



U S - C H I N A
C L E A N T E C H C E N T E R
美 中 清 洁 技 术 中 心



I N T E R N A T I O N A L
T R A D E
A D M I N I S T R A T I O N

Promoting US-China Collaboration and Trade on Clean Technologies



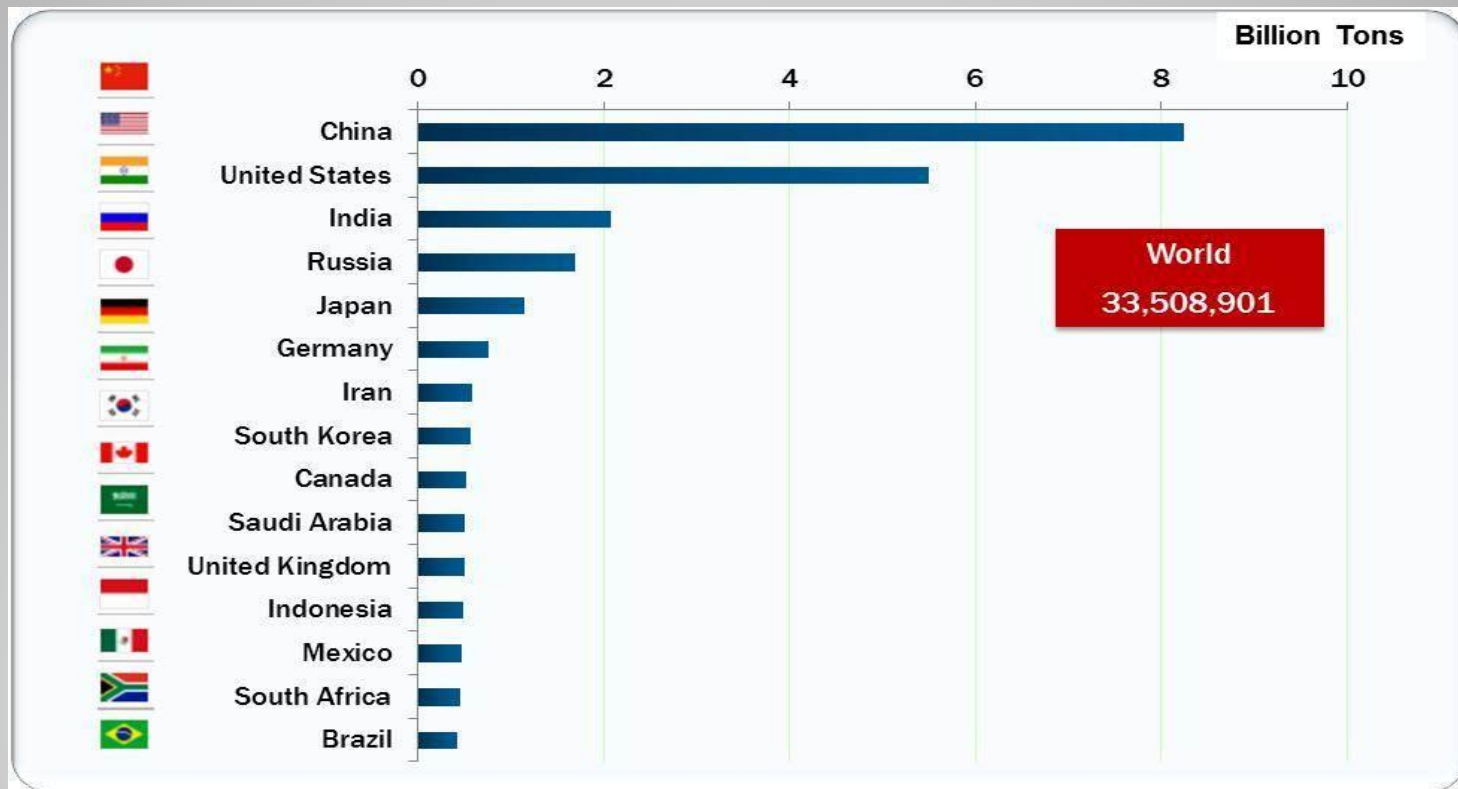
Feng An Ph.D.
Founder and President

**Innovation Center for Energy &
Transportation**
US-China Clean Tech Center
Beijing and Los Angeles

**ASIA/PACIFIC BUSINESS OUTLOOK
CONFERENCE**
APRIL 8-9, 2013
LOS ANGELES

Why is US and China's collaboration on clean tech important?

