

Canadian Environment Industry Trade Mission to Hong Kong and China

October 25-November 3, 2007

Coinciding with



On behalf of Canada's provincial environmental industry associations, and with the support of the Government of Canada, BCEIA and the GLOBE Foundation of Canada, invite environment industry companies from across Canada to join an industry-led mission to Hong Kong and China.

Take advantage of this great opportunity to meet with potential buyers or partners in the world's fastest growing market for environmental goods and services. The mission will offer participants an opportunity to exhibit at Eco Expo Asia (International Trade Fair on Environmental Protection), attend business briefings, receive first hand market intelligence, present at seminars, and explore partnership opportunities through pre-arranged one-on-one meetings with potential buyers or partners.

What will the mission deliver?

Programs that will help companies find:

- Potential business and partnership opportunities
- First hand market intelligence
- Technical seminars
- Pre-arranged one-on-one meetings
- Access to targeted business networks
- Business briefings
- Technology Showcasing opportunities
- Site visits

Who should participate?

Export Ready Canadian companies and professionals interested in expanding their business internationally and in providing advanced environmental solutions for water and waste water, recycling, air pollution, remediation, waste management, renewable energy, energy efficiency and energy conservation.

October 25 – 30, 2007, Hong Kong

Hong Kong is investing heavily to overcome problems of air quality, water pollution and solid waste management. Business opportunities exist in waste recycling & separation technologies, biological & thermal treatment, and landfill operations. Emission control equipment for stationary and mobile sources will be in high demand from now until 2010, as Hong Kong attempts to meet new emission standards.

"We participated in Eco Expo Asia 2006 as we see the Chinese mainland as a significant market. The Chinese Government's 11th five year plan highlights their commitment and willingness to address environmental issues and Canadian companies are interested in providing solutions." **Glenn MacDonnell, Director of Environmental Industries of Industry Canada**

October 26, 2007

A FREE one-day special program will be offered to Canadian delegates to establish contacts with relevant parties in Hong Kong and to obtain the latest business intelligence. Tentative activities include: special events and group briefings, individual business meetings, roundtable discussions, site visits and other networking activities. In-depth market reports and business guides on Hong Kong and China will also be provided.

October 27 – 30, 2007

Delegates may participate in [Eco Expo Asia \(International Trade Fair on Environmental Protection\)](#) as exhibitors or visitors. This trade event will be the perfect platform for delegates to meet with industry players from China, Hong Kong and throughout the Asia Pacific region for exploring business opportunities and partnership. [Hong Kong](#) can also serve as the 'smart link in China' and Eco Expo Asia is the ideal one-stop platform for Canadian companies to establish connections to explore some of the outstanding business opportunities in China.

More on Eco Expo Asia – International Trade Fair on Environmental Protection

Eco Expo Asia is co-organized by the Hong Kong Trade Development Council and Messe Frankfurt (HK) Ltd. as an international event in Asia for the environmental protection industry. In its inaugural event in 2006, a total of 128 exhibitors and 4,498 trade visitors from around the world leveraged on this platform in Hong Kong to exchange intelligence, expand contact network, explore partnership opportunities and conclude business.

The major exhibit categories of the upcoming 2007 event include: "Green World", "Green Enterprise" and "Green Living". In addition to the trade exhibition, there will also be concurrent conferences, seminars and networking events. The Fair will be open to trade visitors on the first 3 days (October 27 – 29, 2007) and to both the trade and public visitors on the last day (October 30, 2007). BCEIA is organizing a Canadian Pavilion that will occupy a prominent position on the Trade Fair Floor.

OCTOBER 30 – 31, 2007 SHENZHEN

Shenzhen is located in the Pearl River Delta at the border with Hong Kong. It is China's 2nd largest exporting city. Environmental protection is one of its top priorities and the city is in need of a wide range of environmental solutions in the areas of: water, municipal and industrial waste water, sludge, odour control, and solid waste including landfill leachate treatment. Air pollution control, alternative energy and energy efficiency technologies are also of great interest.

