

Renewable energy and energy efficiency mission to China.

Incorporating
Shanghai World Expo 2010

**Trade.
Invest.
Prosper.**
austrade.gov.au

Australian Centre for Renewable Energy (ACRE) and Austrade invite you to business events in Beijing, Hong Kong and the Shanghai World Expo

About this mission

Timed to coincide with the Shanghai World Expo 2010, this mission includes an exclusive Business Program event for participants at the Australian Expo pavilion. An afternoon seminar on renewable energy and energy efficiency will be followed by a dinner for networking with local business people and senior officials from companies, government authorities, research institutes, and industry associations. The mission will also visit Beijing and Hong Kong, where activities will be designed to gain policy insights, explore specific opportunities and build your business networks.

Austrade and ACRE have formed a partnership for this event. Our combined expertise and contacts will assist participants to achieve valuable outcomes from the mission program.

Why should you participate?

- Develop first-hand understanding of China's market for renewables and energy efficiency.
- Experience the Australian pavilion at Shanghai World Expo 2010.
- Promote your technology and services to influential industry and government figures and build your networks.
- Learn about collaboration and project opportunities in China and identify potential commercialisation partners.
- Gain insight into China's energy policies at meetings with key officials in Beijing.
- Gain access to opportunities in Hong Kong, where energy management and saving are major government priorities.
- Assess opportunities to integrate China as a part of your supply chain.
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in this market.
- Enjoy the marketing and investment benefits of Austrade's Australia China Wanwu Eco-country Initiative.

Important information

Date	5 -9 July 2010
Location	Shanghai Beijing Hong Kong

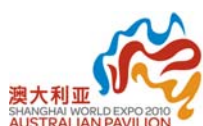
Who should attend?

Australian businesses in:

- All forms of renewable energy and bio-fuels
- Renewable energy monitoring and instrumentation
- Energy-saving monitoring, services and equipment.

In partnership with

Australian Centre for Renewable Energy





The Australian Centre for Renewable Energy (ACRE)

ACRE is an Australian Government initiative, which consolidates existing government renewable energy programs and provides the focus to boost Australia's capacity to develop, commercialise and deploy renewable energy and enabling technologies. ACRE consists of an independent advisory board and statutory Chief Executive Officer, and will undertake a variety of activities, including:

- developing and implementing a funding strategy capable of supporting projects along the innovation chain;
- establishing a venture capital mechanism to develop promising new renewable energy and enabling technologies;
- managing the cost effective delivery of government funded renewable energy and enabling technology programs;
- providing support and advice to Government on renewable energy and enabling technologies and strategies;
- fostering collaboration between governments, industry and researchers on renewable energy projects; and
- supporting growth in skills and capacity in renewable technologies for the domestic and international markets.

Australia China Wanwu Eco-country Initiative

The mission is part of the Australia China Wanwu Eco-country Initiative that has been developed by Austrade to provide a co-ordinated marketing platform to introduce capable Australian firms into Chinese eco-projects and funding opportunities. Marketing of the initiative benefits from a unique Chinese cultural messaging, with the Taoist term Wanwu (万物 myriad things of universe) used to represent the traditional Chinese theme of unity of man and nature and the importance of conservation. For more information please visit www.austrade.gov.au/wanwu.

Industry insights

- China is the second largest energy consumer in the world, with almost 15 per cent of global consumption; 80 per cent of energy is derived from fossil fuels.
- China recognises that management of its greenhouse emissions will be an important factor in world efforts to control climate change. It proposes significant cuts in emissions per unit GDP.
- China's energy plans call for 15 per cent of electricity to be supplied from renewable sources by 2020. \$350 billion investment in renewable energy will be required to meet China's target of 15 per cent renewable electricity supply by 2020.
- China leads the world in many fields of renewable energy production and investment.
- National policies make it compulsory for new buildings to reduce energy consumption by 50 per cent by 2010. Current energy consumption rates in China's buildings are 2-3 times that of developed countries.

About the Australian pavilion at Shanghai Expo 2010

Australia will have a significant national presence at the Shanghai World Expo 2010, which is expected to attract over 70 million visitors and will be the largest expo the world has ever seen. From 1 May to 31 October 2010, Australia's visually striking national pavilion will showcase Australian innovation, creativity and achievement to some 7 million visitors - an average of 38,000 people on each of the 184 days of the expo. Dynamic and engaging exhibits, an energetic team of bilingual staff, a rich cultural program and unique retail, food and beverage options will introduce visitors to the sights, sounds and tastes of Australia.

