

## CALL FOR APPLICATIONS

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

October 27-30, 2021

#### Application Deadline: September 3, 2021

In collaboration with the Hong Kong Trade Development Council and supported by the Hong Kong Economic and Trade Office (Toronto) and InvestHK (Canada Office), the **Consulate General of Canada in Hong Kong and Macao** is organizing a Canadian Cleantech and Green Building Mission to Hong Kong, coinciding with the [Eco Expo Asia 2021](#) held on October 27-30. The Mission will be a hybrid event, a combination of a virtual and physical presence.

You are invited to join the Mission as a **Panel Exhibitor**, sharing the Canada Pavilion with other Canadian companies in person, or as a **Virtual Exhibitor** showcasing your company virtually. There is no participation fee for either a Panel or Virtual Exhibitor.

You can also opt to exhibit as an **individual physical or online exhibitor** at your own cost offered by the organizer<sup>1</sup>.

#### What Does the Mission Offer?

- **Free Shared Booth Space** at the Canada Pavilion at Eco Expo Asia 2021 (*for selected panel exhibitors only*).
- Your company will be showcased in the **Canadian Capability Booklet** circulated at the Fair and to business contacts in the Cleantech and Green Building sectors in Hong Kong.
- A pre-arranged B2B **Business Matching Service** with interested partners either physically at the Canada Pavilion at the fair or online facilitated by the Trade Commissioner Service (TCS) in Hong Kong.
- Access to a **Market Briefing** and **Market report** provided by the Canadian Trade Commissioner Service in Hong Kong.

#### Who Should Join the Mission?

Fully commercialized Canadian companies offering innovative solutions in the following categories:

- Water & Wastewater Management, Treatment & Recycling
- Solid Waste Management, Treatment & Recycling
- Air Pollution Control and Emission Reduction
- Energy Management, Energy Efficiency & Energy Savings
- Green Building Materials, Products, Technologies & Services
- Renewable Energy and Energy Storage
- Innovative Construction Technologies
- Eco-friendly Products

<sup>1</sup> All exhibitors (both local and overseas) will be subsidized a maximum of 50% of the participation fee or HK\$10,000 per booth of 9sqm – please read [HKTDC Fair package](#). If there are 4 or more individual physical booths registered through the Consulate, the Consulate can coordinate a bigger Pavilion with an extra 25% off for each booth.



Government of Canada  
**Consulate General of Canada**

Gouvernement du Canada  
**Consulat général du Canada**



Invest**HK**



Hong Kong Economic and Trade Office (Toronto)  
We work across Canada

## **Why Hong Kong?**

- Highly liberalized market: no import duties, no major entry barriers.
- Major commercial hub in Asia.
- Close proximity to China and numerous key Asian markets.
- HK Government has committed to green solutions through environmental blueprints:
  - Roadmap for the popularisation of electric vehicles, which sets out the timeline for eliminating the new sales of conventional fuel-powered private cars by 2035.
  - Waste blueprint: advocates waste reduction, resources circulation and the elimination of landfills to help construct a circular economy, create jobs in the green sector and support decarbonisation.
  - Updated Clean Air Plan for Hong Kong: sets out long-term targets to further improve air quality in the city.

In order to achieve the goals laid out in these blueprints, innovative carbon-reducing technologies across a wide span of industries will need to be explored and introduced. At Eco Expo Asia, exhibitors can capitalise on the opportunities on offer and showcase their green solutions and products for an array of sectors including waste management, green transport, green finance, recycling, renewable energy, air quality and more.

## **About Eco Expo Asia**

Eco Expo Asia is an annual international trade platform for the eco industry that showcases the latest green products, equipment and technology. It is considered one of the leading environmental trade shows and conferences in Asia, offering a specialized and professional marketing platform for manufacturers and suppliers of environmental goods and services. The exhibition is the first choice for environmental professionals to network, exchange ideas, information and innovations and establish premium business contacts. The fair is accompanied by the Eco Asia Conference with lectures, panel discussions and seminars on current topics, trends and best practices.

## **Target Buyers**

Government policy makers, urban planners, 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.

## **How to Apply**

Fill in and return the application form to us **on or before Friday, September 3, 2021**. Applications will be evaluated for their suitability for the Hong Kong market and applicants must be a qualified Canadian TCS client. **Qualified successful applicants will be notified by the Consulate General of Canada on or before Friday September 10, 2021.**

Click [HERE](#) for the Application Form.

For enquiry, email [Fatima.lai@interanational.gc.ca](mailto:Fatima.lai@interanational.gc.ca) at Consulate General of Canada in Hong Kong, or [adrienne.ly.ho@hktdc.org](mailto:adrienne.ly.ho@hktdc.org) at Hong Kong Trade Development Council Toronto Office.