

New England to China Trade Initiative 2011



JUCCCE China Energy Forum 2011 聚思中国节能减排论坛



Trade Initiative Activities:

Seminar Series on *Business Opportunities in the China Clean Tech Market.*

3 Seminars in the Boston area
(Oct, Nov, Dec)

November Trade Mission to China

Nov 17 Seminar in Shanghai
Nov 19-20 China Energy Forum
in Chengdu

Key Topics

- China's Clean Energy market and technology needs
- How are American-Chinese partnerships created?
- How can American companies work effectively in China?
- What steps can you take to protect your Intellectual Property?
- Who are the various experts in China who can help you develop successful American-Chinese partnerships

Who Should Participate?

- U.S. Companies with innovative solutions for Sustainable Development. Commercially available products and services in Clean Tech, Energy and Environment
- Companies without a China Strategy as well as companies already in China who want to increase their market penetration inside China.
- VCs/investors and their portfolio companies
- Legal and Advisory professionals who can assist with U.S. – China business transactions

Reasons to Attend the November Forum in China

- If you would like to gain a better understanding of the China market and how your company can benefit from increased business in China and with the Chinese.
- If you are considering entering the Chinese market during the next few years and want to establish credible contacts with Chinese government and business leaders.
- If you are already doing business in China but want to enhance your network to expand your opportunities.
- If you are looking for partners in China.
- If you are looking for increased Export opportunities.
- If you are looking for Joint Venture Partners.
- If you are looking for technology transfer or manufacturing partners.
- If you want to meet Global Clean Tech Leaders.
- If you are looking for access to capital to fund technology that provide sustainability solutions for development.

Why a New England Initiative?

- To create a local **New England-China Ecosystem** of business, finance, legal, and auditing experts based in New England who can help locally based small, medium and large companies do business in China.
- Offer New England Clean Tech and Sustainability companies an opportunity to be part of a select trade delegation travelling to China.
- Gain advice and contacts from trusted local experts living in Shanghai and Chengdu.

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November 19/20, 2011

U.S. Delegates

Access to high level decision makers
Increase U.S. Exports → China
One to One Meetings arranged
American Innovation → Sustainable Development in China
Global Growth Strategies for U.S. Technologies
Matchmaking Opportunities



China's first Forum to bring Western Innovative technologies together with three high level Ministries in China, Enterprise, Advisors, and potential Channel Partners.

Delegate Candidates: U.S. technology companies with commercially available sustainability solutions. Service professionals such as Investors, Legal Advisors and Tax/Audit Tax specialists who want to be more active in the China market.

Want to be an active participant in the largest clean tech market in the world but not sure how to gain access to high level Chinese government officials and trusted channel partners? Join us in China and learn how you can improve or begin your China strategy .



Learn more about how you can apply to be a U.S. Delegate at the 2011 China Energy Forum and be on your way to new business opportunities in China.

Real deals for U.S. companies with real Chinese decision-makers.

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Government Sponsors

- Environment and Resources Protection Committee of the National People's Congress (NPC)
- National Development and Reform Commission (NDRC)
- Ministry of Industry and Information Technology (MIIT)
- Ministry of Science
- EU Mission to China

Hosts

- JUCCCE (Joint US China Collaboration on Clean Energy)
- City of Chengdu
- China Energy Conservation and Environmental Protection Group (CECEP)
- China Industrial Energy Conservation and Clean Production Association
- Europe-China Commercial Union

Organizers

- Exhibition Bureau of Chengdu
- Environmental Protection Bureau of Chengdu
- Investment Promotion Committee of Chengdu
- Jintang Country of Chengdu
- China Energy Conservation Investment Corporation (CECIC), Sichuan Branch

Supporting Organizations

- China Chamber of International Commerce
- China Energy Conservation Association
- United National Investment Development Organization (UNIDO) International Environment and Resources Supervision and Management Organization
- The Climate Group
- Schneider Electric

Organizing Committee

- The Office of the China International Sustainable Economy Industrialization Expo Organization Committee

Media sponsors

- CCTV
- People's Daily
- Xinhua News Agency
- Sina

About the Clean Energy Forum

JUCCCE's fourth annual Clean Energy Forum is invite-only and designed to catalyze business opportunities for international technology providers who want to do business with and in China.

