

Study Tour to China for Environmental Technology Companies.

Business opportunities in China.
September 5–12, 2009



Study Tour to China for Environmental Technology Companies.

Following the memorandum of understanding in the environmental sector between Switzerland and China, the objective of the business trip is to familiarize Swiss Companies in the Cleantech-sector with the opportunities but also the risks which the Chinese market offers to Swiss companies, specifically in the fields of:

- Measuring and control equipment
- Waste to energy plants (incineration, biogas etc.)
- Desulfurization, denox and dust removal equipment
- Treatment of sewage sludge
- New technologies for removing endocrine substances from waste water streams
- Consulting and engineering

China offers rewarding opportunities for Swiss suppliers of environmental technologies. Given the size of the population it is the biggest market for the future. Due to the fast economic growth Chinese citizens in many parts of the country reach a living standard comparable to many European countries and start to care about their environment. This puts great pressures to the authorities on all levels to start measures for a cleaner environment, for cleaner water, air, energy-saving etc.

During this tour, Swiss companies will meet with potential buyers of technology and equipment in order to discuss the detailed needs of selected cities in the above mentioned fields. Furthermore they will learn about the specific ways of how purchasing of services and goods is done in China.

Although the opportunities are huge, there may be also risks for Swiss SME's newly arriving in this market such as International Property Rights, aftersale services, differences in business cultures etc. These risks will be addressed in meetings with Swiss companies and nationals already established in China. Different ways of entering the Chinese market will be discussed such as cooperating with Chinese partners, cooperating with western companies, building clusters of similar companies etc.

After the tour, participants should know if there is a market for their product or service in China and which ways will lead best to a successful entry into China.



Programme.

Saturday, September 5

Departure from Zurich to Shanghai with LX 188 or individual travel to Shanghai

Sunday, September 6

Arrival at Shanghai and transfer to Hotel

Afternoon

Rest or cultural tour

Evening

Dinner with representatives of the Consulate General, the Swiss Business Hub, Swissnex and members of the Swisscham Shanghai

Monday, September 7

Meeting with Shanghai Environmental Protection Bureau

Morning

20' Introduction from both sides

30' Presentation of Chinese focus/needs

30' General Presentation of Swiss environmental sector & technologies

- Measuring and control equipment
- Waste to energy plants (incineration, biogas etc)
- Desulfurization, denox and dust removal equipment
- Treatment of sewage sludge
- Consulting and engineering

10' Special presentation «Eliminating endocrine substances from waste water streams»

B2B meeting with users/potential buyers:

- Specialists/Engineers for water waste water treatment
- Specialists/Engineers for Waste treatment
- Specialists for Air Cleaning
- Responsible managers from selected «polluter»-companies

Afternoon

Transfer to Xiamen

Evening

Participation at the opening of the CIFIT-Forum

Tuesday, September 8

CIFIT Forum Xiamen

Morning Participation at second meeting of the working group of the MOU

Afternoon

Table exhibition of Swiss companies and B2B meetings with potential Chinese buyers at CIFIT Forum

Evening

Return to Shanghai

Programme.

Wednesday,
September 9

City of Wuxi

Morning

Transfer to Wuxi,

Meeting with Wuxi Environmental Protection Bureau

20' Introduction from both sides

30' Presentation of Chinese focus/needs

30' Short General Presentation of Swiss environmental sector & technologies

- Measuring and control equipment
- Waste to energy plants (incineration, biogas etc)
- Desulfurization, denox and dust removal equipment
- Treatment of sewage sludge
- Eliminating endocrine substances from waste water streams
- Consulting and engineering

Afternoon

Site visits to Waste water treatment plant, waste treatment site, drinking water plant

Onsite B2B meeting and discussions with users/potential buyers:

- Specialists/Engineers for water waste water treatment
- Specialists/Engineers for Waste treatment
- Specialists/Engineers for dealing with the problem of contaminated sludge from Lake Taihu
- Specialists for Air Cleaning
- Responsible managers from selected «polluter»-companies

Evening

Meeting with Swiss companies located in Wuxi

Return to Shanghai

Thursday, September 10

City of Hangzhou

Morning

Transfer to Hangzhou,

Meeting with Hangzhou Environmental Protection Bureau

20' Introduction from both sides

30' Presentation of Chinese focus/needs

30' Short General Presentation of Swiss environmental sector & technologies

- Measuring and control equipment
- Waste to energy plants (incineration, biogas etc.)
- Desulfurization, denox and dust removal equipment
- Treatment of sewage sludge
- Eliminating endocrine substances from waste water streams
- Consulting and engineering

10' Special Presentation of Swiss Waste treatment sector

Programme.

