

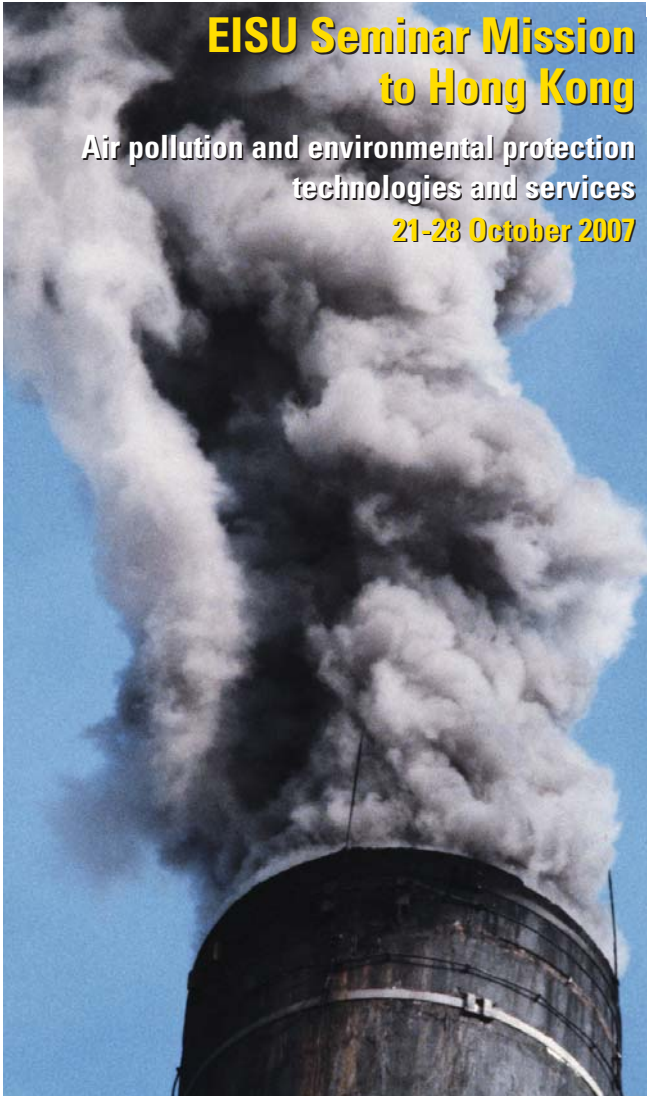
UK
TRADE &
INVESTMENT



EISU Seminar Mission to Hong Kong

**Air pollution and environmental protection
technologies and services**

21-28 October 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 range of 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 as well as publishing 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 air quality control and environmental protection technologies and services, that are interested in forging links with key players and potential customers in Hong Kong and the greater Pearl River Delta region of southern China.

What is the market potential in Hong Kong

Hong Kong is a developed and open market that is familiar with UK trading practices and ideally suited to UK exporters.

With the vast economic development of southern China, regional air quality is of primary concern. There is an increasing demand from Government and the private sector for technologies and services that reduce industrial, power generation and vehicle emissions and which use clean fuels. Opportunities also arise in emissions monitoring and analysis equipment and indoor air quality systems.

As part of its efforts to promote sustainable development, Hong Kong is also seeking to make greater use of environmental protection technologies and services particularly for the 80,000 Hong Kong-owned factories in mainland China. This includes energy and water efficient technologies and process systems, industrial waste reduction and recycling systems, monitoring and treatment technologies, and sustainable construction measures.

Provisional programme

Sunday 21 October:	Depart UK
Monday 22 October:	AM – Arrive in Hong Kong PM – Welcome dinner
Tuesday 23 October:	AM – Market briefing and visit to the TDE resource centre PM – Site visits
Wednesday 24 October:	EISU seminar, networking lunch and business matching event facilitated by the TDC
Thursday 25 – Friday 26 October:	Site visit/meetings in Hong Kong and Guangdong Province in mainland China
Saturday 26 October:	Eco Expo Asia
Sunday 27 October:	Option to attend Eco Expo Asia, free time or departure

What are your responsibilities as a delegate?

- Make 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, three, six and 12 months after returning from the seminar mission
- Attend an in-market debrief meeting at the end of the mission

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 Hong Kong and Southern 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:

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In partnership with Pera

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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