- ❑ China's GHG emission is more than 1.5 times of US
- ❑ US & China combined account for over 40% of global GHG emissions



Source: <http://mdgs.un.org/unsd/mdg/SeriesDetail.aspx?srid=749&crd>

Top 15 Global CO2 Emitters (2010)

China faces severe environmental challenges on unprecedented scale

Air Pollution in Beijing



Water Pollution

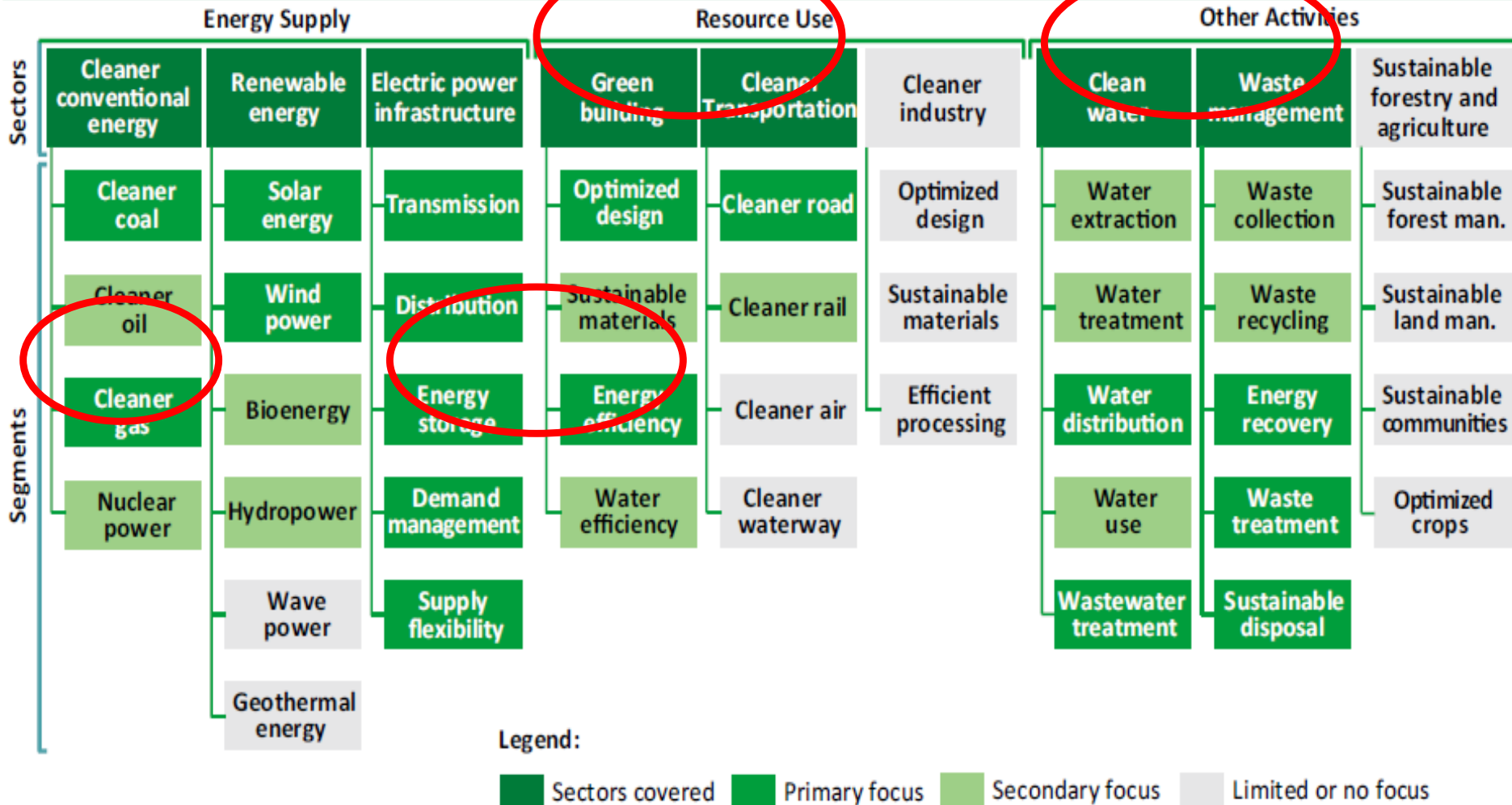


Soil Pollution

Clean Tech = Clean Energy + Environmental Technologies and more

Initially focus on high-demand, lower hanging fruits

The China Greentech Report 2012 Market Map



China's Clean Tech Market Potential

- ❑ Clean technology has massive untapped export potential in China.
- ❑ China's clean technology market increased to \$186 billion in 2010 and will grow to \$555 billion annually in 2020.
- ❑ The 12th Five Year Plan and new government leadership stresses environmental protection, energy saving and harmonious society.



