

**SAVE-THE-DATES**

**CEWP PI  
BUSINESS &  
INNOVATION  
PROGRAM 2019**

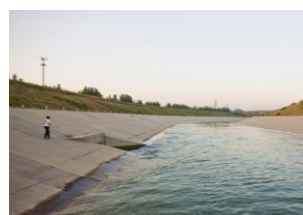
**PRIORITY FOCUS:  
INDUSTRIAL WATER USE**

**@QINGDAO AND  
SHANGHAI (IE EXPO)  
APRIL 12<sup>TH</sup>-15<sup>TH</sup>, 2019**

**@QINGDAO AND CHENGDU  
(EUPIC TWIN FAIR),  
NOVEMBER 11<sup>TH</sup>-15<sup>TH</sup>,  
2019**

**@CEWP ANNUAL  
MEETING, AND FOLLOW  
UP SITE-VISITS IN EUROPE,  
DECEMBER 2<sup>ND</sup>-6<sup>TH</sup>, 2019**

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



Funded by the  
European Union

## Welcome to the Chinese Water Technology Market

The CEWP Business and Innovation Program offers a unique opportunity for European Companies to access the Chinese Market for Water Tech solutions related to Industrial Water Use in the Food Sector. Through a series of events, companies will gain important insight of the market, will be offered several opportunities to be present their solutions and to establish relations to potential Chinese customers, as well as business and project partners.

The Chinese Water Market, estimated to be \$100 Bio in 2016, has been growing steadily since 2014 and considered to be one of the most important major – and growing (estimate +28% 2016-2020) - markets to access for European Water Tech Companies. China's government is continuing its ambitious efforts to improve water management and infrastructure throughout the country.

**The China Europe Water Platform (CEWP) Business and Innovation Program will during 2019-2021 focus on selected market segments for water technologies. The aim is to contribute to creation of a well-functioning market, to support building of Chinese-European Innovation-oriented partnerships and to facilitate the entry for European Companies to the Chinese 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, including 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.

In 2019, focus will be on Industrial Water Use; in 2020, on Urban Water (Sponge Cities and Wastewater Treatment Plants); in 2021, on Rural Water (Water for the Agricultural Sector, and Water Supply and Sanitation Systems for Towns and Villages).

**By taking part in the CEWP Business and Innovation Program, you will each time have the opportunity to visit two events within the same travel, allowing for both taking part in CEWP activities and high-profile Water Tech Expos. In 2019, you will meet Chinese Industrial Processing Companies with needs for upgrading of their technologies, as well as Chinese Water Tech Companies who could be your new partner at this interesting market.**

The program will include at least three activities:

- The first event with Information Meetings for Key Stakeholders and Challenge Owners will take place in Qingdao, Shandong on April 12<sup>th</sup>-13<sup>th</sup> and @IE Expo Shanghai April (April 15<sup>th</sup>-16<sup>th</sup>); this will include CEWP side-events as well as significant exhibit opportunities
- On November 11<sup>th</sup>-15<sup>th</sup>, (dates to be confirmed), the 14<sup>th</sup> EU-China (EUPIC/EEN) fair will be held in Qingdao and Chengdu; this will include CEWP side-events, Open Innovation Meetings, facilitated B2B matchmaking opportunities as well as exhibit opportunities
- Finally, side events will be held @CEWP Annual Meeting in Lisbon, on December 2<sup>nd</sup>-3<sup>rd</sup>, with possibilities for Site Visits to selected European countries (December 4<sup>th</sup>-6<sup>th</sup>) (dates to be confirmed)
- Other events may be added!

**You are hereby invited to take part in the first part of the CEWP Business and Innovation Program 2019 focusing on Industrial Water Use in the Food Sector, taking place in Qingdao and Shanghai, April 12<sup>th</sup>-16<sup>th</sup> 2019. Welcome!**

## The Chinese Market for Industrial Water

(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>)

The management and treatment of industrial wastewater is the main focus of the Chinese "The Action Plan for Prevention and Treatment of Water Pollution" (also called "the Water Ten Plan"), released in 2015. For industry, the main drivers are the tighter Environmental Protection Law (EPL), which came into effect 1 January 2015. EPL instigates increased transparency and monitoring while rewarding compliant enterprises and companies in the environmental protection industries with financial incentives such as tax breaks, non-compliant enterprises will face heavy penalties such as shutdown. The previous caps on fines for industrial pollution have been removed and there has been strong political support to the enforcement of the changes with high profile penalties and aggressive action against polluters.

