CEWP PI BUSINESS & INNOVATION PROGRAM 2020

PRIORITY THEME:

URBAN WATER USE

LAUNCH EVENT @AQUATECH AMSTERDAM, NOVEMBER 5TH-6TH, 2019

CEWP HIGH-LEVEL MEETING AND BUSINESS FORUM, GUIMARAES, PORTUGAL, NOVEMBER 7TH-8TH, 2019

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Your gateway to the Chinese Water Market

The Chinese Water Market has been growing at huge growth rates for several years. Recently this has even been accelerated, not least due to substantially, increasing regulatory demands by the Chinese Government, a.o. following the launch of the Water Ten Action Plan. Accordingly, this market is considered to be one of the most important major markets to access for European Water Tech Companies, not only to gain market shares, but also to be closely connected to the strong, innovative momentum which is being released during these years in China.

The China Europe Water Platform (CEWP) Business and Innovation Program will during 2019-2021 focus on three, selected market segments for water technologies: Industrial Water Use in 2019, Urban Water (Sponge Cities, Wastewater Treatment, Leakage Reduction) in 2020 and Rural Water (Water for the Agricultural Sector, and Water Supply and Sanitation Systems for Towns and Villages) 2021. The aim is at the same time to contribute to creation of a well-functioning market, to support building of Chinese-European Innovation-oriented partnerships and to facilitate the entry for European Companies to the Chinese Market.

At the core of the Business and Innovation Program, attention will be paid to solutions, which addresses the needs and challenges of the future, including a focus on application of circular economy approaches, the perspectives of digitalization, climate change resilience, supporting the UN SDGs and establishment of frameworks for business-cases. Through *Open Innovation Meets*, relation-building between Chinese and European Water Sector will be facilitated.

On November 5th-6th, CEWP Business and Innovation Program will have side-events @Aquatech Amsterdam, one on Doing Business in China and one session to launch the 2020 Urban Water Program.

The Urban Water Program will have the following elements, with concrete venues still to be decided:

- 1Q, 2020 – Information Event(s) in China, to be held in the two regions, where the Tech Expos will take place
- 2Q, 2020 – Side-event at Tech Expo#1, China (Aquatech Shanghai is June 3rd-5th, 2020)
- 3Q, 2020 – Side-event at Tech Expo#2, China
- 4Q, 2020 – Side-event @IWA World Congress, Copenhagen – combined with inviting Chinese organizations to other European countries

The Side-events will include at least three activities:

- Plenary Session and technical side-events of the Tech Expos, where the CEWP side-events will be scheduled, with opportunities for your company to take an active role
- B2B Matchmaking, undertaken in co-operation with Enterprise Europe Network, with additional profiling of your company in the Twin Fair Handbook as well as opportunities for having your own booth
- CEWP Future Market Session with comprehensive discussions reg upcoming challenges for resilient long-term solutions: climate change, circular economy, digital transformation, strengthened regulatory framework.
- CEWP *Open Innovation Meetings* where *Challenge Owners* will present concrete cases, which will be thoroughly discussed with selected Water Technology Suppliers. Your company can be one of them.

On November 7th-8th, CEWP will have its Annual High-Level Meeting and an adjoined Business Forum in Guimaraes, Portugal. Here, a large Chinese Business delegation will take part, allowing for important relation-building and B2B matchmaking. You will find more details about this in the end of the flyer.

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The Chinese Market for Urban Water

(A short extract from a full report on the Chinese Market for Water Technologies, which can be found at http://project-piano.net/wp-content/uploads/2018/11/PIANO-Deliverable-4.2-Final-submission.pdf)

All new urban developments must now incorporate best practices in low carbon design, renewable energy and resource efficiency. 30 pilot cities have been identified in which the approaches and technologies are to be developed and demonstrated. This opens many opportunities for European planners, designers and engineers to develop innovative integrated designs incorporating many of the features of decentralised water systems, recycling sustainable drainage, river and lake rehabilitation and in situ treatment with ecological landscaping. European firms experienced in developing integrated solutions for energy, water, transport and solid waste management and recycling, as well as seeing past the limitations of entrenched procedures to implement a circular economy will have an advantage. The sponge cities programme was rolled out in late 2015 with the announcement of 16 pilot cities for the sponge cities concept with substantial central government funding ($70 million per city per year) to support these. In 2016 a further 14 cities were added.