U.S. companies have world-class technology but are not taking the opportunities available

- ❑ China's unprecedented economic growth and sustained focus on cleaner development have created unquestionable market potential for foreign clean technology products and services of all types.
- ❑ But, Japanese and European companies still have a stronger foothold in China's growing clean technology market than their American counterparts.
- ❑ **U.S. is not seizing the opportunities available.**

The U.S. Department of Commerce sponsors the US-China Clean Tech Center (UCCTC)



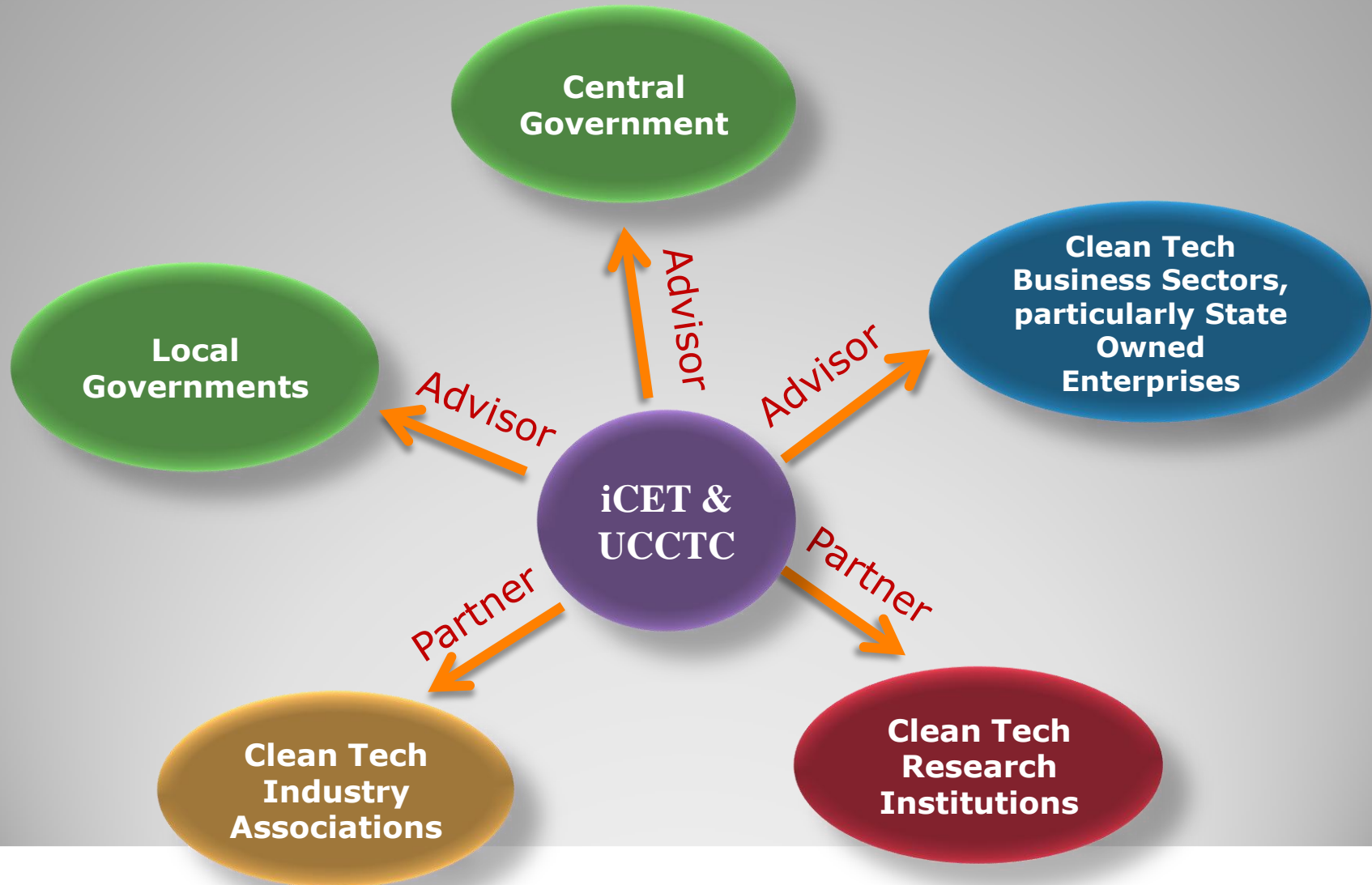
The UCCTC is a cooperative program between the Innovation Center for Energy and Transportation (iCET) and the International Trade Administration (ITA) to promote U.S. clean energy and environmental technologies into the Chinese market.