Other measures in the EPL include holding companies who produce fraudulent Environmental Impact Assessment reports that declare pollution industrial processes to be compliant, can be held jointly and severally liable together with the enterprise itself for consequential costs. Local government officials are also to be held accountable for compliance with environmental protection objectives as part of their annual performance reviews.

Larger companies are targeted for technological upgrades and are forced to adopt clean production methods. They will need to comply and consequently spending on water technologies will increase. Many smaller factories are unable to bear the costs involved in treating wastewater to high standards. Consequently, more and more smaller factories will be forced to move into industrial parks with communal water treatment facilities, making this an increasingly relevant niche market.

With currently 3,300 industrial parks, less than 50% are estimated to have centralised treatment plants. This is due to change: all industrial parks are required to install centralised treatment facilities and online monitoring systems before 2018 (end of 2016 for the more developed regions of Beijing-Tianjin-Hebei, Yangtze River Delta and Pearl River Delta).

Among major opportunities, the following can be mentioned: Real enforcement at last; Clean Source: rising standards, investment via PPP, Mature market – Decentralised systems; Reuse: Tightening regulation on water use efficiency. Developing infrastructure to market; Wastewater Treatment: rising standards, massive investment via PPP, Mature market but much scope for further innovation; Coal to Chemicals – Massive scale, complex, ZLD requirement, 154 in Operation 69 in Construction (GWI); Industrial Parks.

According to Global Water Intelligence, the Chinese water market will continue to grow both in the utility sector and the industrial sector. With the new targets set in the 13th FYP, the Chinese utility sector will focus more on improving the "quality" of the current facilities. The government anticipates that reaching the targets in the plan will require direct purchase of over \$230 billion of products and services, along with indirect investment of over \$80.6 billion.

The unsolved sludge issues and WWTPs upgrades will be key in the municipal sector as well as water reuse and pipelines leakage control. The Water Ten Plan also imposes measures that would put the protection of the environment above economic growth. In the industrial sector, the new policy would restrict water abstraction to favor water reuse, force the worst polluters to treat their wastewater to a higher standard, and shut down smaller non-compliant facilities.

## Program for the CEWP Business and Innovation Program in Qingdao and Shanghai, April 12<sup>th</sup>-15<sup>th</sup>, 2019

### Thursday April 11<sup>th</sup>, 2019

#### Qingdao

Day/evening

Arrival, registration

Informal Dinner

Briefing session: objective and content of the CEWP Business and Innovation Program.  
Information about services available via partner organizations e.g. EU SME Centre, EEN.

### Friday April 12<sup>th</sup>, 2019

#### Qingdao

09:00-12:00

Industrial Water Use Challenges

Official Opening facilitated by City of Qingdao, and Henrik Dissing, CEWP

Presentation of the Chinese Challenges for water quality and water resources related to the industrial water use – Qingdao Environment Protection Bureau, Shandong Water Resources Department

Presentation of European Water Challenges and Innovation Agenda – Mr Palle Lindgaard-Joergensen, InWater

Roundtable (panel) discussion on the overall (national / province / city) challenges facilitated by Prof Soumodip Sarkar, University of Evora, Portugal

12:00-13:30

Lunch

13:30-16:30

Open Innovation Meetings - Introduction by Prof Soumodip Sarkar, University of Evora, Portugal

Concrete Company Cases (“Challenge Owners”) from Qingdao/Shandong

State-of-the Art case presentations from European Companies – Technology providers: IVL (Sweden), Siveco (France); KSB (Germany); Danish Water Technology Group; Industrial producers: Hempel (DK); 2-4 other cases can be included.

