

Inventors from Brazil Win International Eco Competition

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A company that uses technology in the production of sustainable oils, another that organically produces fish, and a third that patented a product to enable water-free car washing have been announced as winners of the World Resource Institute's (WRI) New Ventures Investor Forum in Brazil.

WRI, a Washington D.C.-based environmental think tank, convenes the forum to provide a venue for innovative businesses to showcase themselves to international and regional venture capitalists and individual investors in order to facilitate the transfer of venture capital to sustainable enterprises. The winners, selected from among 12 finalists, are:

- Linax Extração de Óleos Essenciais, which 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, an integrated system of fresh organic fish production that exports certified fresh tilapia. Mar & Sea works with local producers, maintaining high quality and ensuring regional economic development.

- DryWash Indústria e Comércio, established in 1995, provides water-free car-washing services. DryWash has revolutionized the concept of water-free cleaning with a patented product that is environmentally friendly and prevents any damage to the body of the car or the surface paint.

Luiz Maia, CEO, Asset Management, ABN AMRO Banco Real said, "We are very proud to be supporters of New Ventures Brazil. The forum was a tremendous success, with dynamic panels and participation of all the main players in Brazil's sustainable investment community. The 12 finalists demonstrate great potential and we are eager to see them continue to grow and succeed."

During the November 29-30 forum at Fecomercio in São Paulo, the other finalists presenting were A7 Brasil, CHIC e ser consciente, Eletra Industrial Ltda., Eolica Industrial Ltda., IGF Industrial Ltda., Organic Life, OXIL Reciclagem de Plásticos Ltda., Planeta Vivo Comércio de Recicláveis Ltda., and Primar.

In addition, Álvaro Gonçalves, president of the Brazilian Association of Venture Capital (ABCR), delivered the forum's keynote speech on November 29.

After four years of operation, New Ventures entrepreneurs have attracted more than \$10 million in total investments in countries such as China, Brazil and Mexico.

New Ventures Brazil is a collaborative program of WRI and the Center for Sustainability at Fundação Getúlio Vargas.

The World Resources Institute is an environmental research and policy organization that creates solutions to protect the Earth and improve people's lives.

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