During his inspection of the Shanghai World Expo 2010 site in January, the Australian pavilion was the only international pavilion to be visited by His Excellency Mr Hu Jintao, President of the People's Republic of China.

The Department of Foreign Affairs and Trade (DFAT) is coordinating Australia's national presence at the Shanghai World Expo 2010, including the Australian pavilion Business Program, held in the pavilion's dedicated VIP area. This program of invitation-only events running from May to October will be held in collaboration with Commonwealth agencies, state and territory governments and corporate sponsors. Cumulatively, these events will highlight Australian





capability in key industry sectors, help to boost trade and two-way investment, and expand institutional and people-to-people links. For more information, including subscription to the pavilion's e-newsletter, go online to: www.australianpavilion.com.

As part of the Business Program, the Australian Trade Commission (Austrade) will run a series of specialised events showcasing and profiling Australia's trade and investment strengths across a range of key industry sectors. Complementing the broader business program, the events will celebrate Australia's strong bilateral trade and investment ties with China, and seek to further enhance bilateral business connections into the 21st century.

Mission program

The draft program has been designed to make best use of your visit time and industry expertise. Final itinerary will be matched to mission participants' expertise.

Sun 4 July	Shanghai	<ul style="list-style-type: none"> Mission members arrive Welcome briefing
Mon 5 July	Shanghai	<ul style="list-style-type: none"> PM - Official networking function and dinner at the Australian pavilion, Shanghai World Expo 2010 16:00 – 17:30: seminar 17:30 – 18:30: VIP pavilion tour/networking opportunity 18:30 – 20:30: networking dinner
Tue 6 July	Shanghai /Beijing	<ul style="list-style-type: none"> AM - Mission departs for Beijing Austrade market briefing
Wed 7 July	Beijing	<ul style="list-style-type: none"> Visit renewable energy and energy efficiency related companies and government authorities
Thu 8 July	Beijing / Hong Kong	<ul style="list-style-type: none"> AM - Mission departs for Hong Kong PM - Business matching meetings
Fri 9 July	Hong Kong	<ul style="list-style-type: none"> AM - Business program continues End of mission

Participation cost

Total cost per delegate	Direct costs*	Austrade service fee
A\$1,920	Direct cost of up to A\$400 per delegate includes: <ul style="list-style-type: none"> Cost of bus hire in Beijing Production of mission booklet and promotion to local industry. 	Austrade service fee: A\$1,520 (8 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> China and Hong Kong market briefings Meeting arrangements and accompaniment In Beijing: networking and business matching meetings In Hong Kong: identify potential investors and partners and coordinate 3 meetings Visit coordination and logistic support Assistance with on-the-ground logistics e.g. accommodation, arrangements subject to availability and advance notice.

- Mission costs exclude travel, visa, accommodation and on-ground personal costs. For Shanghai and other city bookings, please contact Austrade for a hotel booking form.
- If you are part of the New Exporter Development Program, speak to your export adviser about using NEDP hours.
- You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.





- **Participants will not be charged for the Business Program events at the Australian pavilion as these are covered by the Commonwealth as part of the Expo 2010 program.**
- Austrade organised events in the Australian Pavilion at Shanghai World Expo 2010 are subject to cancellation or time/date changes at the discretion of Department of Foreign Affairs and Trade (DFAT). Austrade shall not be liable for any loss arising from the cancellation or changes to the date/time of these events. Austrade led Mission programs that incorporate an event at the Shanghai World Expo 2010, will go ahead as planned if the expo event is cancelled. Any travel costs/bookings made for the expo event by participants are at their own expense, including costs incurred due to an event cancellation or change.

Apply

Apply online at www.austrade.gov.au/CEMissionChina to have our country and industry specialists assess whether this event offers opportunities that are well-matched to your business.

If you are considering this event or mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

If your application is successful we will send you an Event Participation Kit with all the information you need to prepare, including a hotel booking form.

Key contacts

To discuss your options further, please contact:

Emily Kennedy
Assistant Manager
ACRE Strategy
T 02 6213 6855
E Emily.kennedy@ret.gov.au

