

ENERGY & ENVIRONMENT

GARBAGE RECYCLING

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Mentor finds empty niche: waste recycling facilities

Mentor Group Holdings (MGH), a multi-branch consortium of the Israeli businessman Alon Peled, is going to build six plants for sorting and thermal processing of solid domestic waste in Ukraine's southern Mykolaiv region.

The turn-key construction and investment project has been presented by MGH vice president Stanislav Groape to Mykolaiv region's governor Mykola Kruglov.

The project is part of the ECO VERDE® environmental programme envisaging full funding of the region's private businesses with no local authorities' guarantees, but with land concession rights for those companies.

Sorting waste: MGH will build six waste sorting and processing plants.

According to the project, each of the would-be recycling plants will be capable of processing 200t of garbage per day and have own facilities for rubbish collection and transportation.

While the Mykolaiv regional administration is, according to Mykola Kruglov, still going to short-list the companies to co-operate with the foreign partner, news2biz has interviewed Ioana Popa, MGP marketing coordinator

► *Why is the Ukrainian market of interest to your company?*

We have been studying the Ukrainian market's behavior, paying attention to what the market needs most of all. Based on that, we have found that one of the biggest problems existing in this country is the shortage of waste recycling facilities.



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Therefore, we have developed a customized program meeting the requirements of Ukraine's local communities.

We believe that the solution we have found could be of use for the entire Ukrainian society, providing it with a long-term approach for many years to come.

► *What would be the main areas of your company's activity in Ukraine?*

We are going to act on the Ukrainian market through our company's various divisions. First, our dedicated ECO VERDE® program will find and implement waste management solutions.

Second, our energy branch Mentor Energy will be responsible for renewable energy projects. And third, another subsidiary, Mentor Finance, will provide local businesses with financing and investment in a variety of business projects.

We also have several more domain activities, in which we would like to invest and which will be revealed at a later stage.

► *What projects are you going to carry out in Ukraine, and when?*

Our entire project plan is scheduled to start next year. Several waste recycling facilities are planned to be built in Ukraine during 2011, some of them will also be of high electricity producing capacity. And, as said above, we are also going to open our Mentor Finance branch in Ukraine aimed at providing financial support (investment, loans and other financial services) to the local business market.

► **When did MGH decide to enter Ukraine?**

We have conducted a business market research over the past 18 months, verifying the consortium's investment domains and studying the Ukrainian market. Having analyzed all the results of the research, we decided to enter the Ukrainian market and invest in a number of business domains. We believe in strong projects complying with a strong business plan and a feasibility study.

Established in 2004, MGH comprises Mentor Energy, Mentor Finance, Mentor Banking, Mentor Invest, Mentor Pro Market and Mentor Media Group divisions, and focuses on the emerging markets of Central and Eastern Europe, such as Bulgaria, Romania, Moldova and Ukraine.

MGH Energy is focused on joint ventures with Green Energy's experienced partners that are in need of financial solutions to create or maintain their project.

Fact 3.5bn EUR worth of financing solutions were provided by Mentor Finance over the past two years.

With almost EUR 7bn in funds and top business connections with leading financing banks, MGH claims to be able to acquire almost any investment for a project, through its Mentor Finance financial brokerage and investment fund.

In the past two years Mentor Finance provided financing solutions at a total of over EUR 3.5bn.

ECO VERDE® is a program for waste neutralization and energy generating under a patented technology managed by Mentor Energy and Finance branches.

Developed in accordance with the EU requirements, ECO VERDE® maintains the entire EU environmental standards.