

CEWP PI BUSINESS & INNOVATION PROGRAM 2019

PRIORITY THEME:
INDUSTRIAL WATER USE

CHENGDU AND QINGDAO
@EUPIC TWIN FAIR,
NOVEMBER 11TH-15TH, 2019

CHINA
EUROPE
Water Platform
www.cewp.eu



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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, 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 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.

The program will include at least three activities:

- EUPIC Plenary Session and a number of technical side-events, in Chengdu on November 11th-12th, 2019, and in Qingdao on November 14th-15th, 2019, with opportunities for your company to take an active role
- EUPIC 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.

You are hereby invited to take part in the CEWP Business and Innovation Program 2019 focusing on Industrial Water Use in the Food Sector, taking place in Chengdu and Qingdao, November 11th-15th 2019. Welcome!

The Chinese Market for Industrial Water

(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/The-water-market-in-China.pdf>)

The management and treatment of industrial wastewater is the main focus of the Chinese "The Action Plan for Prevention and Treatment of Water Pollution" (also called "the Water Ten Plan"), released in 2015. For industry, the main drivers are the tighter Environmental Protection Law (EPL), which came into effect 1 January 2015. EPL instigates increased transparency and monitoring while rewarding compliant enterprises and companies in the environmental protection industries with financial incentives such as tax breaks, non-compliant enterprises will face heavy penalties such as shutdown. The previous caps on fines for industrial pollution have been removed and there has been strong political support to the enforcement of the changes with high profile penalties and aggressive action against polluters.

Other measures in the EPL include holding companies who produce fraudulent Environmental Impact Assessment reports that declare pollution industrial processes to be compliant, can be held jointly and severally liable together with the enterprise itself for consequential costs. Local government officials are also to be held accountable for compliance with environmental protection objectives as part of their annual performance reviews.

Larger companies are targeted for technological upgrades and are forced to adopt clean production methods. They will need to comply and consequently spending on water technologies will increase. Many smaller factories are unable to bear the costs involved in treating wastewater to high standards. Consequently, more and more smaller factories will be forced to move into industrial parks with communal water treatment facilities, making this an increasingly relevant niche market.

With currently 3,300 industrial parks, less than 50% are estimated to have centralised treatment plants. This is due to change: all industrial parks are required to install centralised treatment facilities and online monitoring systems before 2018 (end of 2016 for the more developed regions of Beijing-Tianjin-Hebei, Yangtze River Delta and Pearl River Delta).

Among major opportunities, the following can be mentioned: Real enforcement at last; Clean Source: rising standards, investment via PPP, Mature market – Decentralised systems; Reuse: Tightening regulation on water use efficiency. Developing infrastructure to market; Wastewater Treatment: rising standards, massive investment via PPP, Mature market but much scope for further innovation; Coal to Chemicals – Massive scale, complex, ZLD requirement, 154 in Operation 69 in Construction (GWI); Industrial Parks.

According to Global Water Intelligence, the Chinese water market will continue to grow both in the utility sector and the industrial sector. With the new targets set in the 13th FYP, the Chinese utility sector will focus more on improving the "quality" of the current facilities. The government anticipates that reaching the targets in the plan will require direct purchase of over \$230 billion of products and services, along with indirect investment of over \$80.6 billion.

The unsolved sludge issues and WWTPs upgrades will be key in the municipal sector as well as water reuse and pipelines leakage control. The Water Ten Plan also imposes measures that would put the protection of the environment above economic growth. In the industrial sector, the new policy would restrict water abstraction to favor water reuse, force the worst polluters to treat their wastewater to a higher standard, and shut down smaller non-compliant facilities.



Program for the CEWP Business and Innovation Program in Chengdu and Qingdao, November 11th-15th, 2019

Monday November 11th, 2019 Chengdu

Morning: Plenary Session

Afternoon: EUPIC Technical Sessions, Company Booths; **CEWP Future Market Session**

Tuesday November 12th, 2019 Chengdu

Whole Day: EUPIC Technical Sessions, Company Booths

Afternoon: B2B Matchmaking

Wednesday November 13th, 2019 Transfer Chengdu to Qingdao

Tuesday November 14th, 2019 Qingdao

Morning: Plenary Session

Afternoon: EUPIC Technical Sessions, Company Booths

Friday November 15th, 2019 Qingdao

Whole Day: EUPIC Technical Sessions, Company Booths

Whole Day: **CEWP Future Market Session and Open Innovation Meeting**

Afternoon: B2B Matchmaking

Additional information:

Three, very relevant market reports available for you:

Report on the Chinese Market for Water Technologies: <http://project-piano.net/wp-content/uploads/2018/11/The-water-market-in-China.pdf>

Report on Market Opportunities reg Industrial Water Use in SW Region of China and in Shandong Province (the two local markets related to the Twin Fair event) and a Background Document on European Technology Innovation and Circular Economy Perspectives reg the European Industrial Water Market. Both can be found here:

<https://www.cewp.eu/business-event-industrial-water-use>



How to register and how to take active part

For registration and payment for participation, at the EUPIC TWIN FAIR EXPO, register directly here:

<http://www.eu-china.org.cn/register.html>

For registration to the CEWP side-events (free of charge), and for eventually taking active part with a state-of-the-art case presentation or in the roundtable discussion, pls visit here:

<https://www.cewp.eu/business-event-industrial-water-use>

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
- Make use of the B2B system (registration will be available at the EUPIC website by Early October)
- 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 Industrial Water Use?

Visit our website: <https://www.cewp.eu/business-event-industrial-water-use>

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>

Further information:



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National Water Market Organizations:

Denmark Danish Agro Business Park: sbj@agropark.dk

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

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Partner Organizations:





Funded by the European Union



The 13th EU-China Business & Technology Cooperation Fair

第十三届中国--欧盟投资贸易科技合作洽谈会

<http://www.eu-china.org.cn/>



<https://www.cewp.eu>

INTERESTED? STAY INFORMED!

Are you considering the Chinese Market? Then 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, EUPIC, EEN, 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.

Launch Event for the 2020 Urban Water Program:

On November 5th-6th, CEWP Business and Innovation Program will have side-events @Amsterdam Water Week, one on Doing Business in China and one session to launch the 2020 Urban Water Program. 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. Learn more at <https://www.cewp.eu/business-cooperation>



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