About iCET

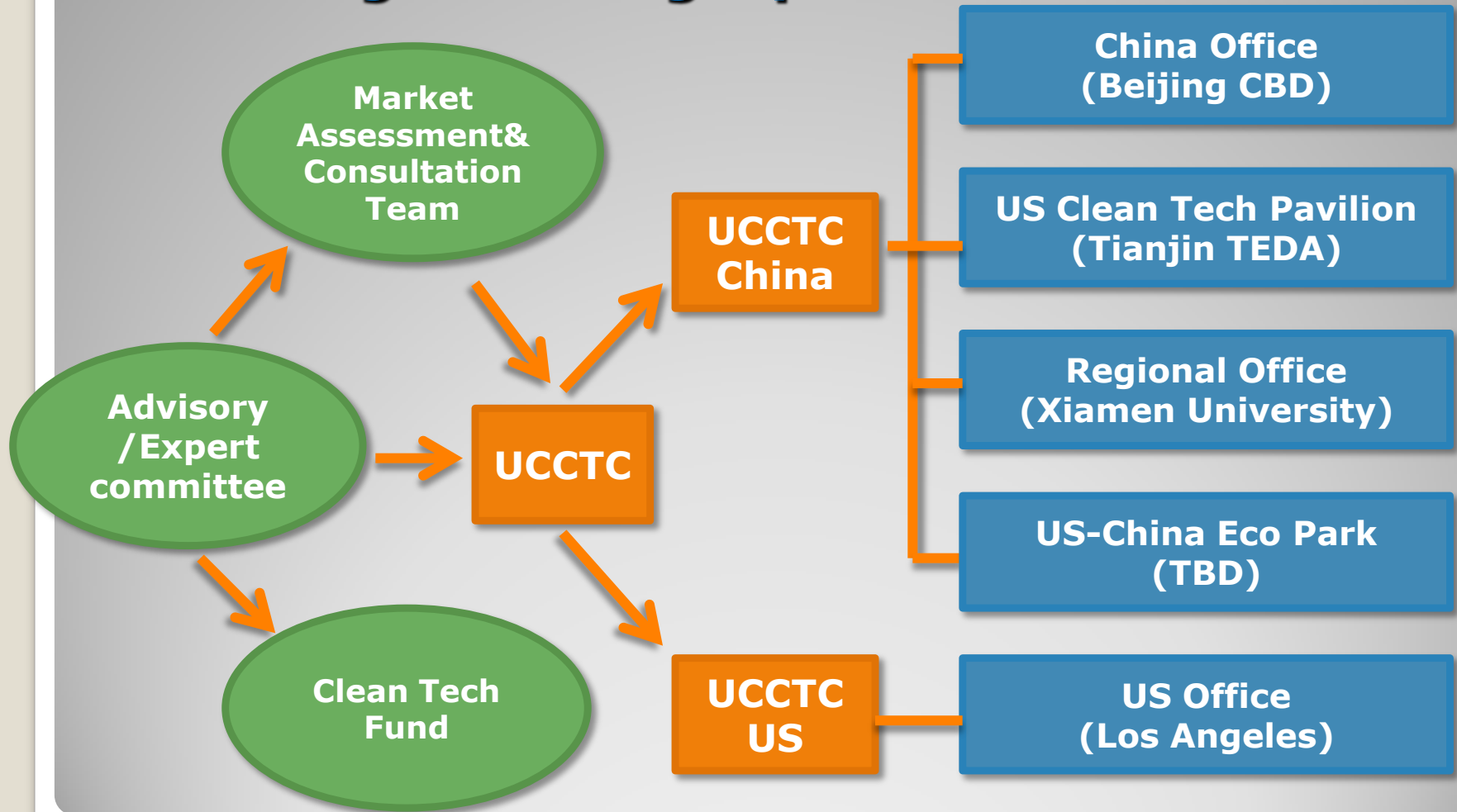
- ❑ An influential and leading think tank to promote US-China collaboration in clean energy and climate change, with offices in Beijing and Los Angeles
- ❑ Major achievements - helped China to establish:
 - ❑ The *First National Fuel Economy Standards* for cars and trucks
 - ❑ The *First Energy and Carbon Registry System* for enterprises to report carbon footprint
 - ❑ The *First Sustainable and Low Carbon Fuel Evaluation Standards*
 - ❑ The *First Online Green Car Rating System* in China
 - ❑ The *California-Jiangsu Strategic Agreement on New Energy*
 - ❑ The *First International GHG Management Certification Training Program*
- ❑ Deep ties with central/local governments, research institutes, and major private and state-owned clean tech enterprises in China



