

# **CEWP PI BUSINESS PROGRAM 2021**

## **WEBINAR SERIES & EVENT @AQUATECH SHANGHAI**

### **URBAN WATER THEME:**

- **SPONGE CITIES**
- **WASTEWATER  
TREATMENT**
- **WATER REUSE AND  
LEAKAGE  
REDUCTION**

**CHINA  
EUROPE**  
Water Platform  
[www.cewp.eu](http://www.cewp.eu)



Funded by the  
European Union

## **What is in it for businesses?**

- **Access to information about the Chinese Market: Market Reports available at [www.cewp.eu](http://www.cewp.eu)**
- **Access to support reg market framework conditions: CEWP partnership with EU SME Centre and EU Chamber of Commerce Environment Working Group**
- **Access to potential partners in China: business partners, project partners, sales partners, investors. Join our events and join the market promotion activities of our network of European Water Technology Business Organizations.**
- **Visibility: possibility to present your experiences and competences at CEWP webinars and physical side-events @selected expos in China and Europe**
- **CEWP webinar series with focus on Urban Water: March 16<sup>th</sup>, March 30<sup>th</sup>, April 29<sup>th</sup> and May 18<sup>th</sup>, 2021, in partnership with RAI Amsterdam, EU SME Centre and IWA China**
- **CEWP Physical Side-events physical booth and side-events, in cooperation with the EU SME Centre @Aquatech Shanghai, June 2<sup>nd</sup>-4<sup>th</sup>, 2021**
- **CEWP Business Program focusing on Rural Water will be organized during 2<sup>nd</sup> half 2021**
- **CEWP side-events @IWA World Congress Copenhagen, September 11<sup>th</sup>-15<sup>th</sup>, 2022**

## Program for the Webinar series

**All coming webinars at 14:00-16:00 CN / 08:00-10:00 CET**

*Simultaneous translation will be available*

### Registration

Attending the Webinars will be free of charge and open to all interested parties. Registration is not mandatory, but will be highly appreciated in order to secure optimal value for participants and speakers.

Pls use one of these forms to register (questions are the same):

[https://docs.google.com/forms/d/e/1FAIpQLSfVA6gnoy29ITl0AczDysxqYvJykUtzW7lvM-uedMq7ZUh0Cg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfVA6gnoy29ITl0AczDysxqYvJykUtzW7lvM-uedMq7ZUh0Cg/viewform?usp=sf_link)

<https://da.surveymonkey.com/r/XW5QBLR>

### March 16<sup>nd</sup> – Water Management in development of Blue Green Cities

The Concept of Sponge Cities in China aims at managing excessive amounts of surface water, often causing severe and costly floods, by turning these water resources into urban development assets as part of an overall blue-green profile of the Future City. The webinar will explore the perspectives of Sponge City approach to constitute a key element of urban development, present concrete cases, discuss cross-sector elements including other urban functionalities, participatory approaches and relation to the concept of Smart Cities. Technology cases will focus on nature-based solutions in an urban setting and water retention.

PPTs and Report from the webinar can be found here: <https://www.cewp.eu/webinar-blue-green-cities>

### March 30<sup>th</sup> – Efficiency of Urban Water Infrastructure

Management of the Urban Water Infrastructure should ideally reflect the cyclic nature of water, however it is often subdivided among different entities. This may hamper an overall cost-efficient approach to ensuring of sustainable water resources provision, wastewater treatment and flood prevention measures. By applying a cross-sector, e.g. investments in reduction of water leakage can be compared to increasing reuse of treated wastewater and long-distance supply chains for water resources. What will hereby appear as the most cost-beneficiary investment in infrastructure?

Presentations can be [found here](#). You can also review the session: [Click here](#) and insert the passcode %N=jv.W7

### **April 29<sup>th</sup> – Smart Water Management of the whole Urban Water Cycle**

Smart Water Management implies a substantial upgrading of Water Quality and Water Quantity Data Collection from a large number of sample points. Compared to previous analogue or semi-digitalized monitoring systems, a fully digitalized Water Grid will provide a significantly improved picture. This raises a number of questions: When can we expect to have sensors capable of monitoring all water quality parameters? How many sensors will be sufficient to provide an adequate amount of data? How to compile, store and ensure quality assurance of data from many different sources? How to handle sharing of data? And, not, least how to develop software for utilizing the data for modelling, scenarios, public planning and implementation of investment projects? And how to use digitalization for Asset Management?