Figure 3-5 Location of sponge Cities Pilots

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Program for the CEWP Business and Innovation Program side-events @Aquatech Amsterdam, November 5th-6th, 2019

Tuesday Nov. 5th, Aquastage, Hall 12, booth nr 12.230, 12.30-13.15 + 17:00-17:45 – "Doing Business in China"

Henrik Dissing, CEWP Business Program Manager: "The Chinese Market for Water Technology"

Liam Jaczii, Business Development Advisor, EU SME Centre, Beijing – "Do's and Don't's when doing business in China"

NN, Representative, NBSO – Company Cases in the Cleantech Sector

Q&A Session

Wednesday Nov. 6th, Seminar Room D201, 10:00-12:30 – "Launch of Urban Water Program 2020"

10:00-10:15 Henrik Dissing, Program Manager, CEWP: Welcome remarks, introduction to China Europe Water Platform

10:15-10:30 Gerard de Vries, Program Manager, CEWP, Rijkswaterstaat: "Urban Water Challenges in China; CEWP Urban Water Program"

10:30-10:45 Liam Jaczii - Business Development Advisor, EU SME Centre, Beijing, "The Urban Water Market in China, with a specific focus on the priority regions"

10:45-11:00 NN, CAUPD, China: A vision for Urban Development in China

11:00-11:15 Coffee Break

11:15-11:30 NN, Dutch Company: The Sponge City Market in China, cases

11:30-11:45 CEWP Business Program 2020 on Urban Water, priorities and activities

11:45-12:30 Roundtable discussion, Q&A

Additional information - Three, very relevant reports will be made available for you:

Report on the Chinese Market for Water Technologies, can already now be accessed here: http://project-piano.net/wp-content/uploads/2018/11/The-water-market-in-China.pdf

Report on Market Opportunities reg Urban Water in the regions, where the CEWP side-events will take place. This report will be published prior to the first events taking place.

Report on Circular Economy and Innovation reg Urban Water in Europe. Also this report will be published prior to the first events taking place.

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How to register for Aquatech Amsterdam and how to take active part in the CEWP side-events

For registration (free of charge!), at the AQUATECH AMSTERDAM, register directly here:

https://www.aquatechtrade.com/amsterdam/registration/

For registration to the CEWP side-events, pls visit here:

https://www.cewp.eu/news-events (pending)

Recommendations for gaining maximum benefit of your participation:

During the days in Chengdu and Qingdao, there are several ways for you to take active part and make your company, products and competences visible, including

- Active participation in the CEWP side-events, be visible, give presentations, take part in roundtables
- Provide a well prepared company presentation and clear value proposition for the EXPO Handbook
- Prepare a long-term plan for your engagement at the Chinese Market
- Focus on relation building, make agreements for follow-up visits and next meetings
- Build alliances with other European Companies, e.g. or jointly inviting Chinese stakeholders to Europe
- Study market strategy materials and market reports carefully, the Chinese Market is challenging
- Check if you can join relevant, national water market organizations focusing on China

Want to know more about the Chinese Market for Water Technologies and Urban Water?

Visit our website: https://www.cewp.eu/business-cooperation

Want to know more about doing business in China?

These two organisations are ready to help with highly professional skills, tools and experiences:

EU Chamber of Commerce in China (EUCCC) and **EU SME Centre** – learn more here:
https://www.cewp.eu/business-cooperation

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Further information:

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Aquatech Dorien Sibbel D.Sibbel@rai.nl, https://www.aquatechtrade.com/amsterdam/

National Water Market Organizations (to be updated):

Denmark Danish Agro Business Park: sbj@agropark.dk

Finland Finnish Water Forum: topi.helle@fwf.fi

Turku Business Region megumi.hayashi@turkubusinessregion.com

France Business France YANG,Yang yang.yang@businessfrance.fr

Office Intern. de l'Eau fx.imbert@oieau.fr

Germany German Industry and Commerce Greater China, https://china.ahk.de/services/building-energy-environment/ leng.xiao@sh.china.ahk.de

Italy Ministry for the Environment, China programme, www.sinoitaenvironment.org

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Norway Nordic Green Experiences,

Vivian Wei Guo, info@nordicgreenexperience.com; vivi.weiguo@gmail.com

Portugal Portuguese Water Partnership http://www.ppa.pt/?lang=en geral@ppa.pt

Sweden Sustainable Business Hub ben.jorgensen@sbhub.se

Swedish Marine and Water Agency Frank Zhang frank.zhang@havochvatten.se

Austria Ministry of Sustainability and Tourism, Andreas Tschulik Andreas.Tschulik@bmlfuw.gv.at

For participants from other countries:

EU SME Centre Liam Jazcii liam.jazcii@eusmecentre.org.cn Peter Pronk peter.pronk@eusmecentre.org.cn

Partner Organizations:

enterprise europe network

EUSME Centre

AQUA TECH MEXICO 3-5 SEP 19

AQUA TECH INNOVATION FORUM 4 NOV 2019

AQUA TECH AMSTERDAM 5-8 NOV 19

AQUA TECH CHINA 3-5 JUN 20

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CEWP Annual High-level Meeting and Business Forum, Guimaraes, Portugal, November 7th-8th, 2019

The 7th High Level Dialogue Conference of the China Europe Water Platform will take place in Guimarães, a city in the north of Portugal, next to Porto. During this Meeting, that will occur on the 8th of November, Ministers and high level leaders for the China and Europe water resources policies will have the chance to exchange best practices and experiences on the most innovative solutions in water management in China and Europe. Ecological Security and Water Innovation will be the main themes of the Conference.

