



**China | U.S. Energy Efficiency Alliance | 中美能效联盟**

*Protecting the global environment by working with China to harness energy efficiency as a viable energy resource*

## **China-U.S. Energy Efficiency Alliance 2014 Trade Mission**

### **EE TRADE MISSION TO CHINA KICKS OFF! December 7 – 13, 2014**

By [winston](#) Posted on December 7, 2014 ·

*By Julia Beabout*

It's finally here! The business development trade mission to China we are co-organizing began today with some warm-up activities and then officially kicks-off on Monday.

During the mission our esteemed US delegates will be meeting with Chinese government officials and private companies to discuss the rapidly expanding business opportunities in China's energy efficiency market sector. This also provides an opportunity to further US-China and California-China cooperation in low carbon development.

We are pleased to have several leading energy efficiency companies from the US in our delegation including: EnerNOC, Nexant, Oportunity, Opower and RavenBrick. We are also honored to have the Chair of the California Energy Commission, Robert Weisenmiller, leading the group along with a small delegation of California Assemblymembers.

Our mission begins in Beijing and then moves on to China's leading second tier cities where many of the emerging opportunities lie. We'll be blogging throughout the mission about our activities. So, whether you are already in China's energy efficiency sector and thinking about expanding or just starting to look into the market, we invite you to follow our updates on the trade mission! 请跟我们一起去看！

# Trade Mission – MONDAY, DEC 8, BEIJING

By [winston](#) Posted on December 9, 2014 ·

*By Julia Beabout*

The first day of the mission was chock full of information, providing insights on opportunities in China and a chance to exchange experience and insights on improving energy efficiency. We started the day at the beautiful new United States Embassy with a briefing by the US Departments of Energy and Commerce on China's energy efficiency market.



Photo credit: US Dept. of State

Under the recent APEC agreement, the Chinese and US governments agreed to deepen their commitments to improving energy efficiency and reducing carbon emissions and also to continue their extensive collaboration in these areas. This will expand the already rapidly growing energy efficiency market in China and the demand for US products and services there.

Later our esteemed delegates met with government officials from China's National Development and Reform Commission (NDRC)—China's central economic planning ministry and where energy efficiency policy making is made.



Photo credit: Julia Beabout

Chair Robert Weisenmiller of the California Energy Commission described how California has been able to grow its economy while keeping its per capita energy consumption flat. As a result, California is a US and world leader in energy efficiency.



Photo credit: Julia Beabout

Demand response has and will continue to be key to achieving California's energy efficiency. The trade mission delegates were given the opportunity to present their innovative demand response solutions to China's largest power company, State Grid.

From the Chinese side, one featured project opportunity of the day was Green Dragon Lake (GDL), a new business district in the southwest corner of Beijing. The project has a net-zero goal, and the GDL developers plan to incorporate many innovative technologies from the US and abroad to reach this goal. On Sunday, the Project Developers, China Development Orient, treated us to a tour of the gorgeous property including their recently finished MGM Grand hotel. Additional information about the project can be obtained [by clicking here](#).

During Monday's lunch and dinner the delegates were given the opportunity to learn from US companies with successful operations in China such as Honeywell and EPS Capital.



# Trade Mission – TUESDAY, DEC 9, TIANJIN

By [winston](#) Posted on December 10, 2014 ·

*By Julia Beabout*

We were up early this morning in order to make our way from Beijing to Tianjin. Tianjin is located about an hour's drive east of Beijing in Shandong province. It is the fifth largest city in China. It is home to 13 million people and carries provincial level status. It was one of the first cities in China designated for low carbon development and is an important market for U.S. energy efficiency products and services.

The Tianjin Economic Development Area (TEDA), which was formed in 1984, was our host. TEDA works closely with the US-China Clean Tech Center in the United States to research and promote clean technologies and facilitate matchmaking between US and Chinese businesses in the energy efficiency sector.



TEDA Building, Tiajin, Shangdong. Photo credit: Julia Beabout



Part of the delegation with hosts at TEDA. Photo credit: Julia Beabout



TEDA clean technology exhibit hall

The morning began with Chair Weisenmiller (CEC) expressing California’s commitment to work with China to create prosperous green economies in both countries. Our delegates then presented their energy efficiency solutions. The information was eagerly received by the local Chinese business and political attendees.



Ben Foster of Optony Inc, one of the trade mission participants. Photo credit: Julia Beabout

The day concluded with a round-robin style matchmaking session with local Chinese buyers, providers and research entities. Our delegates now have many new leads to follow up on.



Matchmaking session at TEDA. Photo credit: Julia Beabout

## Trade Mission – WEDNESDAY, DEC 10, QINGDAO

By [winston](#) Posted on December 17, 2014 ·

[Please excuse delay in blogging the mission updates due to illness and technical issues.]