iCET's role and deep ties in China



Connections: UCCTC will connect you to the right strategic partner in China



UCCTC's Organizational Resources

- ❑ High-level Advisory/Expert Committee
 - ❑ Leader: Former President of Tsinghua University & Former U.S. Secretary of Commerce
 - ❑ Authorities and Top-notch Experts in Cleantech and Investment
- ❑ Cleantech Market Assessment/Consultation Team
 - ❑ Internal Expertise (*i*CET expertise)
 - ❑ Xiamen University New Energy Institute
- ❑ US Clean Tech Pavilion
 - ❑ Located in one of the largest national economic zone – Tianjin TEDA
 - ❑ Provide US companies a showcase to promote their products and services
- ❑ UCCTC Regional Centers
 - ❑ Tianjin-Beijing in Bohai Bay, Xiamen in Haixi
 - ❑ Future possible sites: Shanghai-Jiangsu in Yangzi River, Guangdong-Shenzhen in Pearl River, Chongqing-Xi'an in Western China

UCCTC's Additional Functions

- ❑ US-China Cleantech Fund
 - ❑ Help cleantech firms who are seeking investments
 - ❑ Incubating US cleantech companies to penetrate Chinese market

- ❑ US-China Eco-Park
 - ❑ There are six Sino-foreign eco-parks, US is not in the mix
 - ❑ The Eco-park could play much bigger and stronger role

- ❑ Inbound investment from Chinese Clean tech Firms and funds

UCCTC has exclusive representation at the top export platforms in China: TEDA ECO Center

- ❑ Only 30 minutes away from Beijing by rail, Tianjin is the fourth largest city in China. Tianjin's GDP increased 16.4 percent last year.
- ❑ Tianjin has China's highest per-capita GDP with \$13,393 in 2011, followed by Shanghai with \$12,784 and Beijing with \$12,447
- ❑ UCCTC establishes an US Cleantech Pavilion within Tianjin Economic Development Area (TEDA)'s ECO Center, where US firms can promote their products and services.



UCCTC Pavilion Launch Ceremony in Tianjin (January 15th, 2013 , Tianjin)





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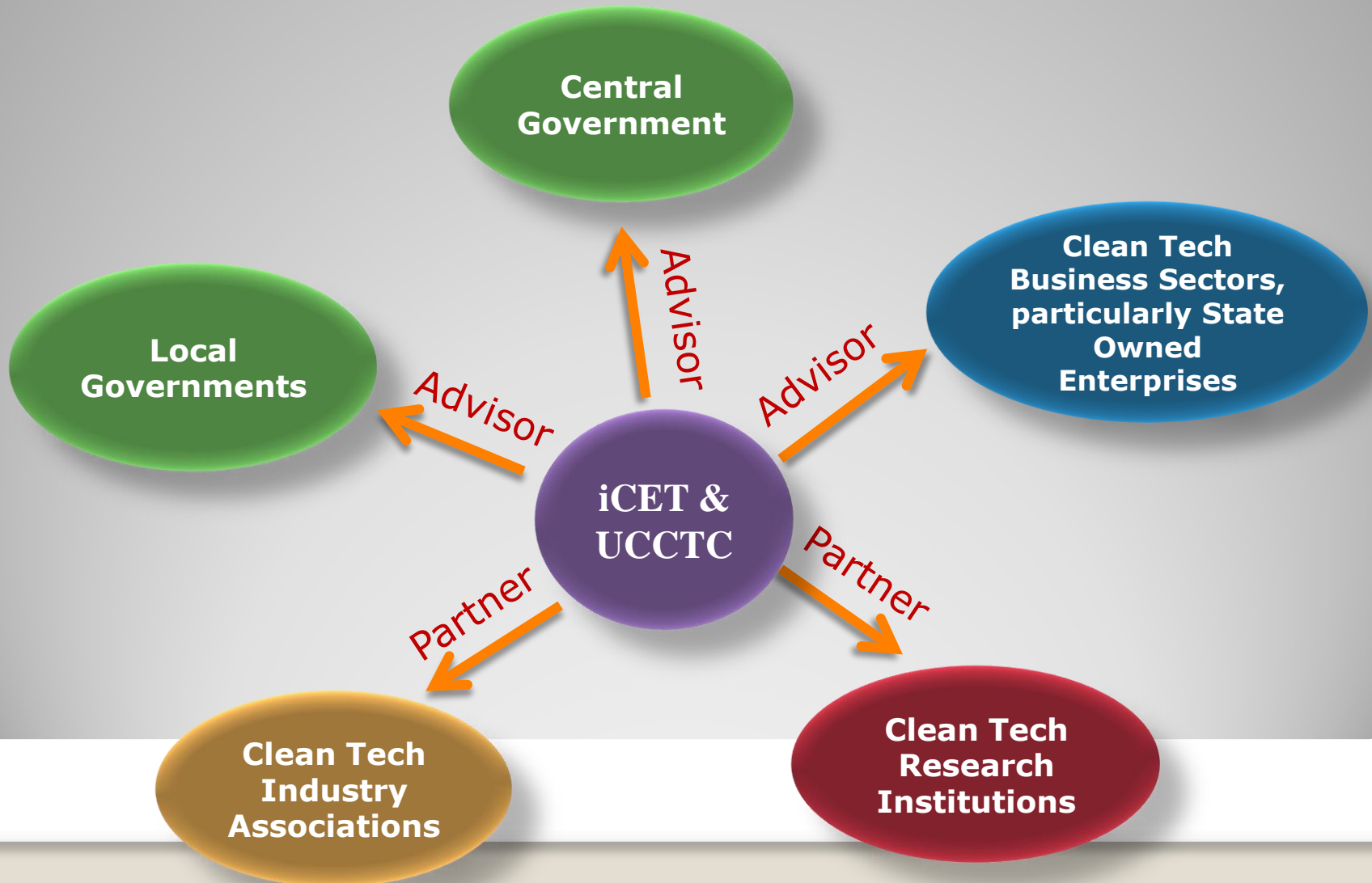
UCCTC's Mission