Friday, September 11

Afternoon

Site visits to Hangzhou Solid Waste Treatment Co. Ltd

Onsite B2B meeting and discussions with users/potential buyers:

- Specialists/Engineers for Waste treatment

Evening

Visit Hangzhou Qige Sewage Treatment Factory

Onsite B2B meeting and discussions with users/potential buyers:

- Specialists/Engineers for water waste water treatment

Return to Shanghai

City of Suzhou

Morning

Transfer to Suzhou

Meeting with Suzhou Environmental Protection Bureau

20' Introduction from both sides

30' Presentation of Chinese focus/needs

30' Short General Presentation of Swiss environmental sector & technologies

- Measuring and control equipment
- Waste to energy plants (incineration, biogas etc.)
- Desulfurization, denox and dust removal equipment
- Treatment of sewage sludge
- Eliminating endocrine substances from waste water streams
- Consulting and engineering

B2B meeting with users/potential buyers:

- Specialists/Engineers for water waste water treatment
- Specialists/engineers for Waste treatment
- Specialists for Air Cleaning
- Responsible managers from selected «polluter»-companies

Afternoon

Transfer to China International Energy Saving and Environmental Products Exhibition

1h side event: Presentation of Swiss environmental sector & technologies

- Measuring and control equipment
- Waste to energy plants (incineration, biogas etc.)
- Desulfurization, denox and dust removal equipment
- Treatment of sewage sludge
- Eliminating endocrine substances from waste water streams
- Consulting and engineering

Individual visit to CIESEP and meetings with potential partners

Programme.

Evening

Return to Shanghai

Dinner with Swisscham, Representatives from Consulate General, SBH and Swissnex

Exchange of business experiences in China

Friday, September 11

Option WEF Dalian

An option to visit the WEF (World Economic Forum) Asian meeting will be considered (costs not included in this offer)

Saturday, September 12

Return flight to Switzerland by LX 189 or individual return

Arrival Zurich 16'00

Information for Participants.

Date	September 5–12, 2009
Language	English with Chinese translation provided
Participation fee	<p>Price per person excluding VAT: CHF 4,640.–</p> <p>Included in this fair are:</p> <ul style="list-style-type: none">• Flights in economy class• Local transfers• Hotels and dinners <p>Not included are:</p> <ul style="list-style-type: none">• personal refreshments and expenses• participation at WEF in Dalian <p>Surcharge for Business Class on longhaul flights: CHF 3,600.–</p> <p>Cancellations received up to 10 days before the event will be charged 50 %, after that the full amount will be charged. Substitutes are welcome at no extra charge.</p> <p>Program subject to change without prior notice.</p>
Contact	<p>Urs Heutschi Swissenviro.ch Kempttalstrasse 56, Postfach 165 CH-8308 Illnau</p> <p>Phone +41 52 355 21 11 Mobile +41 79 286 54 18 Fax +41 52 355 21 10</p>
Registration deadline	Friday, August 21, 2009
Cooperation partners	<p>Many thanks to our event partners.</p>



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

State Secretariat for Economic Affairs SECO
Embassy of Switzerland in China
Consulate General of Switzerland in Shanghai
Swiss Business Hub China

swisscham.org



为创新建立伙伴关系

Dr. Daniel Stauffacher + Partner
consulting



SWISSnex
shanghai



Schweizerischer Verband für
UNNELT TECHNIK

Swissenviro.ch

Registration.

Please fax to **+41 52 355 21 10**

Study Tour to China for Environmental Technology companies

- Yes, I would like to register. Price per person excluding VAT
- CHF 4,640.–
 - CHF 3,600.– Supplement for Business Class on long distance flights
- I am interested in the participation at the WEF Asian meeting in Dalian on Friday September 11th. Please send me the details for participation.
- Unfortunately, I cannot participate in these events, but I am interested in further information. Please contact me.

Name: _____

First Name: _____

Function: _____

Company: _____

Address: _____

ZIP Code/City: _____

Phone: _____ Fax: _____

E-mail: _____ www. _____

Date: _____ Signature: _____

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Registration deadline: Friday, August 21, 2009

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