

GROUNDWATER & SOIL REMEDIATION TRADE MISSION TO CHINA

Certified by the US Department of Commerce with participation from senior government officials

July 22-30, 2013—Beijing, Zhengzhou, Tianjin



About UCCTC: The US-China Clean Tech Center is dedicated to providing US clean technology firms a cost effective and strategic launching pad when they can showcase and sell their products and services in China's leading markets for clean tech.

The US Department of Commerce has officially partnered with the Innovation Center of Energy and Transportation to create the US-China Clean Tech Center (UCCTC). Alongside government support, UCCTC expands US exports to China in all sectors of clean technology products and services.

HOW US CLEANTECH COMPANIES SUCCEED ON A TRADE MISSION IN CHINA: A CASE STUDY

The US-China Clean Tech Center and the US Department of Commerce organized a Groundwater & Soil Remediation Trade Mission lasting seven action-packed days.

Tuesday, July 23rd, 2013 - Beijing

- Around 20 US delegates from 10 US companies participated in a business roundtable and market briefing on the status of China's environmental technology market for US firms.
- Toured China international Environmental Protection Exhibition and Conference (CIEPEC).
- Attended a reception at Minister Bill Zarit's residence. Key Ministry of Environmental Protection officials were present at the reception.



The trade mission delegation poses for a picture in front of the US Embassy.



Bill Zarit and Tim Tangredi (Dais Analytic) enjoy a great networking time and a key dinner event.

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US delegates Ramola Musante (Ecolab), Beng Yeap (WEDC), Autumn Ye (Calgon Carbon) and Joe Leonard (Geotech Environmental) enjoy the reception with Chandra Brown (USDOC) and Mike Shapiro (USEPA)



Wednesday, July 24th, 2013 – Beijing

- **US-China Environmental Industries Forum (EIF)** featured high-level US EPA, US DOC and MEP government officials discussing US-China groundwater and soil collaboration.
- **Each US company gave a presentation to the audience of over 100 potential partners.**



Over 120 people attend the 3rd US-China Environmental Industries Forum with a focus on US-China cooperation on groundwater and soil remediation. Leaders from China's Ministry of Environmental Protection (Director General Zhao Yingmin, Deputy Director Liu Zhiquan), China Association of Environmental Protection Industries (Deputy Director General Yu Yuefeng), EPA (Deputy Assistant Administrator Michael Shapiro), and Department of Commerce (Deputy Assistant Secretary Chandra Brown).



Department of Commerce Deputy Assistant Secretary Chandra Brown gives a keynote which increases China's interest in the Environmental Toolkit.



- Most importantly, the US companies then met one-on-one with Chinese counterparts interested in doing business with the US.



Carl Keller, Jeffrey Hewitt and Han Wang (FLUTE) dive deep into explaining FLUTE's innovative groundwater product.



Saturday, July 27th, 2013 - Zhengzhou

- Presentations and matchmaking meetings with Henan Environmental Protection officials and pre-selected potential Chinese customers/partners.



US delegates are hosted by the Henan Environmental Protection Bureau in a dinner and networking session. Foreign Commercial Service Commercial Officer Andrew Billard spearheaded the effort with Henan Environmental Protection Industry Association Secretary General Bi Xiangrong.

Monday, July 29th, 2013 - Tianjin

- High-Level seminar and targeted matchmaking.



Bill Zarit is flanked by Tianjin officials to kick off the China-US Groundwater and Soil Remediation Workshop.



QUOTES FROM TRADE MISSION PARTICIPANTS

- “It was the best trade mission I’ve ever been on.”
- “Highly efficient and well-organized.”
- “Excellent planning, marketing to firms for us. It's up to us now.”
- “All the events and activities are great...organized very well.”

PARTICIPANT SATISFACTION RESULTS

- Majority of the survey results shows significant value or high value to the events
- 100% completely satisfied with the support and coordination of activities
- 100% either completely or mostly satisfied with matchmaking meeting with potential business partner
- 100% completely satisfied with the trade mission's quality and potential to support their export success

US-CHINA CLEAN TECH CENTER

Beijing Office

Room 1904, e-Tower Building C12, Guanghua Rd.
Tel: 0086 10 65857324

Clean Tech Pavilion in China
Tianjin TEDA Eco Center

Los Angeles Office

601 West 5th St., Suite 220, Los Angeles, CA 90071
Tel: 1 213 2475703
Email: info@uschinacleantech.org
Website: www.uschinacleantech.org