

UK
TRADE &
INVESTMENT



EISU Seminar Mission to China: Chongqing and Guangzhou

**WEEE, recycling and sludge treatment
8-12 January 2007**

What is the Environmental Industries Sector Unit (EISU)?

Part of UK Trade & Investment, EISU is dedicated to helping the UK environmental goods and services sector gain its share of worldwide markets. To achieve this goal EISU provides direct support to individual companies through a team of export promoters and activities promoting an innovative, forward-looking and internationally-competitive industry. These activities include arranging overseas and UK-based events such as seminar missions, workshops and road shows. In addition, EISU operates a web based UK supplier database and publishes information about global opportunities and sources of project funding. Further information about EISU, its support and activities may be found at www.eisu.org.uk



What are the benefits of participating in a seminar mission?

- Gain access to valuable contacts and trade opportunities
- Gateway to new overseas markets giving delegates a unique opportunity to increase their international exposure
- Benefit from expert guidance, financial and logistical support
- Privileged direct access to government bodies and large organisations in overseas markets

Seminar missions are centred on seminars or exhibitions, but also include one-to-one meetings and site visits. These missions are open to UK-based environmental companies that are new to market. Missions focus on markets where promising opportunities have been identified for UK products, services, technologies and skills in particular sectors. The missions enable delegates to both represent their sector and also promote their own organisation. On this occasion, EISU is supporting a group of UK companies specialising in WEEE, recycling and sludge treatment, that are interested in forging links with key players and potential customers in China.

What is the market potential in Chongqing and Guangzhou?

China is one of the world's fastest growing economies, with GDP growth figures of around nine percent per annum since the mid-nineties, making China the UK's seventeenth largest export market. The UK is one of the largest foreign investors in China and with these developing opportunities EISU is bringing a team of UK specialists to the Chongqing and Guangzhou regions. These modern, affluent, societies have a high purchasing power, and an increasingly pro-active environmental lobby pressing for greater adherence to international environmental standards.

Solid waste treatment

- Landfill site leachate treatment by physical and bio-chemical methods*†

- Municipal solid waste incineration of large capacity, i.e. over 600 tons per day†
- WEEE treatment and recycling technology and equipment, capable of treating all WEEE in one system
- Electronic waste treatment, especially treatment of CRT glass from computer monitors and televisions, fluorescent lighting tubes and batteries; and recycling technology*
- Waste electric and electronic appliances treatment and recycling technology and equipment†
- Utilisation of cement kiln to incinerate hazardous waste*

Waste water treatment

- Sludge treatment technologies and equipment*†

* Chongqing priorities † Guangzhou priorities

Provisional Programme

Saturday 6 January:	Depart UK
Sunday 7 January:	Arrival in Chongqing
Monday 8 January:	Chongqing seminar
Tuesday 9 January:	One-to-one meetings
Wednesday 10 January:	Travel to Guangzhou
Thursday 11 January:	Guangzhou seminar including presentations and group discussions
Friday 12 January:	AM – One-to-one meetings PM – Factory visit
Saturday 13 January:	Return to the UK

What are your responsibilities as a delegate?

- Give a presentation at one or more seminars during the mission, providing a balanced view of your sector of the industry
- Participate in follow-on networking activity, official meetings, company visits and receptions
- Attend a pre-mission briefing at a central location
- Provide a presentation with no more than 20 slides, four weeks before departure
- Provide a profile of your company and a photograph for the seminar mission brochure four weeks before departure
- Complete feedback questionnaires within one week, six and 12 months after returning from the seminar mission
- Attend an in-market debrief meeting at the end of the mission

Companies should have mature technologies and be ready to cooperate (transfer technology or JV formation) with local businesses.

Delegates can also promote their own company's products and services at informal networking functions and individual business meetings.

What funding and support will you receive as a delegate?

- EISU sponsorship for each delegate provisionally comprises accommodation on a bed and breakfast basis, a welcome dinner and all in-country group transport. Other costs such as international flights, subsistence and any individual in-country transfers are to be met by the delegate
- EISU provides a comprehensive package of practical support from logistics to liaison via a dedicated EISU Seminar Mission Manager



What should you do next?

If you would like to...

- Act as an 'ambassador' for your sector
- Establish contact with key players and policy makers
- Explore new market opportunities in China
- Promote your company's capabilities
- Benefit from financial and logistical support

...contact EISU Seminar Mission Manager, Mirelle Ball, who will be happy to answer any questions you may have.

Tel: +44 (0)1664 480076

E-mail: eisu@pera.com

Once you have been accepted for this Seminar Mission you will receive a letter confirming your participation and enclosing full terms and conditions. Closer to the mission's departure, you will receive a comprehensive delegate pack containing accommodation and itinerary details.





This service is provided by UK Trade & Investment:

Louise Colwell
Asia Pacific Project Manager
Environmental Industries Sector Unit
Tel: +44 (0)20 7215 4479
Fax: +44 (0)20 7215 4288
E-mail: louise.colwell@uktradeinvest.gov.uk

In partnership with Pera

Mirelle Ball
Seminar Mission Manager
Pera
Pera Innovation Park
Melton Mowbray
Leicestershire
LE13 0PB

Tel: +44 (0)1664 480076
Fax: +44 (0)1664 501261
E-mail: eisu@pera.com

Overseas Contacts

Rachel Huang – Guangzhou
Tel: +86 20 8314 3017
E-mail: rachel.huang@fco.gov.uk

Ina Ai - Chongqing
Tel: +86 23 6369 1534
E-mail: ina.ai@fco.gov.uk

For further information about EISU and to register your company with its database of UK suppliers please visit: www.eisu.org.uk

EISU Seminar Missions are managed by Pera on behalf of UK Trade & Investment