Roundtable (panel) discussion

16:30-16:45

Closing remarks

**Saturday April 13<sup>th</sup>, 2019**

**Qingdao/Shanghai**

09:00-14:00

Site visits to companies, key stakeholders, and other relevant sites

Day/Evening

Departure for Shanghai

**Sunday April 14<sup>th</sup>, 2019**

**Qingdao/Shanghai**

Whole day

Preparations for IE Expo / Day off

Or additional visits/meetings

**Monday April 15<sup>th</sup>, 2019**

**Shanghai**

Whole Day with own program

IE Expo Shanghai, possibility for setting booth etc

Afternoon

CEWP half-day Session, *The Chinese Market for Industrial Water Use and presentation of CEWP Business Program 2019*, Selected Case Presentations and Panel debate. Currently, cases from France and Denmark are planned.

**Tuesday April 16<sup>th</sup>, 2019**

**Shanghai**

Whole Day with own program

IE Expo Shanghai, possibility for setting booth etc

**Wednesday April 17<sup>th</sup>, 2019**

**Shanghai/departure**

Whole Day with own program

IE Expo Shanghai, possibility for setting booth etc

Further information: <https://www.cewp.eu/business-event-industrial-water-use-food-sector>

## How to register and how to take active part

During the days in Qingdao and Shanghai, there are several ways for you to take active part, including:

Qingdao – the CEWP side-events are free of charge

- For registration to CEWP sessions, register via [www.cewp.eu](http://www.cewp.eu)
- Provide a State-of-the-Art Case Presentation or take part in roundtable: send your suggestion with brief outline to [hedis@mst.dk](mailto:hedis@mst.dk)
- Take part as Roundtable participant: send your interest request to [hedis@mst.dk](mailto:hedis@mst.dk)
- Engage actively in the site visits, build new relations to other participants

Shanghai – the CEWP side-events are free of charge, but registration with related costs to IE Expo is required

- Set up booth at IE Expo, registrate @IE Expo Organizers or via your National Water Tech Organization
- For registration to CEWP sessions, register via [www.cewp.eu](http://www.cewp.eu)
- Provide a State-of-the-Art Case Presentation or take part in roundtable: send your suggestion with brief outline to [hedis@mst.dk](mailto:hedis@mst.dk)
- Engage actively in the site visits, build new relations to other participants

## Further information:

[www.cewp.eu](http://www.cewp.eu)

丁超 ([richard\\_ding@eupic.org.cn](mailto:richard_ding@eupic.org.cn))

### Via a national organization:

Denmark Danish Export Association (Danish Water Technology Group); [andreas.julskjaer@dk-export.dk](mailto:andreas.julskjaer@dk-export.dk)

supported by Danish Agro Business Park: [sbj@agropark.dk](mailto:sbj@agropark.dk)

Finland Finnish Water Forum: [topi.helle@fwf.fi](mailto:topi.helle@fwf.fi)

Turku Business Region [megumi.hayashi@turkubusinessregion.com](mailto:megumi.hayashi@turkubusinessregion.com)

France Business France YANG, Yang [yang.yang@businessfrance.fr](mailto:yang.yang@businessfrance.fr) Office Intern. de l'Eau [fx.imbert@oieau.fr](mailto:fx.imbert@oieau.fr)

Germany German Industry and Commerce Greater China, <https://china.ahk.de/services/building-energy-environment/>  
[leng.xiao@sh.china.ahk.de](mailto:leng.xiao@sh.china.ahk.de)

Netherlands tbd

Portugal Portuguese Water Partnership <http://www.ppa.pt/?lang=en> [geral@ppa.pt](mailto:geral@ppa.pt)

Sweden IVL [osten.ekengren@ivl.se](mailto:osten.ekengren@ivl.se)

Austria Ministry of Sustainability and Tourism [Andreas.Tschulik@bmlfuw.gv.at](mailto:Andreas.Tschulik@bmlfuw.gv.at)

### For participants from other countries:

EU SME Centre [peter.pronk@eusmecentre.org.cn](mailto:peter.pronk@eusmecentre.org.cn)

### Partner Organizations:





<http://www.ie-expo.com/>



<http://www.eu-china.org.cn/>



<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, EUPIC, EEN, 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.



Funded by the  
European Union



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