<https://rai-nl.zoom.us/j/98215166432?pwd=RFg3RFVVeGlxWDIhVURzS1puTXFRZz09>

Passcode: 475283

### **May 18<sup>th</sup> – Carbon Footprint of the Water Sector**

China and EU have set ambitious targets for achieving energy efficiency and carbon neutrality. The Water Sector must contribute. How to reduce the sector's carbon footprint? Which solutions are available for energy efficient water resources provision? How to ensure net-energy producing wastewater treatment plants? How to reduce NO-emissions for WWTPs? How to integrate wastewater treatment in resource recovery plants?

<https://rai-nl.zoom.us/j/98442572310?pwd=cE54clpwcysxemdLaWpvenVLbDZHQT09>

Passcode: 988792

### **Format of webinars**

The webinars are set to take 2 hours, starting at 0800 CET/1500 CN. They are tentatively set to have 1-2 setting the scene speeches, 4 long technology cases, 4 short technology cases, , and 1-2 roundtables. Adding introduction and outro, and short speeches of Aquatech Amsterdam and EU SME Centre.

### **Interested in taking part?**

You can take part in two ways, either by simply attending and listening, or by being actively involved as a case presenter or as part of roundtables. For attending, pls use the links inserted above.

If you are interested in taking active part as speaker, pls contact the Program Manager, Henrik Dissing, directly, [hedis@mst.dk](mailto:hedis@mst.dk).

## **Program for side-events @Aquatech Shanghai**

### **Side-events**

CEWP Business Program in co-operation with the EU SME Centre will organize side-events @Aquatech Shanghai. These will be planned during March-April 2021. The program for the side-events will be published at the CEWP website and also communicated via channels of the partner organizations.

### **Joint booth with the EU SME Centre**

CEWP Business Program in co-operation with the EU SME Centre will have a booth where companies not being able to join their national water technology organizations booth can display marketing and solutions' information and also take part in small events (two chair talks). Contact the EU SME Centre for more information.

### **How to take part?**

Participation in the CEWP side-events is free of charge and no registration needed. If you would have an interest in taking active part, pls contact Henrik Dissing [hedis@mst.dk](mailto:hedis@mst.dk). If you have an interest in taking part in the booth, pls contact Liam Jia [liam.jia@eusmecentre.org.cn](mailto:liam.jia@eusmecentre.org.cn).

For attending the events, you need to be registered and pay access fee to Aquatech Shanghai. For more information: <https://www.aquatechtrade.com/china/>

## Join CEWP in exploring the Chinese Market for Urban Water Technologies

The Chinese Water Market has seen very huge growth rates for several years. Recently, this has even been accelerated due to increasing regulatory demands by the Chinese Government and adjoined budgets.

Accordingly, this market is of significant commercial interest as well as increasingly becoming a hub for innovation. It will also be a scene for market actions, which are to be highly successful and efficient in order to realize the ambitious Government targets.

The aim of the CEWP Business Program to contribute to creation of a well-functioning market, delivering the solutions, which enables government targets to be achieved. The CEWP program will therefore facilitate technical discussions but also shed light on efficiency gaps of the market.

At the core of the Business and Innovation Program, attention will be paid to solutions, which addresses the needs and challenges of the future. This include a focus on application of circular economy approaches, the perspectives of digitalization, climate change resilience, supporting the UN SDGs and establishment of frameworks for business-cases.

Through *Open Innovation Meets*, relation-building between Chinese and European Water Sector will be facilitated. Further, via a partnership with the EU SME Centre and the EU Chamber of Commerce China Environment Working Group, European businesses will supported in matchmaking as well as in building relevant knowledge on conditions for engaging at the Chinese market.

The China Europe Water Platform (CEWP) Business and Innovation Program will during 2019-2021 focus on three, selected market segments for water technologies: Industrial Water Use in 2019, Urban Water (Sponge Cities, Wastewater Treatment, Leakage Reduction) in 2020-2021 and Rural Water (Water for the Agricultural Sector, and Water Supply and Sanitation Systems for Towns and Villages ) 2021.

To ensure momentum for the Chinese – European Business and Innovation Dialogue, a number of Webinars will be launched. These will take place during March-May 2021, starting on March 16<sup>nd</sup> and continuing with March 30<sup>th</sup>, April 29<sup>th</sup> and May 18<sup>th</sup>, all at 08:00-15:00 CET / 15:00-17:00 CN.