As a leading non-profit accelerating the greening of China, JUCCCE has a strong track record for cross-border and cross-sector events that attract high-level industry leaders. This year, JUCCCE is fortunate to be partnering with China Energy Conservation and Environmental Protection Group (CECEP). The JUCCCE Forum will be held as part of a larger conference and expo, CECEP's 5th China International Sustainable Economy Industrialization (CISEI) Expo.

As a delegate to this forum, you will have access to

- **A rare showing of three of China's top energy related Ministries in a single event**
- **Chinese buyers of clean technology and sustainability solutions**
- **City representatives from three Chinese cities on the cutting edge of green technology and living (Chengdu, Dalian, and Tianjin Eco-city) who are actively recruiting international partnerships**
- **China's only state owned enterprise on energy conservation**
- **400 companies that are participating in the Expo**
- **Site visits to the Chengdu Economic Development Zone tailored to Delegates interests.**

100 Senior Delegates

The 2011 JUCCCE China Energy Forum is an invite-only event in China for 100 delegates designed to provide connections and insight into the China clean energy ecosystem. The audience mix will be half international, half Chinese.

Among the key delegates to expect are: Ministry of Environmental Protection, Ministry of Industry and Information Technology, National Academy of Mayors of China, China Renewable Energy Industry Association, Tianjin Eco-city, Shui On Land, McKinsey, APCO, China Renewable Energy Industry Association, Cleantech Group, Carbon War Room, Korea's LS Industrial Systems, Lawrence Berkeley National Lab, and US Department of Energy.

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China Energy Forum

**Invitation- only Forum and Meetings
Intimate round table discussions with China's leaders**

**50 Delegates from the West + 50 Delegates from China
Panel discussions with Global Clean Tech leaders**



Selected Delegate companies will be analyzed before the Forum in order to arrange one on one meetings to work towards matching U.S. technology and/or services with potential Chinese channels for sales channels, technology transfer or local manufacturing.

Forum costs: The cost of being part of an intimate, invitation only, high level Clean Tech Forum in China in a room with global clean tech leaders, Chinese decision makers, and access to three Ministries....*priceless*.... and usually not possible at any cost. However, through the JUCCCE network with its extensive connections and relationships, U.S. Delegates can be part of the inner circle on Sustainable Development in China.

Regular pricing \$ 1800. Special pricing for New England Delegates is \$1500 through Mango Networks. Start-ups, Non-profits, and members of the New England Clean Energy Council and North Shore Technology Council are eligible to receive additional discounts. Inquiries on price reductions can be made to Lisa Lillelund at lisa@mangonetworks.com.

Delegate teams of VCs and their portfolio companies; Law and Auditing firms and their clients: \$ 1250 per person through Mango Networks.

Establishing relationships with respected and trusted partners in China is not easy. JUCCCE will help Fast Track your business opportunities by making introductions you may otherwise never be able to achieve. Even if you are already doing business in China, improving relations with key decision makers and enhancing your network can greatly expand your market potential.

New England to China Trade Initiative 2011



New England – China Partnership /Sponsorship Opportunities Strategic Marketing and Positioning September – December 2011

Categories	Benefits	Pricing
International Sponsor Partner	<ul style="list-style-type: none"> ✓ Sponsor of 2011 Seminar series to take place in Boston area and Shanghai ✓ Host and Presenter options for Boston area Seminar series. ✓ Sponsor of Seminar in Shanghai with 3 invitations plus host and presenter options ✓ Global marketing prior to Forum with name in targeted e-mails, press releases, live social networking, websites ✓ Co-Promotion with media partners, supporting organizations, sponsors ✓ Speaking Opportunity at China Energy Forum ✓ Highest level branding "JUCCCE China Energy Forum. In partnership with..." ✓ Co-authoring of report on "Innovative Technologies Suitable for China" published and distributed by named partners ✓ 3 Forum delegate passes + 3 VIP guest passes ✓ Corporate materials in attendee bags ✓ Inclusion in all offsite and onsite press and marketing ✓ Private meeting with the General Manager of CECEP ✓ Free booth space at exposition 	\$ 25,000
New England Sponsor Partner	<ul style="list-style-type: none"> ✓ Sponsor of seminars in Boston area with host and presenter options ✓ Listing in U.S. Promotion and Invitation for the New England to China Trade Mission ✓ Sponsor of Seminar in Shanghai with 2 invitations plus host and presenter options ✓ Shanghai VIP Dinner Sponsor ✓ Global marketing prior to Forum with name in targeted e-mails, press releases, social networking, ✓ Co-Promotion with media partners and supporting organizations sponsors ✓ Appropriately high-level branding on all artwork and marketing materials ✓ 2 Forum delegate passes + 2 VIP guest passes ✓ Corporate knowledge-sharing materials in Forum attendee bags ✓ Free booth space at exposition 	\$ 10,000
New England Supporter	<ul style="list-style-type: none"> ✓ Sponsor of 2 seminars in Boston area with host and presenter options ✓ U.S. Promotion and Invitation for the New England to China Trade Mission ✓ Shanghai seminar invitation and presenter option ✓ Local Press Releases ✓ 1 Forum Delegate pass ✓ Corporate knowledge-sharing materials in Forum attendee bags 	\$ 5,000
Seminar Sponsor	Sponsor of a Seminar in Boston for Clean Tech Community	\$ 1,000

