



European Pavilion at the Clean Energy Expo China 2013

Your gateway to the world's largest green tech market

Join the European Pavilion at this year's Clean Energy Expo China and be recognised as an innovative European brand, benefitting from heightened visibility and services of the EU SME Centre.

Date: July 3 -5 2013
Venue: China National Convention Centre, Beijing
Organiser: Koelnmesse in collaboration with the EU SME Centre

Main benefits at a glance

- Prime venue for promoting your green tech products to key Chinese decision makers;
- Dedicated **matchmaking** session for you to meet potential Chinese partners;
- Free **consultations** with business experts from the EU SME Centre and the China IPR SME Helpdesk;
- Free **business trainings** by EU SME Centre and China IPR SME Helpdesk experts;
- Presence of additional European trade promotion agencies;
- Free on-site translators;
- Koelnmesse is offering reduced rates starting at EUR 800 for all three days.

The European Pavilion and the services of the EU SME Centre

The pavilion is a designated area within the CEEC reserved as exhibition space for European companies to increase overall visibility, enable networking and provide a convenient venue for additional services by the EU SME Centre and the China IPR SME Helpdesk. The services, available to all SMEs visiting the fair, are:

Dedicated matchmaking of European SMEs and potential Chinese partners

To identify and help set up sustainable business partnerships, the EU SME Centre and Koelnmesse will organise individual matchmaking sessions for you to meet with Chinese counterparts at the pavilion.

One-to-one consultations with business experts from the EU SME Centre and the China IPR SME Helpdesk

Legal experts will be available at the EU SME Centre and China IPR SME Helpdesk info stands to answer your questions concerning best practices during market entry, IP protection and due diligence.

Market entry workshops presented by EU SME Centre and China IPR SME Helpdesk experts

Business trainings will be provided on the topics below (to be confirmed), each followed by a Q&A session.

- China's green tech sector and opportunities for European SMEs
- An introduction to the China IPR SME Helpdesk
- Case study featuring a European SME with experience in the market
- IP protection in the clean tech sector
- Ways to enter the Chinese energy sector: Licensing, exporting and joint ventures with local partners

If you would like to exhibit at the European Pavilion, please fill in the application form (click below).

[Click here for application form](#)



Clean Energy Expo China

The Clean Energy Expo China is one of the largest green tech trade shows in China, attracting 600 exhibitors and more than 18,000 visitors from 59 countries last year. The involvement of the China Electricity Council (CEC) makes this show the definitive trade event for the clean energy industry in Asia. The CEC, whose members include all major power producers in the country, acts as co-organiser of the show, ensuring that decision makers in government and industry will be present and accessible at the show.

The CEEC is uniquely positioned as the only cross-sector trade fair and conference in China showcasing the entire clean energy portfolio under one roof. The following sectors will be covered:

- Wind energy
- Solar photovoltaic
- Solar thermal power
- Bio-energy
- Other clean energies
- Grid integration
- eMobility

The green tech sector in China

Driven by growing urgencies in energy security, food and water supply, and pollution on an immense scale, the green tech industry has become the top priority among China's strategic industries.

To sustain economic growth while reversing its negative impact on the environment, China is pushing ahead with its green tech policies and spending. Within just a few years, China has emerged as a green tech leader at the centre of almost every green tech market.

In 2012, China became global leader in green energy investment, attracting close to EUR 50 billion, 20% more than in 2011 and almost twice as much as the United States. China added 23 GW of clean energy capacity last year, boosting the total to 152 GW. The government plans to add another 49 GW of renewable energy capacity in 2013 alone: 21 GW in hydropower, 18 GW in wind and 10 GW in solar.

Opportunities in the sector abound for innovative European companies as their advanced technology is urgently needed if China is to keep its climate protection promises.

For more information on the EU SME Centre, please contact Jonas Rasch at jonas.rasch@eusmecentre.org.cn

For more information on the Clean Energy Expo China and the European Pavilion (including pricing and setup), please contact Ryan Lam at r.lam@koelnmesse.cn



The EU SME Centre assists European SMEs to export to and/or invest in China by providing a comprehensive range of free, hands-on support services including the provision of information, confidential advice, networking events and training. The Centre also acts as a platform facilitating coordination amongst Member State and European public and private sector service providers to SMEs. To find out more about our services visit the EU SME Centre website at www.eusmecentre.org.cn.



The China IPR SME Helpdesk provides free information, first-line advice and training to SMEs to protect and enforce their IPR in China. The Helpdesk's services are free to European SMEs and SME intermediaries (including EU embassies) and includes training events in China and Europe; online tools and materials at www.china-iprhelpdesk.eu and tailored advice from our expert by phone, email or through the website.

