

***Mexican Entrepreneur to Discuss Environmental Innovation:  
Permeable Concrete  
at the  
Yale School of Forestry and Environmental Studies***

**Wednesday, March 26th, 2008**

4:00 pm Luce Hall, Yale University

Free and Open to the Public

In the MacMillan Center Auditorium, 34 Hillhouse Avenue New Haven, CT

Mr. Nestor de Buen Unna, Chief Executive Officer of EcoCreto will be hosted by the Yale University School of Forestry & Environmental Studies on Wednesday, March 26th, for a speech at 4:00PM in Luce Hall, MacMillan Center, 34 Hillhouse Avenue. His talk, entitled "Creating a Clean Tech Product in a Developing Country: EcoCreto's Permeable Concrete," is sponsored by the Industrial Environmental Management (IEM) Program.

The talk is part of the 2007/2008 IEM Speaker Series sponsored by the Yale IEM Program. In its 18th year, the IEM Lecture Series brings speakers from a variety of companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year's lecture series explores green domestic markets in developing countries.

EcoCreto International is the world-wide leader in the market of high-resistance, permeable concrete. The company produces, commercializes and installs an additive for concrete that renders it 100% permeable. The environmental impact of ECOCRETO® is its permeability, allowing water to flow to underlying aquifers. In 2000, the company received National Prize of Ecology of the Year in Mexico

EcoCreto was developed by de Buen and his colleagues in response to Mexico City's growing water scarcity problem. Because of the city's construction on top of a lake, the expanding impervious surfaces have prevented the water table from recharging. Government officials estimate that more than 95 percent of the city's water is not returned to the region's aquifers and in some places the water tables are dropping three feet per year.

Néstor de Buen Unna studied architecture in the National School of Professional Studies Acatlán of the UNAM in Mexico. His first company, Architecture and Image (Arquitectura e Imagen) designed and constructed stores. In 1996, he founded Ecocreto International.

The lecture by Mr. de Buen, free and open to the public, will be held at 4:00 pm on Wednesday, March 26, 2008 at Luce Hall Auditorium, MacMillan Center, 34 Hillhouse Avenue, New Haven, CT by the School of Forestry & Environmental Studies. A reception will follow.

The IEM Lecture Series is supported by the Joel Omura Kurihara Fund. For more information about the lecture series, please contact Melanie Quigley, program coordinator, at 203.432.6953 or [iem@yale.edu](mailto:iem@yale.edu).