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JUCCE is Your First Stop in China

Why spend 2 years ramping up your China strategy?

Save time, money and effort with this JUCCE VIP introduction to China's energy market.

Language spoken

The main language is English, with simultaneous translation in Mandarin Chinese provided and translation into English during Chinese presentations.

www.jucce.com/forum

Pre-Forum Seminars with JUCCE Chairperson Peggy Liu

U.S. Forum Delegates will have access to a special pre-Forum introduction to China hosted by JUCCE Chairperson Peggy Liu. Video conferences and in person meetings in China will be offered to the Delegates.

Ms. Liu is an internationally recognized expert on clean energy in China. She is a TIME Magazine Hero of the Environment, the 2010 Hillary Laureate for climate change leadership, and a World Economic Forum Global Agenda Council member for New Energy Architecture.

New England to China Trade Initiative 2011



Hosts of China Energy Forum

The 2011 JUCCCE China Energy Forum is hosted by some of the top players in energy sector in China: China Energy Conservation and Environmental Protection Group, the Ministry of Environmental Protection, the Ministry of Industry and Information Technology, and the City of Chengdu.

The Ministry of Industry and Information Technology (MIIT)

MIIT was formed in 2008. It superseded the National Development and Reform Commission, the Commission of Science, Technology and Industry for National Defense (except nuclear power management), the State Council Informatization Office, the State Tobacco Monopoly Bureau and the Ministry of Information Industry.

MIIT's responsibilities that relate to energy include: forming and organizing the implementation of policies devoted to promoting energy saving; the comprehensive use of resources and clean production in the communications and other industries; helping draft plans which promote the comprehensive use of resources and clean production; organizing and coordinating the major demonstration projects; and promoting the use of new products, technologies, equipment and material.

The Ministry of Environmental Protection (MEP)

MEP is responsible for carrying out environmental science and technology work, organizing key scientific research projects and technological demonstration in the field of environmental protection, facilitating the development of environment science and technology administration system, and international cooperation and exchanges on environmental protection.

Joint US-China Collaboration on Clean Energy (JUCCCE)

A non-profit organization changing the way China creates and uses energy through cross-sector and cross-border collaboration on sustainability solutions. JUCCCE accelerates the greening of China by catalyzing systemic change in key drivers of energy use such as urbanization, industry and consumer behavior. During its first four years, JUCCCE has already helped catalyze key tipping points in China that will lead to reductions in energy use and emissions nationwide: Smart Grid, sustainable cities, and consumer media green coverage.

China Energy Conservation and Environmental Protection Group (CECEP)

CECEP is the only state-owned enterprise specializing in energy conservation, emission reduction, and environmental protection. It focuses on sustainable cities, sustainable industry, cleantech and new energy projects. CECEP has 172 subsidiaries and over 30,000 employees. Overseas, CECEP has established offices in over 20 countries to oversee engineering projects in over 60 countries.

CECEP is a think tank, a solution provider for government departments and large-scale industrial enterprises, and a technical consultant. As the consultative institute designated by the State Owned Assets Supervision and Administration Commission of the State Council (SASAC), CECEP manages the "pilot training program for energy managers of central enterprises." CECEP constructs advanced energy efficient buildings and low-carbon industrial parks across China.