The Webinars will first of all present a number of current challenges and introduce a range of adequate solutions. European Companies will be invited to give presentations, offering their suggestions for solutions and how to create a well-functioning market in order to deliver environmental results living up to Government targets.

**If you are interested in taking part, pls contact the Program Manager, Henrik Dissing, [hedis@mst.dk](mailto:hedis@mst.dk) directly, or via your national anchor points and water technology organizations listed in this flyer.**



## The Chinese Market for Urban Water

(A short extract from a full report on the Chinese Market for Water Technologies, which can be found at <http://project-piano.net/wp-content/uploads/2018/11/PIANO-Deliverable-4.2-Final-submission.pdf>)

All new urban developments must now incorporate best practices in low carbon design, renewable energy and resource efficiency. 30 pilot cities have been identified in which the approaches and technologies are to be developed and demonstrated. This opens many opportunities for European planners, designers and engineers to develop innovative integrated designs incorporating many of the features of decentralised water systems, recycling sustainable drainage, river and lake rehabilitation and in situ treatment with ecological landscaping. European firms experienced in developing integrated solutions for energy, water, transport and solid waste management and recycling, as well as seeing past the limitations of entrenched procedures to implement a circular economy will have an advantage. The sponge cities programme was rolled out in late 2015 with the announcement of 16 pilot cities for the sponge cities concept with substantial central government funding (\$70 million per city per year) to support these. In 2016 a further 14 cities were added.



Figure 3-5 Location of sponge Cities Pilots

## Contact Information

Visit our website: <https://www.cewp.eu/business-cooperation>

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## Partner Organizations:



<https://www.cewp.eu>

## INTERESTED? STAY INFORMED!

Are you considering the Chinese Market? Then you should note the very high satisfactory rate from companies, which have taken part in facilitated initiatives, e.g. overall, almost 90% of firms that received support from the *EU Gateway* to reach the Chinese market considered the experience very positive, stating to be satisfied or very satisfied with the experience.

Also very notable is the percentage of over 50% of firms that report not having import issues nor any other barriers to trade with China.

The CEWP PI Business & Innovation Program will take part in co-operation with national Water Tech Organizations of European countries, the EU SME Center, AWW, WSSTP and others.

*Interested? Visit [www.cewp.eu](http://www.cewp.eu) for further information. You are also welcome to contact Henrik Dissing, CEWP Business and Innovation Program Manager, +45 41782030, [hedis@mst.dk](mailto:hedis@mst.dk).*

Photos Courtesy of Peter Ølbye, Nordic Technologies, and Claus Davidsen, Archiland.

The EU SME Centre is a European Union initiative from 2010 that provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China. Since 1<sup>st</sup> October 2020, the EU SME Centre has entered its third phase of the project and is for this phase implemented by a consortium of five partners - the China-Italy Chamber of Commerce in China, the China-Britain Business Council, the Danish Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

### Are you ready for China?

The EU SME Centre is compiled of four areas, in which we offer our services through, the **Knowledge Centre**, the **Advice Centre**, the **Training Centre**, and the **SME Advocacy Platform**. We offer first-line advice to in-depth technical solutions through these services to SMEs in Europe and COSME participating countries to help them assess their readiness for the Chinese market – **free of charge**.

Our team of experts provides advice and support in four main areas – business development, law, standards and conformity and human resources. Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online.

With a portfolio of nearly 200 comprehensive market reports, guidelines, case studies and articles available to download on our website, as well as great opportunities to participate in both online and offline training workshops on current market trends in China, companies will have a solid understanding of the market and better conditions to make a strategic assessment for their next step into the Chinese market.

By joining the European SME business community in China, companies can through **Inter-Chamber Working Group**, as part of the Advocacy platform, get up-to-date presentations on the regulatory, economic, and social changes happening in China that have direct impact on SMEs exporting and investing in the market. The platform is an ideal opportunity to listen to common issues faced in the market as well as having the option to contribute with experiences to help lobby European and Chinese policy makers.

To learn more about the Centre, please visit [www.eusmecentre.org.cn](http://www.eusmecentre.org.cn)



## EU Chamber of Commerce China

The European Union Chamber of Commerce in China was founded in 2000 by

51 [member companies](#) that shared a goal of establishing a common voice for the various business sectors of the European Union and European businesses operating in China. It is a members-driven, non-profit, fee-based organisation with a core structure of [26 Working Groups and 8 Fora](#) representing European business in China.