NOVEMBER 1 - 2 HANGZHOU

Hangzhou is located one and a half hour distance from Shanghai; Hangzhou has set ambitious goals to deal with environmental pollution and ecological degradation brought about by extremely rapid industrialization. The region's industry has experienced tremendous growth in electronics, mechanical manufacturing, textiles, food, beverages and pharmaceuticals. The city is in particular need of water/waste water treatment facilities; water reuse technologies, waterways pollution control, solid waste treatment, hazardous and medical waste solutions, and air pollution control technologies.

PARTICIPATION FORMATS

Canadian companies are welcome to participate in the mission as Exhibitors or Visitor-Delegates.

Exhibitor in Canada Pavilion: The Canada Pavilion will feature exhibit display areas, furnished meeting room, a 'meet and greet' space, as well as room for mini-presentations. A Canada Pavilion Guide will be available in English and Chinese profiling each Pavilion participant. The Canadian Pavilion will occupy a prominent position on the Trade Fair Floor. Cost per full Exhibitor – **C\$2,800**. Companies wishing to exhibit as part of the Canadian Pavilion should indicate this on the Registration Form attached.

Visitor delegates: Visitor delegates may participate in the special programs that will be organized by the Government of Canada in Hong Kong, Shenzhen and Hangzhou. Those attending the Hong Kong program will also receive access to the on-site VIP Dragon Lounge at Eco-Expo Asia.

Activities will include seminars, site visits, hospitality events and ground transportation. Detailed itineraries will be provided to registered participants. Additional support to companies, including the provision of interpreters for meetings, will be available on a cost recovery basis.

Participation fees

- Exhibitor-delegates need to pay for their respective booth rentals – See prices below. Exhibitors will be profiled in the Eco-Expo Asia Trade Fair Directory and in a Special Mission Book.
- For Visitor-Delegates, the Hong Kong programme is complimentary. The participation fee is C\$500 for each of Shenzhen and Hangzhou
- Delegates are responsible for their airfares, hotel accommodations and incidental expenses. The following information is for reference only:

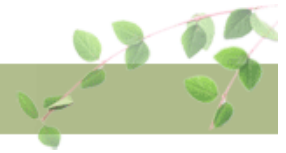
Air ticket: Canada / Hong Kong economy class return ticket ranges from C\$1,800 to C\$2,200, depending on the departing city in Canada. Air travel is to be self-arranged. (It is recommended that delegates participating in the three city program consider arriving in Hong Kong and departing from Shanghai).

Hotels: Expenses related to travel and hotel accommodations, all applicable taxes, incidentals and meals not included in the program are the sole responsibility of each delegate. Organizers will have a block booking at a hotel in each city.

Hotels in Hong Kong: Special hotel accommodation rates range from C\$65 –\$140 / night. Partial hotel accommodation sponsorship is also available for first-time visitor-delegates. Please contact Jill Chien of HKTDC Toronto Office at Tel: (416) 366-3594 or email: jill.chien@tdc.org.hk for details

Hotels in Shenzhen and Hangzhou: Accommodation rates in these cities will be provided to registered participants along with registration instructions. Participants will be responsible for making their reservations.

For further details, please contact Mona Tobgi, Industry Canada at Tel. No.: (613) 941-0888, tobgi.mona@ic.gc.ca or Frank Came, BCEIA/GLOBE at (604) 666-5833, frank.came@globe.ca



Canadian Environment Industry Trade Mission
 To Hong Kong and China
 October 25 –November 2, 2007

Registration Form

- I would like to join this Canadian Environment Industry Trade Mission to Hong Kong
- as an exhibitor in the Canadian Pavilion at Eco Expo Asia in Hong Kong
 - as a trade fair-visitor at Eco Expo Asia in Hong Kong
 - as a participant in the special program organized by the Consulate
- I would like to participate in the program in Shenzhen
- I would like to participate in the program in Hangzhou

(Please Print)

Name:			
Title:			
Company:			
Address:			
		Postal Code:	
Tel:		Fax:	
Email:		Website:	
Business Interest			
Signature:		Date:	

Please fax your completed form to **Frank Came**, BCEIA at **(604) 677-5960** or email to frank.came@bceia.com

For more information visit the **BCEIA website www.bceia.com**