New England to China Trade Initiative 2011



City of Chengdu

Chengdu, the capital of Sichuan province, is the focal city for China's "Go West" development program and a top investor in the clean energy industry. It is one of the core political, economic, and cultural cities in Southwest China. With a population of 11 million people and in 2010, a nominal GDP of over USD82 billion, it is attracting many institutions and enterprises from both mainland China and abroad to set up their headquarters or representatives offices there. On the first annual the Low Carbon China Forum in 2010, Chengdu was honored with the titles "Contributing City to Low Carbon China" and the "Most Competitive Low-Carbon Industrial Base City" for 2009.

Chengdu's industrial zones include the Chengdu Economic and Technical Development Zone, the Chengdu Export Processing Zone, the Chengdu Hi-Tech Industrial Development Zone, and the Chengdu Cross-Strait Technology Industry Development Park.

Chengdu New International Convention & Exposition Center (CIECC)

The Chengdu International Exhibition and Convention Center (CIECC) has two large indoor exhibition halls with a total area of 55,000 square meters. It accommodates 2,400 standard booths, which are custom-tailored to meet the different needs of clients from home and abroad, plus a 13,000m open-air square for large-scale international expositions. CIECC is equipped with a modern security and monitoring system, an automatic alarm system for firefighting as well as a spraying system. Property under the headquarters includes a shopping mall, hotel, exhibition hall, restaurant, cinema, opera house, teahouse, convention hall, aerobic center, museum of modern art, recreation hall, ecological garden, in-house swimming pool, and a nightclub.

Term to Know: The Circular Economy

A Circular Economy is a general term used in China for an industrial economy that allows for economic growth while protecting valuable resources and the environment. By working together, industries and services can enable one facility's waste to be another's input. The Circular Economy brings manufacturers, green cities, ecological industrial parks, governments, infrastructures, manufacturers, and consumers together to optimize the use of resources, have cleaner production and maintain an industrial ecology.

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Trade Mission Itinerary

(Draft as of September 24, 2011)

Tuesday November 15, Depart U.S.

Wednesday November 16, Arrive Shanghai afternoon.

Late afternoon walking tour of Shanghai, Welcome Dinner

Thursday November 17

9:00 - 15:00 *Doing Business in China*

16:00 – 18:00 Tour of Shanghai, Xin Tian Di area and French Concession

19:00 Cocktails and Dinner on The Bund with sweeping views of the city and river

Friday November 18

- **Morning Travel to Chengdu** Afternoon tour of the world famous Chengdu Panda Breeding and Research Center, located just 10km (6miles) away from downtown Chengdu

Saturday November 19

9:00- 9:30 2011 China International Circular Economy Forum and Expo opening ceremony

9:00-17:00 Exhibition

10:00-12:00 China Energy Forum Keynote Speeches

Keynote speeches from high level government officials speaking on China's circular economy and how to use technologies to balance economic growth with environmental sustainability. Speakers include Vice Ministers from the Ministry of Environmental Protection and Ministry of Industry and Information Technology, the head of the CECEP, the Mayor of the City of Chengdu, and foreign dignitaries.

14:00-18:00 JUCCCE China Energy Forum Roundtables

- Roundtable on China's clean tech and efficiency needs for sustainable development. International offerings of innovative technologies will be showcased. Moderated by Sheeraz Haji, CEO of the Cleantech Group, and Li Junfeng, Secretary General of the China Renewable Energy Industry Association.
- Roundtable on how international companies can work effectively in China to leverage China resources and target the China market. Possible specific topics include operational structures, IP issues, and local incentives. Moderated by Ken Jarrett, Chairman of APCO Greater China.
- Roundtable on cross-sector and cross-border collaboration efforts to improve innovation, access to technologies, and economic strength. Moderated by Peggy Liu, Chairperson of JUCCCE and a representative from China's Ministry of Environmental Protection.

Sunday November 20

9:00- 16:00 Site visits organized by the City of Chengdu to the Economic Development Zones; Individual Meetings with potential partners, city officials from Chengdu, Tianjin or Dalian, local China experts, and many more opportunities as part of the New England Delegation.

Monday November 21

Fly back to U.S. or visit China Energy Forum Exhibit featuring hundreds of Exhibitors

If time allows, we suggest you visit one or more of the following:

- the Ya'an Panda Reserve, the only giant panda nature reserve in the world
- the Leshan Giant Buddha Statue, the largest Buddha statue carved into a mountain in the world and a UNESCO-listed World Heritage Site (2 hour drive)

For more information, contact Lisa Lillelund, lisa@mangonetWORKS.com, www.mangonetWORKS.com

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