

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

## **Canadian Environment and Green Building Trade Mission to Hong Kong 2014** **October 28 – November 1, 2014**



### **Supporting Organizations:**

- Alberta Government (TBC)
- Canada China Business Council (TBC)
- Hong Kong-Canada Business Association
- Ontario Chamber of Commerce
- Ontario Environment Industry Association (TBC)

### **Who should join?**

- Canadian companies which are involved in **sustainable technologies, environmental protection and green building technologies, products and services**
  - *air pollution control,*
  - *solid waste management/treatment/recycling*
  - *water/wastewater management/treatment*
  - *energy efficiency in building/industrial process*
  - *green building solution/products and services*
- In addition, companies with a strong interest and plans to expand their business to Hong Kong, the Mainland China and the broader Asian region are encouraged to participate.

### **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

### **Delegates will be invited to join:**

1. the **Shared Canadian Pavilion (max 3sq m booth space per company)** at the **Eco Expo Asia 2014 International Trade Fair and Conference on Environmental Protection** ([www.ecoexpoasia.com](http://www.ecoexpoasia.com)) to take place **October 29 – November 1, 2014** at the **Asia-World Expo in Hong Kong** - an ideal platform for delegates to meet with industry players and potential clients from China, Hong Kong and Asia Pacific for exploring business opportunities and partnerships.



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2. **Special Partnering Program** – a Business Partnering and One-on-one meetings will be organized by the Consulate General of Canada in Hong Kong exclusively for Canadian participants with key local contacts on October 28.

### **Market Overview**

Governments across South East Asia for example have created policies and programs that aim to save between USD \$15 – 43 billion in power by 2020, while in Mainland China, the government has pledged to invest USD \$481.9 billion in green projects under its 12th Five-Year Plan.

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, alternative energy, and air quality.**

The Environment Bureau recently unveiled a 10-year "Hong Kong: Blueprint for Sustainable Use of Resources 2013-2022" with the aim to reduce the per capita disposal rate of municipal solid waste by 40 per cent by 2022. To achieve this goal, 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, as the Hong Kong Government is aiming to meet 2% of total electricity demand from RE by 2020, Public-Private-Partnerships present opportunities for Canadian firms, in terms of offshore wind farms, waste-to-energy projects, landfill gas recovery, and rooftop solar/wind energy.

**Finally, 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 catalytic converters for commercial vehicles.** For suppliers with innovative and novel solutions, market opportunities are growing year after year.

### **Eco Expo Asia 2014**

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

Co-organised by the Environment Bureau of the Government of the Hong Kong, Eco Expo Asia receives substantial support from government departments from Mainland China and South East Asia, as well as over 30 local and international trade associations and government agencies. Areas of specialty include **Air & Water Quality, Eco-friendly Products, Energy Efficiency & Energy, Green Building** as well as **Waste Management and Recycling.**

In 2014, Eco Expo Asia will enter its 9<sup>th</sup> year. Eco Expo Asia 2013 **attracted international industry attendance with 297 exhibitors, 12,952 buyers, 600 government officials, and nearly 40 conference 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;*



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Region Government

Consulting Engineers, Architects and Surveyors; Cleaning companies and management companies and Corporate Executives. For full details, please visit: [www.ecoexpoasia.com](http://www.ecoexpoasia.com)