Through US government sponsorship, to provide US clean tech firms a cost-effective and strategic launching pad where they can showcase their products & services in China's leading clean tech markets in order to increase market demand and investment for US clean tech.

What Makes UCCTC Different

- Through our powerful network, UCCTC pools governmental, technical and financial resources to assist US companies to reach China's clean tech market.
- UCCTC has considerable and immediate on-the ground capacity to greatly expand growth for the companies with which we work.
 - ❑ Connections: Deep ties in China in government and business
 - ❑ Recognition: Direct sponsorship and support from the US and Chinese governments
 - ❑ Presence: Well-established local operations and staff in China.

Connections: UCCTC is the only US Department of Commerce sponsored clean tech connector on-the-ground in China that can connect you with the right local partner



UCCTC Services Spotlight

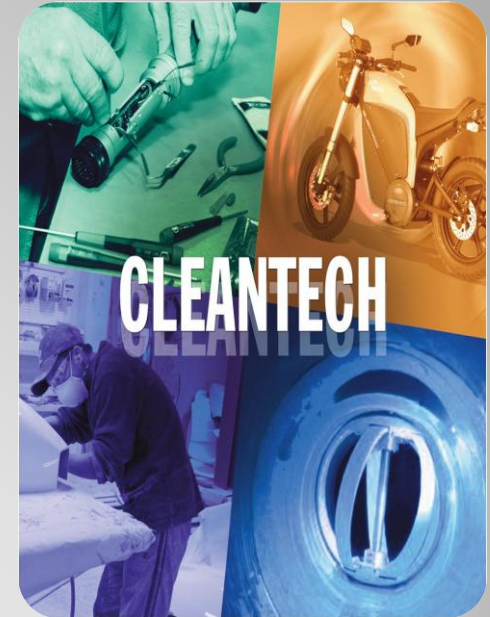
- ❑ Webinar and Training
- ❑ Trade Missions
- ❑ Matchmaking & Networking
- ❑ Promotion & Marketing
- ❑ Individualized Consultation and Advisory
- ❑ China Representative Office Service

UCCTC Services

It is the mission of the UCCTC to help market products and services and to help Chinese buyers find US products

UCCTC serves two primary types of companies:

- 1) For companies with less experience doing business in China, we **incubate** the market development
- 2) For companies already active in China, we **facilitate** the expansion and growth of member companies.



Targeted Promotion

Challenge in China: Companies need a robust **physical and online marketing platform** to promote US clean technology product exports to China

UCCTC will:

- Refine, develop and upload content to virtual clean technology pavilions;
- Translate your promotional materials into Chinese as necessary;
- Promote your product by detailed sector and solution type



Targeted Promotion

Clean Tech Newsletter:

- With a circulation of over 2,000 Chinese companies and customers, the Low Carbon Newsletter will showcase your product.
- Available for download as well as in hard-copy

Mobile App:

- Showcase your product or service on the mobile app available for download on iPhone and Android.



Targeted Promotion

Virtual Exhibition Center



- ◆ Tech Solution Show
- ◆ Multi-media available for your product (trailer/movie-making service available)
- ◆ Online presence can matching with the real exhibition center



GE - 启动梦想未来
中国

展厅

Ideascapes
Glass • Coatings • Paint

展厅

PHILIPS

展厅

展厅

展厅

How to make a deal in China: all about “who you know”

Challenge in China: It’s all about “who you know” and finding the right business partner in China. You need a locally-trusted source of clean technology information for Chinese regional governments, business owners and operators.

