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environment
industry



Eco Expo Asia 2008

Trade Mission to Hong Kong & Southern China

28 - 31 OCTOBER 2008





Gold Coast Trade Mission to Eco Expo Asia 2008 (Hong Kong) and Southern China 28 - 31 October 2008

Gold Coast City Council is seeking expressions of interest from local industry to participate in this trade mission to Hong Kong and Southern China. The start of the trade event will be business meetings with Beihai, Zhuhai and Jiangmen municipal governments followed by Eco Expo Asia (28-31 October).

About the Mission

The environment industry is witnessing rapid growth in Asia. Economic Development has identified Southern China (Pearl River Delta Region) as an export priority region and for the 3rd year will be leading a delegation of firms to participate in Eco Expo Asia 2008 in Hong Kong and meet with businesses in the cities of Zhuhai, Jiangmen and Beihai. Economic Development has developed strong relationships with these 3 - 2nd tier Chinese cities and have identified several opportunities for environment companies.

Eco Expo Asia is in its third year and is focused on all sectors of the environment industry most notably water treatment, waste management, recycling, sustainable development, renewable energy and consulting. The event will attract representatives from Asia, Europe, North America, and Africa with the majority of visitors coming from Hong Kong and China. For more information visit www.ecoexpoasia.com.

Key opportunities include:

- World class event organised by the Hong Kong Trade Development Council
- More than 200 exhibitors anticipated with over 7000 buyers from over 80 countries
- Southeast Asia and Global opportunities for Gold Coast companies
- Eco Expo Asia runs concurrently with the Building and Construction Expo (eco Building products) at Asia World Expo Centre and delegates get access to this event in addition to Eco Expo Asia
- Build on relationships and opportunities forged by Economic Development, Trade Queensland, Austrade and Australian businesses in Hong Kong and China.
- Trade mission to Beihai, Zhuhai (bordering Macau with opportunities in Macau discussed) and Jiangmen prior to Eco Expo Asia in Hong Kong – opportunity to meet with businesses and local governments to discuss tangible opportunities through ongoing relationships and discussions between Economic Development, Trade Queensland, Austrade and specific businesses in these cities
- Build relationships with the Australian Hong Kong Chamber of Commerce (membership of 1000+ businesses) and the South China Australia Chamber of Commerce in Guangzhou (100 members)

Who Should Attend

Companies considering export opportunities (i.e. licensing, joint venture and distribution) in areas including:

- Water and waste treatment products and services;
- Waste, land and coastal management companies;
- Renewable energy and energy saving products and services
- Marine environmental protection companies;
- Environmental remediation companies;
- Eco-efficient building products, urban planning and design; and
- Companies looking at sourcing products from overseas markets or seeking to gain further insight into Southeast Asia markets.

Benefits

The Gold Coast City Council trade mission to Hong Kong and Southern China will offer a unique opportunity to:

- Gain insight into the Asia market with emphasis on Hong Kong and Southern China;
- Meet potential overseas partners/distributors/agents, customers and contacts;
- Meet senior government decision makers and private companies in China and have the opportunity for companies to showcase their products;
- Build on existing relationships forged by Gold City Council, Austrade and Queensland Trade Offices in Hong Kong and Guangzhou;
- Access to the 2007 delegate lists and pre-registered delegate and exhibitor lists for pre-event business matching;
- Business matching provided by Austrade and the Hong Kong Trade Development Council;
- Opportunity to display signage and materials at Council's Eco Expo Asia tradeshow space; (5m x 3m);
- Fact sheets and delegate company information translated into Chinese;
- Technical Interpreting and translation services provided (environmental scientists); and
- Potential for access to Tradestart (Austrade) incentives.

Market Information

China's GDP is continuing to grow at a rate of over 10% per annum and with this growth, many environmental issues have been raised due to development. Municipal governments and business in China and Southeast Asia recognise the need for environmental end energy efficient products and services to reduce energy consumption and minimise or offset the damage that has been done in these regions. Combined with raised environmental awareness in Guangdong province alone this translates into a regional environmental industry that is projected to be worth \$140 billion (AUD) by 2010.

Gold Coast City Council is working extensively with the Trade Queensland Offices and Austrade offices in Hong



Kong/Macau and Guangzhou to develop relationships with Chinese cities to create and facilitate opportunities of varying scale for Gold Coast environment industry companies.

Three Cities in Guangdong Province (2) and Guangxi Province (1) identified by Council will form the focus of a trade mission prior to the Eco Expo Asia event. An active sister city relationship exists between Beihai and Gold Coast City and current projects and potential opportunities involving Gold Coast firms are being developed in Jiangmen and Zhuhai in addition to Beihai.

