

# FALL 2013 ENERGY EFFICIENCY TRADE MISSION TO CHINA

Sponsored by the China-US Energy Efficiency Alliance and ChinaSF,  
with the support of iCET and the US Commercial Service



***This trade mission is an exclusive opportunity for a small number of companies involved in energy efficiency (industrial, commercial, or residential) to learn about specific business opportunities in China and meet with potential partners.***

## What is the trade mission?

The focus of this one-week trade mission is to introduce participants to Chinese companies and officials that are seeking specific expertise or technology from overseas companies. To achieve this, the mission will include several learning sessions to provide insights on doing business in China, particularly in the energy efficiency sector, while emphasizing one-on-one meetings tailored to the interests of participating companies.

*It's far more than just a trade mission!* This mission is unique because of:

- the exclusive focus on companies in the energy efficiency sector;
- the extensive experience and connections of the mission's organizers (see below);
- the targeted one-on-one meeting opportunities with Chinese companies and officials in need of support;
- personalized one-on-one post-mission services. In order to help you close your deals following the trade mission, you will get continued assistance from the mission organizers, including UCCTC and the US Commercial Service.

## When is it?

November 3-9, 2013

## What is the itinerary?

The week-long trade mission will begin in Beijing and visit Tianjin, Qingdao, and Chongqing. These cities were chosen because they have specific needs for support in the energy efficiency sector, have the strong support of local officials, and have the ability to set up one-on-one meetings geared to the interests of participating companies.

## Who should participate?

The mission is geared to any company that has proven technology and/or expertise in the energy efficiency sector, including equipment, software and service providers. We are focusing on companies that have sufficient experience, staff and funding to be able to make a commitment to working in China if the right opportunity is identified.

For purposes of this mission, energy efficiency includes building efficiency/green buildings as well as industrial efficiency. In advance of the mission, we will identify the specific technologies and expertise that are needed by potential Chinese customers/partners in light of what is available from participating companies. This might include, for example: green building technologies such as LED lighting systems, shading devices, electrical systems, and window systems; industrial needs including boiler systems, industry waste heat recovery, VAR compensation, and frequency conversion technology; and general technical assistance in the ESCO industry including support related to energy audits and financing.

## How much does it cost?

Total cost per participant is estimated to be less than \$8000.

Any company that joins the China-US Energy Efficiency Alliance (or is already a Partner) will receive a discount. To learn more, contact [info@chinauseealliance.org](mailto:info@chinauseealliance.org). Details about joining at: <http://chinauseealliance.org/join-the-alliance/>

- The per participant cost includes all meetings and receptions, translation, domestic travel, accommodations, and most meals.
- The cost does not include airfare to/from the US to Beijing or visas.

## About the Organizers

**The China-US Energy Efficiency Alliance** is a non-profit organization dedicated to combating global climate change by promoting energy efficiency as the cleanest and least expensive energy resource in China. The Alliance helps China implement practical strategies to harness efficiency, mobilizing a powerful network of experts from the private and public sectors to share experience from the US. The Alliance is proud to be an official Export Promotion Partner of the US Commercial Service.

[www.chinauseealliance.org](http://www.chinauseealliance.org)

**ChinaSF** is a collaborative public-private partnership between the SFCED and the City and County of San Francisco that supports business exchange between China and the San Francisco Bay Area, converting business opportunities into tangible results for the respective economies. Services include cross-border expansion and investment support, assistance in navigating the local business environment, and connecting companies with potential partners. [www.sfcad.org/china-sf/](http://www.sfcad.org/china-sf/)

**iCET** (Innovation Center for Energy and Transportation) is an innovative, solutions-oriented environmental non-profit organization registered in both the US and China, working to promote clean, low-carbon and energy efficient development, and to expand exports of US clean technologies to China. <http://www.icet.org.cn/english/>

The **US-China Clean Tech Center** (UCCTC) is a public-private partnership developed by the Innovation Center for Energy and Transportation (iCET) and the International Trade Administration (ITA) of the U.S. Department of Commerce, in order to expand US exports of energy efficient environmental technologies to China. <http://www.uschinacleantech.org/>

**The US Commercial Service** is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets. While this is not a formal USCS mission, they are supporting the activity directly through its San Francisco office and through its relationships with the other organizers.

[www.trade.gov/cs/](http://www.trade.gov/cs/)

For more information please visit:

[www.chinauseealliance.org/trademission](http://www.chinauseealliance.org/trademission)

or contact us at: [trademission@chinauseealliance.org](mailto:trademission@chinauseealliance.org)