

# Automatic Flare Systems

Baltics Case Study

*29th April 2010*



# The Baltics - AFS Case Study

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The Background

The Preparation

The Trip

The Follow-up

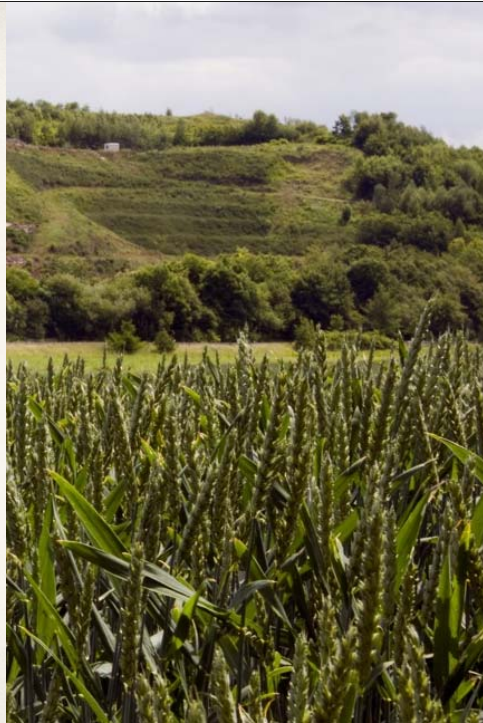
## About AFS

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# What?

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Gas flaring

Leachate extraction & treatment

Landfill technology



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Gas flaring

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Landfill technology



# Where?

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UK  
Ireland  
Portugal  
Turkey



# Where?

Looking at expanding into new markets



## Why Baltics?

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Shortlist included Baltic states

Met initial selection criteria

UKTI Trade Mission



# Preparation

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# The Trip

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## Objectives

1.

Understand market dynamics and opportunity within each country

2.

Meet with potential partners in each country to explore possible opportunities

3.

Discover requirements for AFS' equipment and knowledge

# The Trip

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Objectives

Baltics in numbers

6 day trip

4 countries (if you include  
a transfer in Frankfurt  
airport!)

2 days of traveling

6 flights

3 hotels

## The Trip

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Objectives

Baltics in numbers

-1° Celsius average  
temperature

2 days of snow

4 days of meetings

3 Embassies

3 UKTI local teams

## The Trip

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Objectives

Baltics in numbers

2 evening events

2 ambassadors met

2 government ministers  
spoken with

15 one-to-one meetings with  
interested parties

21 companies met with in  
total

# The Trip

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Objectives

Baltics in numbers

Experience



# The Trip

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Objectives

Baltics in numbers

Experience



# The Trip

---

Objectives

Baltics in numbers

Experience



## Follow-up

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Measuring against objectives

1.

Understand market dynamics and opportunity within each country

2.

Meet with potential partners in each country to explore possible opportunities

3.

Discover requirements for AFS' equipment and knowledge

# Follow-up

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Measuring against objectives

Following up leads



Call Back

## Follow-up

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Measuring against objectives

Following up leads

Repeat visits



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