As a China-based organization, UCCTC and its Chinese partners will:

- ❖ Facilitate deal-making by bringing potential Chinese customers to the physical and virtual marketplaces, creating reports of **only the buyers interested** in your company's product **before firms come to China**



The Successful Business Match-making Cycle

Find Demand



- UCCTC partners do research on each industry sector through surveys, site visits and interviews, and find common key technology demands in different industries

Promote US Technology



- UCCTC brings the top US companies based on the local market demand and matches China's industry demand with US solutions



Follow Up

- UCCTC partners provide relevant policy support and successful case-study dissemination, etc



Make the Match

- Chinese industries that have clear demand match with US companies

Clean Tech Matchmaking Events at the Tianjin TEDA ECO Center

2013

Join iCET and TEDA ECO Center in 2013 for exclusive industry matchmaking events for the following sectors:

March

- Green lighting technology
- Food industry waste management

April

- Chemical industry waste management
- Industrial energy efficiency

May

- Residue heat and steam recycling technology
- Pharmaceutical Wastewater treatment

June

- Power supply & distribution and intelligent power systems

July

- HVAC (Heating, Ventilation, Air-Conditioning, Cooling) system efficiency

August

- Wastewater treatment
- Waste plastics recycling

September

- Electric motor systems
- Construction industry waste management

November

- Wastewater and desalination systems
- Green building and energy visualization systems

For more information, please contact
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www.uschinacleantech.org



泰达低碳经济信息网
EcoTEDA.org



Hands on Assistance for SMEs

- Many clean technologies have been developed by small and medium-sized enterprises (SMEs).
- Markets for these products and solutions are opening up at incredible speed, **but SMEs seldom have the resources to expand into these markets or understand how to protect their intellectual property.**
- SMEs need support in identifying the best foreign prospects and markets. They also require cost-effective and efficient methods to be competitive and then to undertake export transactions, while also understanding how to protect their intellectual property.

UCCTC, ITA and US Embassy in China to organize several Trade Missions to China in the next 3 months

- ❑ Wisconsin Governor Clean Water Delegation (April 16-17, Beijing/Tianjin)
- ❑ US Green ICT Delegation (May 22-25, Shanghai/Wuxi/Kunshan)
- ❑ US Clean Energy Expo and Mission (July 5-10, Beijing/Tianjin)
- ❑ US Groundwater and Soil Remediation Delegation (July 23-30, Beijing/Tianjin/Zhengzhou)
- ❑ US Shale Gas Delegation (July 24, Beijing)



Clean Energy Expo China (CEEC) 2013

JULY 3-5, 2013 BEIJING, CHINA

Greetings from the U.S. Embassy China!

The Commercial Service of the U.S. Embassy in Beijing is pleased to invite U.S. firms to showcase their products and services in the "U.S. Pavilion" at the Clean Energy Expo China (CEEC) 2013, slated for July 3-5, 2013 at the China National Convention Center in Beijing.

With a 12 year track record, CEEC is the most influential and well established event of its kind in Asia. The 2012 exhibition attracted 600 exhibitors, 108 speakers and over 18,000 visitors from 59 countries.

The show offers a prime marketing and exhibition venue to companies interested in China's growing clean energy industries. The U.S. Pavilion, organized by the U.S. Commercial Service, will occupy a choice location for participants to display their products and company information at this exhibition. Participating U.S. firms will have an excellent opportunity to meet potential buyers and/or agents/distributors to sell their products and services in China.

Make plans now to join the U.S. Pavilion at CEEC 2013! We look forward to working with you to promote the sales of your products and services in China.

Sincerely,

William Zarit
Minister for Commercial Affairs
U.S. Embassy, Beijing

U.S. Pavilion Participation will include:

- Fully furnished booth space in a prime location (Hall W1 and W2)
- US Pavilion feature on C newsletters to exhibitors visitors
- Full page US Pavilion ad in the CEEC's show pre directory with logos and US Pavilion exhibitors
- Company web linkage of Commercial Service Web (www.buyusa.gov/china)
- Standard catalogue entry Exhibitor Catalogue
- US Pavilion brochure lists pavilion exhibitors' logo introduction and contact be distributed to all visitors
- Pre-arranged Match-making

*Additional Fee applies

For more information, please con

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Ryan Lam
Sales Manager, Koelmesse Co., Lt
Email: r.lam@koelmesse.cn