### Participation Packages for Canadian Companies

<u>Join as</u>	<u>Package Features</u>
<b>Mission Delegate</b>	<p><b>Mission Registration Fee: C\$300</b> (per organization) 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 2014 <ul style="list-style-type: none"> <li>- Company poster.</li> <li>- 1 x 3 sq. m panel booth space for display of company products and promotional materials</li> <li>- Company listing in the Eco Expo trade show directory.</li> </ul> </li> <li>• <b>Special Partnering Seminar</b> <ul style="list-style-type: none"> <li>- Canadian company Presentation</li> <li>- Pre-arranged One-on-one Meeting Services</li> <li>- Business Networking Reception with Key Local Contacts</li> </ul> </li> <li>• <b>Mission Briefing</b> on market development and doing business in Hong Kong</li> <li>• <b>Company Listing</b> in the Canadian Mission Directory</li> </ul> <p>(Additional Business Matching Services by HKTDC – details to be provided)</p> <p><b>NOTE:</b> Space for this package is limited and is available on a first-come first-served basis.</p>
<b>Trade Visitor</b>	<ul style="list-style-type: none"> <li>• Complimentary trade visitor registration.</li> <li>• Walking fairgrounds only.</li> <li>• Access to the VIP Dragon Lounge on-site.</li> </ul>

### Tentative Mission Program

Sunday October 26, 2014 or before	Departure from Canada to Hong Kong
Monday October 27, 2014	Arrival in Hong Kong
Tuesday October 28, 2014	<b>Special Partnering Program</b> organized by the Consulate General of Canada in Hong Kong: Market briefing, partnering seminar with Canadian company presentations followed by one-on-one meeting session and networking event. Separate exhibitor setup at booth if needed (optional)
Wednesday October 29 – Saturday November 1, 2014	Participate in the <b>Canadian Pavilion shared booth</b> at the Eco Expo Asia 2014 at the Asia-World Expo in Hong Kong. Please visit <a href="http://www.ecoexpoasia.com">www.ecoexpoasia.com</a> for full details.



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Sunday November 2, 2014

Extended stay or departure from Hong Kong.

**Cost of Participation as Mission Delegate**

**Mission Registration Fee: C\$\$300 (per organization)** for participation in the Special Partnering Program/Networking Reception and shared Canadian booth at the Eco Expo Asia 2014.

**(Note: Payment procedure and details to be provided by the Canadian Consulate upon acceptance of mission application.)**

Confirmed delegates are responsible for their respective airfares, hotel accommodations, and incidental expenses.

**Registration and Project Team**

**Registration Deadline: July 31, 2014**

To proceed, please use the **attached Application Form** or simply contact one of the following project team members:

**Adrian Cheng**, Business Development Officer, HKTDC Toronto Office, Tel: (416) 366-3594 Fax: (416) 366-1569, Email: [adrian.ch.cheng@hktdc.org](mailto:adrian.ch.cheng@hktdc.org)

**Fatima Lai**, Trade Commissioner, Consulate General of Canada in Hong Kong  
Tel: (852) 2867-7390 Fax: (852) 2847-7441, Email: [fatima.lai@international.gc.ca](mailto:fatima.lai@international.gc.ca)

**Winnie Chung**, Trade Commissioner Assistant, Consulate General of Canada in Hong Kong  
Tel: (852) 2867-7366 Fax: (852)2847-7441, Email: [Winnie.chung@international.gc.ca](mailto:Winnie.chung@international.gc.ca)

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Canadian Environment and Green Building Trade Mission to Hong Kong 2014  
October 26 – November 1, 2014

**Application Form**

Please return your completed application to: **Adrian Cheng** by email: [adrian.ch.cheng@hktdc.org](mailto:adrian.ch.cheng@hktdc.org) by Fax: (416) 366-1569 or **Fatima Lai** by email: [fatima.lai@international.gc.ca](mailto:fatima.lai@international.gc.ca).

**Application Deadline: July 31, 2014**

**NOTE: Please wait for approval and confirmation from us before making your travel reservations.**

- Our company would like to apply to join the 2014 Canadian Environment & Green Building Trade Mission 2014 (Panel Exhibitor at Eco Expo Asia and Special Partnering Events) with a Mission fee of C\$300 (per organization).
- Our company would only like to attend as a visitor delegate, not as an exhibitor.

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_  
**Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **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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**Signature of Applicant:** \_\_\_\_\_

**Date:** \_\_\_\_\_



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