*By Julia Beabout*

On Tuesday evening, after getting caught in one of China's impressive traffic jams, we made our way to Qingdao. Qingdao is located on the northeast coast of Shandong province which is the Province directly east of Beijing. Although Qingdao is best known as the home of Tsingdao beer, it is also home to 8 million of China's citizens and considered one of China's most livable cities. The city is slated by the national government to become a low-carbon city. By 2015, Qingdao's CO2 emissions must drop by 18% when compared with 2010 levels. The city has been aggressively implementing new measures for tracking and eliminating greenhouse gas emissions and implementing low-carbon technologies.

Qingdao is also exploring ways of working with the US, San Francisco in particular, to deepen economic exchange and low-carbon cooperation. It has also expressed a strong desire to partner with leading U.S. clean technology companies to help meet its low-carbon goals. Qingdao plans to set up a representative office in San Francisco to support this economic and low-carbon cooperation.

The day started with a warm welcome by the mayor of Qindao.



Photo credit: Julia Beabout



Photo credit: Julia Beabout

After lunch we headed to our afternoon meetings with the local officials. The officials gave us an update on the city and their plans for improving energy efficiency and reducing carbon emissions. As an industrial and transport city, their focus is on reducing energy demand, water pollution, and emissions associated with boilers. As a manufacturing center they plan to increase their focus on producing and using eco-friendly materials, as well as high efficiency appliances and lighting.



Photo credit: Julia Beabout

The afternoon concluded with one-one-meetings between our delegates and local businesses.

Historic Qingdao. Photo credit: Julia Beabout

## Trade Mission – THURSDAY, DEC 11, QINGDAO

By [winston](#) Posted on December 17, 2014 ·

*By Julia Beabout*

Today, the officials and companies from three cities came to us (as opposed to the mission participants traveling to the cities – a restful change!) While still in Qingdao, we had meetings with representatives from three other Shandong cities: Dongying, Linyi and Weifang.

These “second tier” cities have sustainability goals and are in great need of energy efficiency solutions. Many of the best and emerging opportunities for US businesses can now be found in the second tier cities.

The day began with a presentation by each city and continued with group meetings, as well as one-on-one meetings, between the trade mission participants and each city delegation.

Below are descriptions of each city:

**Dongying** is a young coastal city established in 1983. It is home to China’s second largest oil field. Much of its industry centers are around this resource. However, it also has the most geothermal resources in Shandong province and receives 2600 hours of incident solar radiation per year. It is home to the Solar Energy Institute, 48 clean energy enterprises, the [Clean Energy Cooperation Area \(CECA\)](#) and the [China-US Clean Technology Transfer Center](#).



Dongying. Photo credit: Mike DiDonato

**Linyi** is located in southeastern Shandong Province. Sunzi's famous "Art of War" was unearthed here. It was rated as a "top-50 best commercial city in China" by Forbes for three consecutive years. The city currently has 14 power generation projects underway including five wind projects and five PV projects. Approximately 68% of its energy consumption is industrial. In 2013, among all the second-tier cities in China, Linyi was named to the United Nations green industrial platform.



Linyi city. Photo credit: General Huo at skyscrapercity.com

**Weifang** is located in the middle of Shandong Province. It is home to approximately nine million people. Their most famous resident is Mo Yan, the 2012 Nobel Prize winner for literature. Its chief industry is agriculture and is also home to the largest salt chemical producer in China and has the

largest underground salt reserves in the country. Weifang is also a leading car parts manufacturer and home to two state-level development zones including Weifang High and New Tech Zone and Binhai Economic and Technological Development Area (BEDA). It is one of the first China-US low-carbon eco pilot cities and maintains an office in Silicon Valley, California. It has received several sustainable designations and titles including UN-Water Environmental Model City, the National Environmental Protection Model City and the first national recycling economy demonstration city.



Weifang city. Photo credit: chinahighlights.com

## Trade Mission – FRIDAY, DEC 12, CHANGZHOU

By [winston](#) Posted on December 17, 2014 ·

*By Julia Beabout*

On the last official day of the trade mission, the some delegates returned to Beijing for follow-up meetings with the NDRC while the rest of the delegation traveled to Changzhou to learn about the Sustainable Energy Business District (SEBIZ) project known as the Wujin Industrial Zone (WIZ). In cooperation with the US Department of Energy, numerous energy efficiency improvement measures have been identified in the existing WIZ buildings. US and Chinese energy efficiency solution providers are now being matched with these opportunities.

Trade mission delegates had the opportunity to interview and connect with the WIZ buyers and government officials in charge of the project.

Changzhou is located in Jiangsu Province which is just north of Shanghai. Forbes has ranked Changzhou among the top 10 cities to do business. Its chief industries are mechanical, electrical automobile and textile manufacturing. Changzhou is recognizable by its famous lotus flower building which houses the Wujin District Planning Exhibition Hall. The building has appeared in notable architectural media around the world. The building is beautiful inside and out.