Official Event Website: <http://www.cleanenergyexpochna.com>



2013 中国-美国威斯康辛州 "清洁水" 论坛

主办方: SCOTT WALKER 阁下, 美国威斯康辛州州长

建立中国与世界经济清洁水实施领域的合作伙伴关系

日期: 2013年4月16日 时间: 16:30 到 18:30

地点: 凯宾斯基酒店北京厅, 北京市朝阳区亮马桥路80号

论坛将包括以下内容:

真实案例分享
成为全球清洁水技术的聚集地
水领域的合作机会
及开幕或闭幕词

组委会
总工程师, The Probst Group
事, 中国绿色科技
SD) 中国有限公司总经理 (待确认)

主办方

威斯康辛经济发展公司

协办方:

美中清洁技术中心
中国绿色科技
威斯康辛中国中心
水理事会
威斯康辛大学系统
威斯康辛大学麦迪逊分校

报名方式:

此活动无注册费, 报名请填写
回执并发送电子邮件到

info@icet.org.cn

或登录网站直接注册:
http://www.uschinaCleantech.org.cn/news.asp?N_ID=72

注册成功后您将收到确认函。
因场地限制, 报名从速, 以收
到确认函为准。谢谢合作!



美国商务部, 美中清洁技术中心 美国地下水与土壤修复贸易代表团访华

2013年6月10日-17日
北京、郑州、天津 (特定)

探寻需求增长中的中国地下水市场

据《全国地下水污染防治规划(2011-2020年)》, 中国将投入347亿元人民币(约56亿美元)用于地下水与土壤修复。目前, 中国环保部正在就全国地下水情况进行调查, 并准备通过颁布法规来保护、控制并修复国家地下水和土地资源。

为了帮助美国公司了解中国地下水及土壤修复市场需求, 美中清洁技术中心、美国商务服务与中国国家环保部及各地方环保局/局、天津经济技术开发区、中国环境保护产业协会以及其他中国政府部门通力合作, 组织了此次考察活动。

主要机会:

此次考察为代表所在公司提供良机, 使其明确在中国市场的自身定位。主要机会有:

- 了解中国市场
- 与政府监管部门的会谈
- 在研讨会上直接向潜在商业伙伴和客户进行公司介绍
- 构建关系网并进行对接

联系我们:

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<http://export.gov/china>

美国商务部 (华盛顿特区)
能源与环境工业处
Maureen Hinman
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电话: 1-202-482-0627

费用:
中小企业: \$3,890
大企业: \$4,890
中国国际环保展标准展位: \$3,800
中国国际环保展共享展位: \$500
额外参加人员: \$450/人
备注: 细节随附。

国威斯康辛水处理典范的学习, 与威斯康辛州的14名政府、学界、企业代表一起解决此
此次论坛更加为领域内各界提供探索全球水问题的商业合作机会。

专家进行主题演讲并与参会者进行互动交流。在这样的安排下, 美、中公司及投资者代表能
需求, 并且有针对性的技术与商业利益进行讨论。

水危机是最高度重视的, 面对人均水资源严重缺乏且污染严重的现状, 中国领导层已携
取行动刻不容缓。我们认为, 当前解决这一问题最有效的方法是跨国合作。



UCCTC current portfolio of clean technologies ...



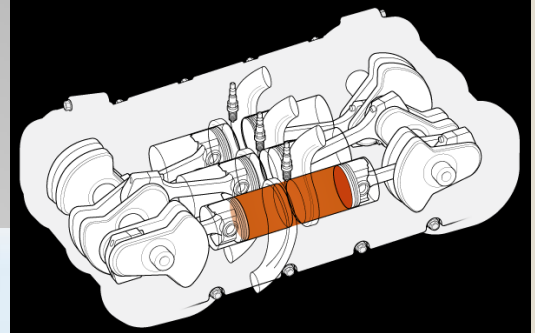
Green Data Center



New Generation SheerWind Technology



Clean Water



High-efficient engine



Soil Remediation

Bottom line: How to export in China

- Use trusted local China and technical experts such as UCCTC that are already sponsored by the US Department of Commerce.
- A clean tech firm can sign up for services (marketing, trade missions, and technical seminars) individually.
- A clean tech firm can become a UCCTC member to receive a whole portfolio of dedicated services.

The untapped opportunity...

- ❑ China is the world's **biggest** cleantech market.
- ❑ The US is **under-represented**.
- ❑ UCCTC already has **local operations and staff in China** and a **cutting-edge marketing platform**, and can lead **targeted facilitation of deal making**.
- ❑ UCCTC has **deep relationships and agreements** to be the US representative in the premier clean development markets in China.

For more information

U.S.-China Clean Tech Center (LA)

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Environment: Maureen Hinman

Maureen.Hinman@trade.gov



For more information,
please view our website,
which is constantly updated:
www.uschinacleantech.org

Questions?

