

MOTAGUA INVESTMENT FORUM

Investing in Circular Economy

Guatemala City

27th – 28th May 2025

Venue: Guatemalan Exporters' Association (AGEXPORT)
15 Av 14-72, Guatemala City, Guatemala

 **Concept Note**

1. INTRODUCTION: BACKGROUNDS

“Motagua Investment Forum: a catalyst for change in the Motagua River Basin, where circular economy, European investment, and collaborative governance build bridges towards a sustainable future.”

The Motagua River Basin, a vital artery for Guatemala and the Central American region, is facing an unprecedented environmental crisis. Pollution from solid waste and untreated wastewater has reached critical levels, threatening biodiversity, public health, and the socio-economic stability of surrounding communities. This pressing challenge demands an urgent and coordinated response that transcends borders and sectors.

In alignment with the commitments made during the **2023 EU–CELAC Summit**, the **European Union (EU)**, its **Member States (EEMM)**, and the **Government of Guatemala** have prioritised the restoration of the Motagua as a strategic pillar of **bi-regional cooperation**. This effort is framed within the Global Gateway Investment Agenda—an EU initiative aimed at fostering sustainable investments and innovative partnerships to address global challenges, including the transition towards a circular economy.

The Motagua Investment Forum, to be held on **27–28 May**, aspires to become a **platform for forging key connections between participants and European investors, encouraging strategic alliances, and promoting dialogue among governments, the private sector, development partners, financial institutions, academia, and civil society**. This space for collective action reflects a shared vision for the recovery of the Motagua as an opportunity to strengthen EU–Central America relations, advancing synergies in clean technology, strategic value chains, governance, and climate finance.

2. OBJECTIVES

In response to the environmental degradation of the Motagua River Basin, the Motagua Investment Forum seeks to mobilise the business sector towards sustainable actions and investments that yield tangible benefits, fostering a European proposition that brings together support for public policy, financing, and industrial technologies.

This will be achieved through partnerships between Europe and Guatemala that promote sustainable and innovative investment to address local challenges, within

a framework of international cooperation underpinned by the principles of the circular economy. Its core objectives are as follows:

- **To facilitate strategic alliances** between the public sector, the European and Guatemalan private sectors, and financial actors (including European and international development banks, and international cooperation agencies), with the aim of accelerating the transition towards a circular economy through the development of value chains and infrastructure that uphold high social and environmental standards.
- **To create spaces for cross-sectoral dialogue**, fostering synergies among enterprises, governments, and civil society organisations through strategic exchanges and business-to-business (B2B) meetings.
- **To mobilise sustainable investment** targeted at waste management and water treatment, prioritising public-private financing models and improved access to international funding sources.
- **To promote innovation and technological advancement** by encouraging knowledge exchange between universities, research institutions, and the private sector in both the EU and Guatemala, thereby enabling the implementation of cutting-edge solutions.

3. WHY PARTICIPATE? DIRECT BENEFITS FOR YOUR COMPANY?

The Motagua Investment Forum is more than just an event on sustainability—it's a dynamic platform for investment opportunities, high-level networking, and real business development for companies committed to innovation and the future of Guatemala. This Forum will mark the beginning of a new era in environmental management within the Motagua Basin, where ideas and projects can find the support, they need to become reality.

With around 200 key stakeholders—including companies, development banks, international cooperation agencies, universities, and both national and international authorities—this Forum offers Guatemalan businesses the opportunity to:

- Connect with leading European companies specializing in circular innovation and technology, through exclusive B2B meetings between European and Guatemalan firms, alongside institutional leaders.

- Gain access to international investors and cooperation funds.
- Establish relationships with key national authorities relevant to their operations.
- Achieve strategic visibility among European stakeholders and regional participants.
- Identify new sustainable business opportunities and applicable solutions.
- Access expert-led sessions on green financing.
- Explore an interactive Expo Area featuring over 10 stands showcasing technologies, solutions, and support mechanisms designed to advance the circular economy in the Motagua Basin—from technical innovations to investment facilitation.

4. METHODOLOGY: FORMAT AND ACTIVITIES

The Motagua Investment Forum will be developed through a comprehensive approach, with investment—both public and private—serving as the central axis and catalyst for the transformative changes required in the Basin. The programme will combine strategic sessions, expert-led discussions, networking opportunities, and an exhibition of tailored solutions addressing the specific challenges of the Motagua River Basin.

- **Plenary Sessions:** The Forum will open with an inaugural session featuring high-level authorities from Guatemala and the European Union, who will present the strategic vision of the event within the framework of the Global Gateway Agenda. The session will highlight the urgent need for coordinated action to restore the Motagua Basin and underscore the critical role of the private sector and investment in building sustainable value chains and financing infrastructure. The closing session will consolidate the commitments made and outline a roadmap, including mechanisms for coordination and follow-up on the initiative.
- **Thematic Sessions:** Specialised roundtables and working groups will bring together national and international experts to explore key themes, aimed at delivering both necessary and sufficient solutions, while also fostering a conducive investment climate for the comprehensive recovery of the Motagua Basin.
- **B2B Meetings – Europe–Guatemala:** A dedicated space will be organised for bilateral meetings between European and Guatemalan companies, facilitating the identification of potential investment partnerships in areas

such as integrated waste management, water treatment, and sanitation solutions.

- **B2G Meetings – Europe–Guatemala:** Specific networking sessions will be held between European businesses and key Guatemalan public institutions, seeking to generate positive synergies for sustainable European investment.
- **Expo Area – Innovation and Solutions:** An exhibition space will feature stands hosted by companies and both public and private institutions, showcasing sustainable business models, available funding and investment mechanisms, emerging technologies, and successful case studies.

This Forum will serve as a key meeting point to advance a comprehensive offer encompassing the technical, financial, and industrial aspects of the investment agenda supported by Team Europe (European Union, its Member States, and their financial institutions).

5. STRATEGIC PARTICIPANTS

- **Private Sector:** Leading companies from Guatemala and Europe specialising in waste management, water treatment, and circular technologies; investors and business networks committed to sustainability; and industries engaged in sustainable value chains and sectoral alliances.
- **Public Sector:** Key national and local authorities, alongside European representatives, involved in shaping environmental, economic, and particularly circular economy policies.
- **Finance and International Cooperation:** Climate funds, private and development banks, and technical cooperation programmes.
- **Civil Society and Academia:** NGOs, universities, research centres, and experts in environmental innovation.

6. REGISTRATION

- **Registration Form:** [REGISTER](#). **Important:** The Forum has limited capacity and is free of charge. Only registrations confirmed via email will be considered official “invited participants.”
- **Relevant Links:** [Delegation of the European Union to Guatemala](#) | [EEAS](#) | [European Union and Global Gateway](#)
- **Inquiries:** foromotagua@pdsfeulac.eu

Note: As of 1 January 2025, new transparency measures have come into effect, extending the requirements of the [Transparency Register](#) to all European Commission managers (see [Decision \(EU\) 2024/3082](#)). When meetings with stakeholders take place, their details will be made public and published on the Transparency Register website.

Under these new rules, we kindly request that your organisation holds a [Transparency Register number](#). If not yet registered, [you may do so via the official platform](#).

Please note that participation in the B2B meetings will only be permitted if your company is registered in the Transparency Register system.