

# BUSINESS MISSION INFORMATION

## ENVIRONMENT & WATER TECHNOLOGIES

### 5 – 9 JUNE 2018, CHINA

This document contains key information about the upcoming week-long Environment & Water Technologies business mission to Beijing, which forms part of the EU Gateway to China (pilot) programme. Included in this document are overviews of the coaching approach, the standard and customised services, the promotion of participating companies in China, the financial support provided to participants (e.g. travel, accommodation) and details of events and activities which will take place during the Business Week.

## 1. Overview of the 2018 Environment & Water Technologies Business Mission to China

### 1.1 Coaching

All participating European companies receive *coaching* at the application stage, before departure to China, during the Business Mission week in Beijing, and after returning to Europe. Coaching includes:

- **Suitability check and assistance during application:** After submitting an Expression of Interest, we will contact you to discuss your company's eligibility and suitability for the Business Mission.
- **Market Study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Chinese Environment & Water Technologies market and help you to define your market strategy.
- **Pre-departure Meeting:** Before the Business Mission week, you will attend a one-day Pre-departure Meeting in Brussels. At the meeting, you will receive a briefing on logistical preparation for the Business Mission week, a presentation on the Chinese market in your business sector, and consultation on the business matching process.
- **Post-mission Follow Up:** Shortly after you return to Europe, your EU Gateway Coach will debrief you and offer advice on follow up with contacts made in China. You will also be asked to complete an online questionnaire after the business mission.

## 1.2 Standard and Customised Services

■ **Standard Services:** Standard Services are designed to maximise your business opportunities in China. They are fully financed by the EU and are provided at no cost to participants. Standard Services include:

- Product or service suitability check
- Search for local business partners in China
- Scheduling of individual meetings
- Promotion of the business mission in the Chinese market
- Promotion booth at the 2-day Business Exhibition:

Booth specification: 3x3m floor area; your company name in English (and Chinese, if applicable), your country of origin, and booth number; storage cabinet; brochure stand; meeting table and four chairs; lighting; electrical outlet (220V/60HZ) with multi adapter plug; and Wi-Fi Internet connection

- A personal interpreter (English-Chinese-English only) at your booth on the two Business Exhibition days
  - Stand-by support during the entire Business Mission week
  - Promotion of your company in China (see 1.3 for details)
- **Customised Services:** You can also choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
- Translation into Chinese and printing of company documentation, product manuals, brochures, and business cards, etc.
  - Personal interpreter (English-Chinese-English only) for business meetings held outside of the Business Exhibition Days
  - Support in registering IP rights in China
  - Additional business-related services provided by independent experts

## 1.3 Promotion in China

As part of the Standard Services, all participant companies will be featured in a comprehensive promotional campaign run in China. Promotion will include:

**Press release:** press releases will be distributed to targeted media promoting companies participating in the Business Mission.

**Media articles:** your company and the Business Mission will be featured in mainstream and sector-related local media, providing valuable exposure in China for your company.

**Social Media:** dissemination of the mission information through Chinese social media channels, such as LinkedIn, Sina Weibo, Youku and WeChat.

**Direct Mail:** invitations to the Business Exhibition Days and a Business Networking Reception will be sent to sector-related Chinese companies, industry associations, and public organisations in China.

**Chinese website:** individual Chinese companies and members of the Chinese Partner Organisations can register to visit the Business Exhibition Days and request B2B meetings via online registration system.

**Business Mission Catalogue:** a printed Chinese/English catalogue detailing all European companies participating in the Business Mission will be distributed at the Business Exhibition Days. Each company profile includes:

- Company key data and contact information
- A company introduction
- A summary of the company's products and technologies
- Images of priority products your company wishes to focus on in China

## 2. The Business Mission Week

The 5-day Business Mission week in China will take place in Beijing from **Tuesday 5 June to Saturday 9 June 2018**. Participants should anticipate arriving in Beijing on Monday 4 June 2018 and leaving on Saturday afternoon 9 June / Sunday 10 June 2018 in order to be present at mandatory events from Tuesday morning to Saturday morning.