Back to back with this High-Level Meeting, on the 7th of November, there will be a Business forum, where Chinese and European companies will have the opportunity to meet and showcase their services and products. On the 7th there will be also time for each of the CEWP PI Lots (Focus Areas) to have their own policy seminars. During the two days there will be also a business exhibition. On the 9th of November technical visits will take Place.

More information and detailed programme will be announced shortly. For any question regarding the organization of this Conference, please contact diana.carlos@sg.mate.gov.pt and/or pedro.liberato@sg.mate.gov.pt.

Preliminary program for the Business Forum

Theme: Water innovation and Ecology, addressing the agricultural, industrial and domestic sectors

Opening Ceremony **Venue: Sala Santa Maria, Hotel Guimarães**		
09:00 – 09: 10	Welcome Speech by the chairs Chairs: Representative of Portugal (5m) Ms. Shi Qiuchi, Director General, International Economic and Technical Cooperation Exchange Centre (INTCE), Ministry of Water Resources China (tbd) (5m)	
Session 1: Water Market policies and opportunities		
09:10-09:20	Water industry opening up policy and market opportunities in China by Mr. Su Zhizhong, Deputy Division Director, Department of Rural Economy, National Development and Reform Commission (tbd)	
09:20-09:30	Water industry policies and opportunities in Europe (suggest by Portuguese or EU Member States representative)	
Session 2: Adaptation to Climate Change		**Exhibition from 09:15 to 17:00** **Venue: Sala Açores + Funchal - Hotel Guimarães**
09:30-09:45	Keynote Speech by Antonio Lo Porto, Italy – Challenges and lessons learned for water management in regions facing increasing water scarcity problems due to climate change	
09:45-10:00	Keynote Speech by Nanjing Hydraulic Research Institute – China's Water management challenges adapting to climate change (tbd)	
Session 3: Digital transformation and Smart Water Management		
10:00 – 10:15	European case study on digital transformation and smart water management	
10:15 - 10:30	China's water resources monitoring system by Department of Water Resources Management , Ministry of Water Resources (tbd)	
10:35 – 10:50	Tea-break	
Session 4: Water Saving and Water Conservation		
10:55 - 11:05	European case studies on water saving and water conservation	
11:05 - 11:20	National Water Conservation Action in China by National Office of Water Conservation (tbd)	
Session 5: Innovative management instruments		
11:20 - 11:35	European case study to be presented by Cowi on water pricing, economic instruments and modelling of cost-efficient water use (DK)	
11:35 - 11:50	Irrigation water pricing reform in China by Mr. Li Zhaojie, Deputy Director General, Development Research Center, Ministry of Water Resources (tbd)	
11:50 – 12:20	**Questions and Answers**	
12:30 – 14:00	Buffet Lunch Venue: Hotel Guimarães	
14:00 – 14:50	**Workshop: preparation for the Chinese market** **Venue: Sala Santa Maria, Hotel Guimarães**	
15:00 – 17:40	**Workshop: Technologies that work** **Venue: Sala Santa Maria, Hotel Guimarães**	
15:00 – 15:25	**Presentation of case-studies of innovative technologies to solve problems**	
15:30 – 16:20	**Open Innovation Meet – Making technology needs match** ***Group 1 –Rural and urban water conservation*** ***Group 2 –Water resources monitoring equipment and Smart Water Management*** ***Group 3 –Water ecological restoration and protection***	
16:25 - 16:40	**Tea Break**	
16:40 - 17:00	**Group coordinator collect needs of each enterprises from Chinese and European sides**	
17:00 - 17:30	**Report by representatives of each group**	
17:30 - 17:40	**Summary**	

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For additional information, registration etc, pls visit: https://www.cewp.eu/guimaraes

https://www.aquatechtrade.com/amsterdam/

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INTERESTED? STAY INFORMED!

Are you considering the Chinese Market? Them you should note the very high satisfactory rate from companies, which have taken part in facilitated initiatives, e.g. overall, almost 90% of firms that received support from the *EU Gateway* to reach the Chinese market considered the experience very positive, stating to be satisfied or very satisfied with the experience.

Also very notable is the percentage of over 50% of firms that report not having import issues nor any other barriers to trade with China.

The CEWP PI Business & Innovation Program will take part in co-operation with national Water Tech Organizations of European countries, the EU SME Center, AWW, WSSTP and others.

Interested? Visit www.cewp.eu for further information. You are also welcome to contact Henrik Dissing, CEWP Business and Innovation Program Manager, +45 41782030, hedis@mst.dk .

Photos Courtesy of Peter Ølbye, Nordic Technologies, and Claus Davidsen, Archiland.

On November 11th-15th, 2019, the CEWP Business and Innovation Program gives you the opportunity to visit two Tech Expos within the same travel by initiating side-events at both venues of the EUPIC Twin Fair in Chengdu and Qingdao. Here you will meet Chinese Industrial Processing Companies with needs for upgrading of their technologies, as well as Chinese Water Tech Companies who could be your new partner at this interesting market. For further information, pls visit https://www.cewp.eu/business-event-industrial-water-use

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