The Chamber is recognised by the European Commission and the Chinese Authorities as the official voice of European business in China. Being the independent voice of European business in China, the European Chamber presents on behalf of its members to relevant Chinese government and agencies their key concerns and recommendation regarding regulatory environment in China.

It is recognized as a Foreign Chamber of Commerce with the Ministry of Commerce and China Council for the Promotion of International Trade.

### **Environment Working Group**

Established in 2006, the Environment Working Group currently consists of more than 160 member companies involved in engineering, manufacturing, construction, consulting and certification services. Members come from a variety of industry sectors, such as waste, water, smart grids, chemicals, pharmaceuticals, petroleum, biochemistry and logistics. Environmental technology service providers, environmental consultants and lawyers are also active members of the working group.

The Environment Working Group serves as a platform for companies to discuss and exchange best practices, experiences, solutions and recommendations on environmental protection, and also serves as a channel to engage with Chinese government at local and national level to provide support and feedback on environmental regulations, standards and technologies in China.

For more information:

<https://www.europeanchamber.com.cn/en/working-groups-forums-desks/19/environment>

## International Water Association

The International Water Association (IWA) is a global network of water professionals bringing people and institutions together from across the water cycle to deliver equitable and sustainable water solutions for our world. The IWA aims to connect people with a diversity of backgrounds to generate innovative solutions and new opportunities to tackle urban and basin-related water challenges.

Drawing exceptional professionals from 130 countries, the membership of the International Water Association (IWA) brings together scientists, researchers, technology companies, and water and wastewater utilities, all working to address the world's most urgent water challenges when and where they arise, from ridge to reef and from catchment to tap. The IWA has become an international reference and source of durable water solutions, products and services that are robust and flexible enough to be universally applicable, easily accessible, and locally adaptable.

IWA's headquarter is based in London, UK. In order to better serve the members and partners from China, Asia and the globe, IWA established a Global Operation Hub in Nanjing, China in 2019. IWA also has a regional office in Chennai, India.

Any queries or ideas on collaboration or if you would like to join IWA as e.g. corporate/university membership, please feel free to contact Dr. Hong Li, the IWA Asia and Oceania Regional Director ([Hong.li@iwahq.org](mailto:Hong.li@iwahq.org)) and Ms. Dan Wang, the Manager of IWA Greater China Region ([dan.wang@iwahq.org](mailto:dan.wang@iwahq.org)).

IWA Website: <https://iwa-network.org/>

Sign up for IWA membership: <https://iwa-connect.org/>



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## China IP SME Helpdesk

The China IP SME Helpdesk, a European Union (EU) funded project, supports EU Small and Medium-sized Enterprises (SMEs) to both protect and enforce their Intellectual Property Rights (IPR) in or relating to Mainland China, Hong Kong, Macao and Taiwan through the provision of free of charge information and services. These take the form of jargon-free, first-line, confidential advice on intellectual property and related issues, plus training, materials and online resources. The Helpdesk also raises awareness about IPR matters in China affecting European SMEs, and helping them make informed IPR decisions for their business' success.

Available to all EU SMEs and SMEs from COSME countries, the Helpdesk co-operates with European SME networks, chambers of commerce and industry associations to offer the following services free of charge:

**Helpdesk Enquiry Service:** Individual SMEs and SME Intermediaries can submit IPR enquiries directly to the Helpdesk via phone, email or in person, getting access to a panel of experts to receive free and confidential first-line advice within 3 working days.

**Comprehensive library of IP Resources,** including industry and business-focused guides and training materials that address IPR issues in China by:

- IP topic – including patents, trade marks, copyrights, licensing, dealing with counterfeiting, etc.
- Business focus – including technology transfer, conducting R&D, using contracts, etc.
- Industry – including textiles, pharma, clean technology, creative industries, etc.

**IP trainings:** the Helpdesk arranges training events and webinars in Europe and China on China IPR protection and enforcement, tailored to the needs of SMEs including:

- General IPR issues – including IP registration, management, commercialisation and enforcement strategies.
- Practical business challenges – such as choosing Chinese business partners, attending trade fairs, licensing, etc.
- Industry specific trainings – such as creative industries, ICT, clean-tech, etc.

The Helpdesk also offers one-on-one consultation sessions where SMEs can discuss their IP-related issues/case with our IP Business Advisor online or in person.

To learn more about the China IP SME Helpdesk, please visit: <https://ec.europa.eu/ip-helpdesk>