

The Consulate General of Canada in Hong Kong in partnership with the Hong Kong Trade Development Council (HKTDC), the Hong Kong Economic and Trade Office (HKETO) in Canada and Messe Frankfurt, would like to invite Canadian companies to join the:

## Canadian Cleantech and Green Building Trade Mission to Hong Kong 2017

October 24 – 30, 2017



### Supporting Organizations:

- City of Toronto
- Écotech Québec
- Hong Kong-Canada Business Association
- Government of Alberta
- Government of Ontario
- Ontario Environment Industry Association (ONEIA)

### Who should join?

- Canadian companies involved in **cleantech, sustainable technologies, environmental protection and green building technologies, products & services:**
  - *air pollution control*
  - *solid waste management, treatment & recycling*
  - *water & wastewater management, treatment & recycling*
  - *energy management, energy efficiency and energy saving*
  - *green building solution, products, technologies & services*
  - *green transportation, electric vehicle and charging station solutions*
- Companies with strong interest and plans to expand their business to Hong Kong, the Chinese mainland and the broader Asian region are encouraged to participate.

### **Note to Potential Canadian Delegates - CanExport:**

**CanExport** is a Canada government program to provide direct financial support to SME in Canada seeking to develop **new export opportunities**. The program supports a wide range of marketing activities including business travel, participation at trade fairs and market research etc. To learn more about the eligibility requirements, application guide and other details of **CanExport**, please visit the website: <http://international.gc.ca/canexport>



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## **What will the mission deliver?**

A programme that will help delegates to find:

- Potential business opportunities, including sales, partnerships, investment
- Access to targeted business networks
- First-hand market intelligence

## **Key Mission Events:**

- (1) Shared Canadian Pavilion at the Eco Expo Asia 2017 International Trade Fair & Conference on Environmental Protection ([www.ecoexpoasia.com](http://www.ecoexpoasia.com))** (October 26 – 29) at the Asia-World Expo in Hong Kong - an ideal platform for delegates to meet with industry players and potential clients from the Chinese mainland, Hong Kong and Asia Pacific for exploring business opportunities and partnerships.
- (2) 1-day Special Partnering Program** (October 25) – The program will include company presentation, networking luncheon and B2B meeting with targeted local business contacts and partners.

## **Market Overview**

**Asia: Key Driver of Green Growth** - With the commitment to the COP21 climate pact, countries across the globe are setting forth ambitious emission targets in their development agendas. Government worldwide, particularly in Asia, are also initiating various measures towards attracting greater investments in sustainable buildings, contributing to the enormous growth of the market. It is expected that the global revenue for the market will increase from USD307 billion in 2014 to nearly USD623 billion by 2030.

**Chinese Mainland to Move Forward with Green Energy Development** - Under the 13<sup>th</sup> Five Year Plan, the Chinese mainland has pledged to drastically reduce CO2 emissions and increase the use of non-fossil energies to 15% of the total energy mix by 2020. Coupled with greater economic integration spurred by the “Belt and Road” initiative, the cumulative investment in non-fossil fuels and low-carbon technologies in the country is forecasted to exceed USD6.26 trillion by 2030.

**Hong Kong Determined to Become a Low-carbon City** - Over the past several years, the Hong Kong Government has allocated significant resources toward tackling a range of environmental challenges, with a particular focus on waste management, green building, and air quality. For example, the Government has dedicated a recycling fund worth USD129 million towards stimulating the city’s recycling industry. Furthermore, over USD2.46 billion will be allocated to the development of the Integrated Waste Management Facilities. Hong Kong is greatly in need of new technologies, products and services for waste-related infrastructure, including organic waste treatment facilities, waste-to-energy integrated waste management facilities and landfill extensions.

Strong demand also exists for innovative solutions that can provide energy efficiency in buildings, as approximately 90% of Hong Kong’s total electricity consumption is contributed by residential and commercial properties. Also, the Government’s effort to improve air quality to achieve new air quality objectives by 2020 has created opportunities for emission reduction technologies and products including electrical vehicles and charging infrastructure. For suppliers with innovative and novel solutions, market opportunities are growing year after year.