Wujin District Planning Exhibition Hall. Photo credit: Julia Beabout



Wujin District Planning Exhibition Hall – central atrium sky light. Photo credit: Julia Beabout



Wujin District Planning Exhibition Hall – central atrium interior. Photo credit: Julia Beabout

Following the Exhibition Hall tour, we were given a tour of the district's new Low Carbon Town. This is a pedestrian friendly, residential development that incorporates sustainable features such as roof mounted PV arrays, rain water collection, water conservation, and a semi-passive solar heating and air conditioning system in the site's community building.



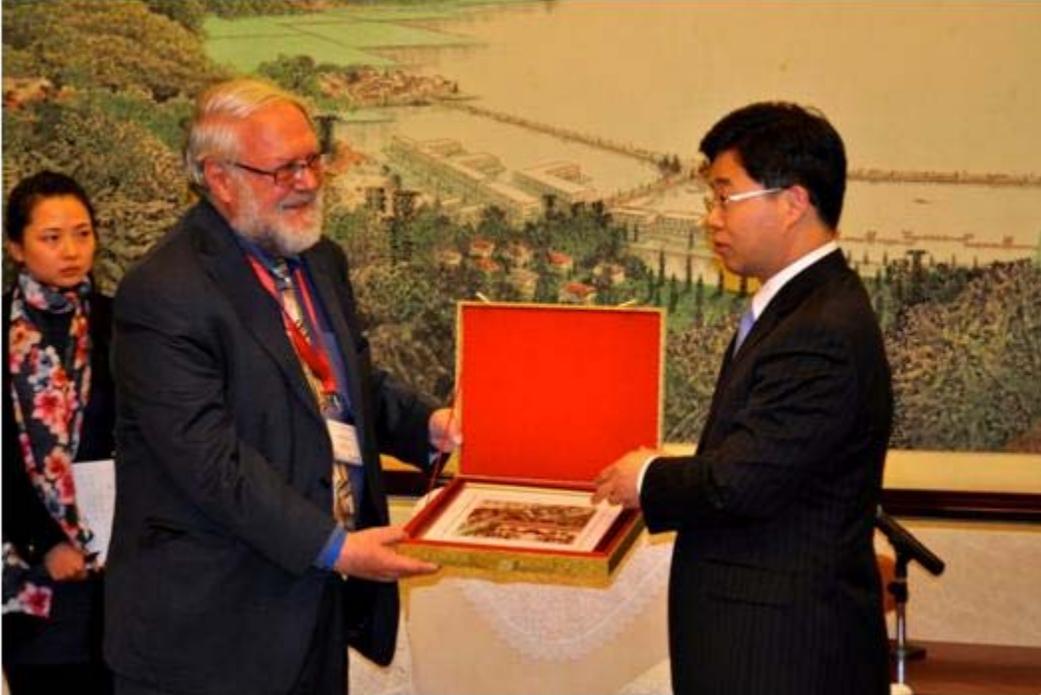
WIZ Low Carbon Town in Changzhou, Jiangsu Province. Photo credit: Julia Beabout



Photo credit: Julia Beabout



WIZ government officials, afternoon discussion forum. Photo credit: Julia Beabout



Mayor of Changzhou receiving our delegation and offering a locally embroidered picture of Changzhou to the Chair of the California Energy Commission. Photo credit: Julia Beabout

## Trade Mission – SATURDAY, DEC 13, SHANGHAI

By [winston](#) Posted on December 17, 2014 ·

*By Julia Beabout*

Although the trade mission officially ended on Friday, there was an opportunity to visit one more business in the low carbon development sector on Saturday morning before heading home: a business incubator sponsored by the Shanghai Industrial Finance Investment LTD (a.k.a. SHIF). SHIF has two missions: First, to invest in promising start-ups by providing capital and on-site office resources. As part of this process, they can also facilitate the legal and governmental resources that new businesses need to get going in China. Their portfolio includes several international sustainable businesses that focus on green building consulting and products, such as green walls and water treatment. Second, they undertake development projects of their own in which they apply sustainable building principles and rating systems, as well as participate in green building data exchange.

SHIF has entered into a partnership with the United States Green Building Council (USGBC) to promote green building technologies and services in China. As part of their agreement, some of their services are available to USGBC members for free.

SHIF incubator facilities are located in the northeast section of Shanghai near Fudan University and Shanghai University of Finance and Economics. They offer a beautiful, quiet oasis in the midst of the bustling city. Office rents are as low as a few hundred RMB per month. Low cost, subsidized residential apartments are also available for startup staff. The closest subway stop is currently at Fudan University, however, the subway will soon be extended to within convenient walking distance of the incubator campus.

Additional information is available through [akee@usgbc.org](mailto:akee@usgbc.org)

And at <http://www.shif.com.cn/uploads/allimg/130516/2-120130516.pdf>



Main incubator office building: Photo credit: Julia Beabout



One of several additional incubator office buildings on the campus. Photo credit: Julia Beabout