### 2.1 Monday evening: Welcome/Networking Meeting

Time: 19:00–21:00

All participants are invited to an informal get-together at the mission hotel or nearby venue to meet the local mission organisers and network with other participants. The event is optional but you are encouraged to attend.

### 2.2 Tuesday morning: Briefing Session

Time: 09:00–12:00

The **Briefing Session** comprises a short final update on mission week events and meeting schedule by the organisers, followed by in-depth presentations on the Chinese Environment & Water Technologies market by local sector experts. Lunch is provided after the presentations.

### 2.3 Wednesday & Thursday: Business Exhibition Days

Time: 09:00–17:00

Two **Business Exhibition Days** will take place at the venue in Beijing. Participants will be able to showcase products and technologies to a targeted audience of potential business partners.

Ad-hoc and pre-scheduled business meetings will take place at booths or nearby meeting areas at the exhibition.

Time: 17:00 – 19:00 (Wednesday only)

A **Business Networking Reception** hosted by the European Union on Wednesday evening presents an opportunity to network with business contacts, potential partners, and professional colleagues in an informal environment. Participants will be able to invite their own guests and meet representatives from EU Member State embassies and business organisations invited by the organisers.

## 2.4 Friday: Site Visits

Time: 09:00–18:00

**Site Visits** on Friday will offer an insight into the Environment & Water Technologies sector in China. Transport will be provided. Participation is optional.

## 2.5 Friday & Saturday: Business Meetings and Optional Activities

On Friday and Saturday, participants will be able to hold follow-up meetings with contacts made during the Business Exhibition Days, as well as with any existing contacts and business partners the participants may have. These days are also an opportunity to visit local companies located outside of Beijing.

Meetings on Friday and Saturday will take place at venues decided by participants and their business contacts. The local organisers will provide support in arranging and traveling to meetings on these two days.

Participants will also be able to visit the 16th **China International Environmental Protection Exhibition & Conference (CIEPEC)** in Beijing. CIEPEC is the largest environment conference in China, bringing environmental technologies, products and services from around the world. With 30 years continuing efforts, CIEPEC has been playing an important role in assisting government to pursue environmental strategies, policies, investment plans and to guide market development. Besides an amount of top domestic enterprises, a multitude of exhibitors from North America, Europe, Japan, Korea and South East Asian countries and regions participate in CIEPEC. CIEPEC is regarded as the best platform to exchange leading-edge environmental innovations, explore business development opportunities and obtain first-hand information on the environmental market in China. More information can be found at:

<http://www.chinaenvironment.org/en.htm>

The event will provide an opportunity for participants to gain insight on industry trends and to meet potential new contacts. The EU Gateway to China organisers will provide participants with an entry badge and directory for the exhibition.

## 2.6 Saturday morning: Debriefing Session

Time: 9:00 – 11:00

The **Debriefing Session** is an important event that allows all participants to give their opinions on the Business Mission week directly to the organisers and European Union representatives. Comments are recorded and taken into consideration for the purpose of making improvements to the EU Gateway to China.

## 3. Financial Support from the European Union

The European Union encourages your commitment to the Chinese market by co-financing the following:

**Accommodation:** the European Union provides up to EUR 1,000 for six nights of accommodation at the designated Mission hotel in Beijing (Monday night to Saturday night) during the Mission week in China. This payment is conditional upon the company representative's attendance of all mandatory events as defined by the organiser.

Details on the Mission hotel and how to book accommodation will be available after selection.

**Customised services:** the EU co-finances 80% of the cost of Customised Services up to a maximum of EUR 1,000.

### 3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from China and travel within China (except for the Friday Site Visit).
- All **insurance** related to travel, accommodation and business in China.
- **Visa** to China (organiser will issue an Invitation Letter to all mission participants).

## 4. Further Information

You can read more about the programme on the EU Gateway Programme website: [www.eu-gateway.eu](http://www.eu-gateway.eu).

To discuss any aspect of application or participation with a representative from the European coaching network, please contact the following: [coaching.network@eu-gateway.eu](mailto:coaching.network@eu-gateway.eu)