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## **Eco Expo Asia (October 26-29, 2017)**

(Fair venue: AsiaWorld-Expo, Hong Kong International Airport, Lantau, Hong Kong)

Organised by the HKTDC and Messe Frankfurt (HK), and co-organised with the Environment Bureau of the Hong Kong Government, Eco Expo Asia receives substantial support from government departments from the Chinese mainland and other emerging Asian markets, as well as more than 30 local and international trade associations and government agencies. Areas of specialty include **Air & Water Quality, Eco-friendly Products, Energy Efficiency & Energy, Green Building Solution & Service, Green Transportation** as well as **Waste Management and Recycling**. In 2016, Eco Expo Asia attracted international industry attendance with 325 exhibitors, 13,458 buyers, 400 government officials, and 80 conference and seminar speakers.

**Target buyers in attendance include:** Government policy makers, urban planners and related NGOs, manufacturers, designers, engineers looking for eco-friendly solutions to their production process and products; Chain stores, retailers, courier companies looking for eco-friendly packaging materials; Land developers looking for ecological landscape and construction designs; Consulting Engineers, Architects and Surveyors; Cleaning companies and management companies and Corporate Executives.

**Key buyers in 2016:** Airport Authority Hong Kong, Cathay Pacific, China State Construction International, Great Eagle, Hanison, Hong Kong Exchanges and Clearing Limited, HSBC, New World Development, PCCW, Sun Hung Kai, Swire, The Philippine Technological Council, Tradeport Hong Kong, Wharf, Zhuguang Holdings and more.

### **Participation Packages for Canadian Companies**

<b><u>Join as</u></b>	<b><u>Package Features</u></b>
<b>Mission Delegate</b>	<p><b><u>MISSION REGISTRATION FEE: C\$500</u></b> (per company for max. two reps)</p> <p>Full package including following activities organized by the Consulate General of Canada in Hong Kong:</p> <ul style="list-style-type: none"><li>• <b>Co-exhibitor</b> at the Canadian Pavilion at Eco Expo Asia 2017 (Oct 26-29)<ul style="list-style-type: none"><li>- Shared booth space for display of company products &amp; promotional materials</li><li>- Individual company poster at shared booth</li><li>- Company listing in the Eco Expo Asia trade show directory. (NOTE: Shared space for this package is limited and is available on a first-come, first-served basis.)</li></ul></li><li>• <b>1-day Special Partnering Program</b> (October 25)<ul style="list-style-type: none"><li>- Canadian company presentation</li><li>- Pre-arranged one-on-one meeting services</li><li>- Business networking reception to meet targeted local partners</li></ul></li></ul>



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## Application Form

### Canadian Cleantech and Green Building Trade Mission to Hong Kong 2017 October 24 – 30, 2017

Please return your completed application to: **Peggy Lau** by email: [peggy.sy.lau@hktdc.org](mailto:peggy.sy.lau@hktdc.org) or to **Fatima Lai** by email: [fatima.lai@international.gc.ca](mailto:fatima.lai@international.gc.ca).

**Application Deadline: August 30, 2017**

**NOTE: After submitting your application, please wait for confirmation of your participation from HKTDC or the Consulate General of Canada before making your travel reservations.**

- Our company would like to apply to join as Mission Delegate (Co-Exhibitor at Canadian Pavilion at Eco Expo Asia and Special Partnering Program) with a Mission fee of **C\$500** (per company for 2 representatives).

**NOTE:**

- (1) Payment procedure to be provided by the Canadian Consulate upon acceptance of mission application.  
(2) Delegates are responsible for their respective airfares, hotel accommodation, and incidental expenses.

- Our Company would like to join the 1-day Special Partnering Program only on October 25 with a Mission fee of **C\$250**.
- Our company would like to join as a Trade Visitor to visit the Eco Expo Asia trade show only (complimentary).

Name:	_____	Title:	_____
Name:	_____	Title:	_____
Company:	_____		
Office Address:	_____		
Office Tel:	_____	Office Fax:	_____
Office E-mail:	_____	Website:	_____

**Briefly describe your products/services:**

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**Who are the end-users of your products/services?**

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**Who are your targeted partners to promote your products/services to the market?**

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**What is the value proposition or competitive advantage of your products/services to prospective clients?**

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**Briefly describe your company's activities outside Canada:**

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We hereby apply for joining the Eco Expo Asia 2017. We agree to abide by the "[Organisers' Terms of Application and Exhibition Rules & Regulations](#)". We understand that the above information will be included into Organisers' databank and the Organisers can make use of our information for trade promotion purposes or on-pass to third parties for promotion of the Eco Expo Asia 2017.

If you do not wish to have your information on-passed to third parties for promotion of the Eco Expo Asia 2017, please "✓" against the box.

We accept that the Organisers bear no responsibility for any error or omission.

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Authorized Signature:** \_\_\_\_\_



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