYKA Bolivia S.R.L. (Bolivia) is the only South American producer of hardwood flooring products from managed Amazonian forests.





Madre Tierra Amazonía S.R.L. (Bolivia) strives to be the leader in Amazon fruit pulp production nationally and within MERCOSUR. All of Madre Tierra's products are made with high-quality, natural ingredients and come from sustainable forests in northern Bolivia.



Naturalcos S.A. (Bolivia) works to develop and commercialize nutraceutical products, nutritional supplements and functional foods made from natural Bolivian ingredients. Naturalcos also seeks to benefit participating rural communities through Fair Trade principles while assuring the sustainable use of the natural resources through organic farming techniques.



Ornamental Amazon Fish Aquarium (Peru) sustainably harvests ornamental fish for markets in the US, Europe, and Asia. It offers integrated delivery and warehousing services for live ornamental fish with total quality and comfort for the clients, while stimulating the development of the Peruvian Amazon and guarding the natural resources.



Rainforest Expeditions (Peru) is an ecotourism company with five locations in Peru offering general as well as special-interest tours. Rainforest Expeditions has won awards for its sustainable tourism model from the United Nations Development Programme (UNDP) and Conservation International.

Central America



Belize Lodge & Excursions (Belize) is an ecotourism company operating in southern Belize. The company is completing the development of three lodging experiences that will promote conservation, community development and the use of sustainable practices.



Comercio Alternativo (Costa Rica) is an organic foods company in Costa Rica that sells directly to consumers and specialty food stores. The company's mission is to become Costa Rica's leading supplier of value-added organic goods while stimulating organic market development and influencing production systems by working with small and medium agribusinesses.



Solar Trade Corporation (Costa Rica) has the exclusive right to manufacture and sell industrial solar biomass coffee dryers designed by its non-profit affiliate. The innovative patent-pending technology delivers significant cost savings in energy while providing improved coffee quality and environmental benefits.



Argentina



Guenguel S.R.L. is the only firm in the world dedicated to the sustainable breeding and use of the guanaco, a wild camelid native to the Argentinean Patagonia region, for the sale of its high-quality wool.



Hidroinyección Fioramonti is developing and marketing a device that reduces automobile exhaust contaminants and carbon monoxide emissions while increasing fuel efficiency.

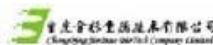
China

Anshan Xin Yuan Agriculture Co. manufactures and sells construction materials and fuel generated from agricultural waste. Leftover corn stalk is processed into fiberboard for manufacture, construction, and packaging while corn pulp is turned into feed and fuel.

Beijing Shenwu Thermal Energy Technology Co. develops, manufactures and markets combustion equipment that reduces emissions and conserves energy. Shenwu has received awards from the State Science Commission and State Economic and Trade Commission, as well as being recognized by the World Bank.



Beijing Tiandisheng Organic Foods sells a wide variety of internationally and Chinese-certified organic foods under its proprietary brand name. Many of its products are sold at special counters in markets in Beijing, and this model will soon spread to markets in Guangzhou, Nanjing and Shanghai.



ChongQing Jinbiao Biotechnology Company testing kits can detect a genetically modified organism (GMO) in one minute and costs one-fourth less than the industry average.



Fengshun Company is one of the first companies in China to recycle medical and restaurant waste. For example, kitchen refuse is processed and resold as animal feed. Fengshun now controls 70% of the market share in Shenyang, the city where it is headquartered.



Green Circle Company provides high quality biodegradable tableware and food packaging in China, Japan, and Korea. Green Circle currently produces 100,000,000 pieces of utensils and items per year, and plans to expand production.



Jiangsu Ruikang Tea Company provides organic honey products from five supply locations throughout China. In addition, Ruikang products are sold in the United States,



Japan, and the E.U. Ruikang is the first organic foods enterprise recognized by the Chinese “three green” program and is ECOCERT certified.



King Vegetable Company provides high quality organic wild vegetables and wild mushrooms grown on the only land certified by China’s Green Food Corporation. These products are processed with King Vegetable Company’s own “air cooking” method and then sold in China and abroad.



North Green Fertilizer Company sells non-chemically based fertilizer products to domestic and international locations. North Green has received numerous technical distinctions for its innovative products.



Sanyou, Inc. developed an innovative organic pesticide product using traditional Chinese medicine methods. Sanyou has trained over 5,000 farmers on its use and application during the past 5 years. Several successful trials have been completed, and Sanyou now enjoys strong support from the Ministry of Agriculture.



Shengchi Tianjin Packaging Company provides packaging and construction materials, such as pallets, packing boxes, and decorative tiles to customers in cities throughout China. Shengchi products are made from recycled waste and renewable materials.



Nanjing Boxuan Green Furniture designs and manufactures furniture, arts and crafts from rattan. Rattan is a green material crafted by Boxuan to reflect local tradition and culture while protecting forest resources.



Fujian Sanming Huanke Chemical Rubber Co. manufactures high-quality rubber from reclaimed tires. The company owns an advanced technology that produces zero pollution during the entire process. Fujian Sanming Huanke has received awards from the Fujian provincial government and owns 8% of the domestic market.



Nanning Sinozyme BioTech is the only company in China that uses new, patented technology to produce trehalose from cassava starch. Trehalose is in high demand as a substitute for hazardous chemical additives in pharmaceutical, cosmetic and food products.



Qingdao Shunbo Institute of Biotechnology produces chitin from the shells of crustaceans and markets it to the health food sector in China. Qingdao obtains its raw material from the local aquaculture industry and is technologically supported by the Ocean University of China.

Xi’an Xincheng Science & Technology Development Co., Ltd. focuses on the research, development, production and sale



of products that use reclaimed agricultural resources as raw materials. These products, such as phytic acid, natural protein and animal feed, are used in the production of textiles, pharmaceuticals and food.



Yichun Zhaofeng Organic Food Co. grows organic vegetables in the Xiaoxinanling Forest for consumption and medical purposes. The vegetables are freeze-dried through innovative technique, and 80% of the product is exported to Japan.



Yunnan Asia-Pacific Kelong Food Industry Co. processes organic konjac root for the food and industrial additives markets. Processed konjac root is used to produce a wheat and gluten-free fiber.



Yunnan Green Banna Ecological Food Co. harvests and markets ECOCERT certified organic tropical fruits and rare plant varieties in Yunnan Province. The company also produces passion fruit juices targeted to the export market.



Yuxi Tongle Solar Energy Co. developed and sells an anti-freeze solar water heater. This unique heater can last for more than 20 years and is suitable for use at both low and high altitudes.



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