Preliminary Mission Program

Date	Activity	Notes
19 October	21:35 Depart Gold Coast – 04:05 Arrive Kuala Lumpur (Air Asia X)	Air Travel Overnight in KL
20 October	16:10 Depart Kuala Lumpur – 20:05 Arrive Guangzhou (Air Asia X) 21:50 Depart Guangzhou – 22:55 Arrive Beihai (China Southern)	Air Travel Overnight in Beihai
21 October	Full day business meeting schedule in Beihai	Overnight in Beihai
22 October	08:00 Depart Beihai – 09:10 Arrive Guangzhou Guangzhou - Zhuhai	Air Travel Bus travel Overnight in Zhuhai
23 October	Full day business meeting schedule in Zhuhai	Overnight in Zhuhai
24 October	Further pre-arranged meetings with Zhuhai businesses Travel from Zhuhai to Jiangmen	Bus travel Overnight in Jiangmen
25 October	Half day business meeting schedule in Jiangmen Full day business meeting schedule in Jiangmen	No travel Overnight in Jiangmen
26 October	Travel from Jiangmen to Hong Kong Relax day	Bus/rail/air travel Overnight in HK
27 October	Set-up Eco Expo Asia Trade Display Business matching meetings	Shuttle Service to Expo Overnight in HK
28 October	Day 1 of Eco Expo Asia Business Matching Meetings Meetings with Exhibitors and Buyers	Shuttle Service to Expo Overnight in HK
29 October	Day 2 of Eco Expo Asia Business Matching meetings Meetings with Exhibitors and Buyers	Shuttle Service to Expo Overnight in HK
30 October	Day 3 of Eco Expo Asia Business Matching meetings Meetings with Exhibitors and Buyers	Shuttle Service to Expo Overnight in HK
31 October	Day 4 of Eco Expo Asia (Public Day) Business Matching meetings Meetings with Exhibitors and Buyers	Shuttle Service to Expo Overnight in HK
1 November	Depart Hong Kong	

***Mission schedule is tentative and subject to change.**

Mission Costs

Each participant will be expected to fund their own flights, accommodation and other costs associated with travel from Brisbane to Hong Kong and visits to Zhuhai, Jiangmen and Beihai.

Exchanges as of 31 July 2008 (1 AUD)

Hong Kong 7.3694 HKD

Macau- 7.5990 MOP

China – 6.4505 CNY

Approximate costs AUD	
- Economy airfare (Brisbane to Hong Kong) and other options (eg Gold Coast to Kuala Lumpur connect to Hong Kong through XL Class)	- AUD \$1,200
- Business class airfare (Brisbane to Hong Kong)	- AUD \$7,000
Accommodation – 4 star - Hong Kong - Macau - Jiangmen - Beihai	Per night on average (peak) AUD\$240+ AUD \$150 AUD \$75 AUD \$75
Bus and Shuttle services HK/Kowloon to Asia World Expo (HK Airport – Lantau Island) Taxis Flight Guangzhou to Beihai	FREE Expo Shuttle from various locations in Hong Kong 100HK\$ (\$14 AUD) 300-400HK\$ (\$40-50 AUD) (Kowloon or Hong Kong Island) 1500CNY or \$220 (return)

Airfares and accommodation are to be booked independently by participants, please feel free to contact Council's Corporate Travel Agent should you require further assistance:

World Travel Professionals
Suite Two, 142 Bundall Road
Bundall
Gold Coast QLD 4217
Tel: 07-5556-7222 Fax: 07-5556-7200
Email: goldcoast@worldtravel.com.au

More Information

For further information, please contact Paula Da Fonseca - Economic Development Branch, Gold Coast City Council.

Telephone: +61 7 5581 7533

Email: environment@goldcoast.qld.gov.au

Important Dates

- 1 Sept Deadline for return of preliminary EOI
- 8 Sept Deadline for return of information to Austrade for individual business meetings (6 weeks prior to departure)
- 15 Sept Deadline for return of business matching form (5 weeks prior to departure)
- 15 Sept Deadline for return of details for business card translations (5 weeks prior to departure)
- 15 Sept Deadline for return of details for Booth poster (translation & freight included) (5 weeks prior to departure)
- 15 Sept Deadline for Eco Expo Asia Trade Mission ID Badge (5 weeks prior to departure)



IF INTERESTED PLEASE COMPLETE RSVP FORM

Please complete the attached Expression of Interest (EOI) form if you are interested in attending this mission..

Eco Expo Asia - Hong Kong 2008 28-31 October 2008

- YES, I am potentially interested in attending the 2008 Eco Expo Asia and Southern China Trade Mission. Please contact me with further information.
- NO, I am not interested. Please do not send me any further information.

First Name:	Surname:
Company Name:	
Phone:	Email:

**Please complete the RSVP Form and return to:
Paula Da Fonseca by Fax 5581 7838 or
by email to environment@goldcoast.qld.gov.au
by Monday 1 September 2008**

Please note: This EOI does not guarantee your involvement, nor does it bind you to participation. This is simply a preliminary registration that represents interest from Gold Coast firms, and it will be used to inform Council future planning on how best to approach this mission.