

# Export Event China.

**Zurich, Monday, December 12, 2011**  
[cleantech-switzerland.com](http://cleantech-switzerland.com)



In cooperation with:



# Export Event China.

## **Enormous Potential**

Recognized as the largest developing country with a rapidly expanding economy and growth rates of over 10% annually, China has been emerging as a global player with strong demand for sustainable solutions. As a result, its cleantech markets have been spreading across every sector, from green building technologies to solar power etc. That is presenting great opportunities for Swiss cleantech enterprises. Some of them have already taken advantage of those opportunities and made advances in different fields in China (see [www.cleantech-switzerland.com](http://www.cleantech-switzerland.com) -> Success Stories).

## **Target Group for the event**

Enterprises working in energy conservation and environmental protection, which would like to take advantage of favorable high-quality information about market insights, policy drivers, opportunities and challenges in the field of cleantech in China.

## **Cooperation**

Based on awareness raising and business scouting, with the purpose of providing Swiss cleantech-related companies access to relevant cleantech markets in China, Cleantech Switzerland has established relationships with a number of provincial Chinese governments and private enterprises. Additionally, it recently signed a Memorandum of Understanding for close partnership with the government of Hunan in the field of energy conservation and environmental protection.

## **Objectives of the event**

- A general overview of the Chinese economy and examination of its opportunities and challenges in the cleantech sector
- Provision of first-hand information about Cleantech Switzerland's activities and project opportunities in China
- Case-studies of Swiss companies' successes in China

## **Languages**

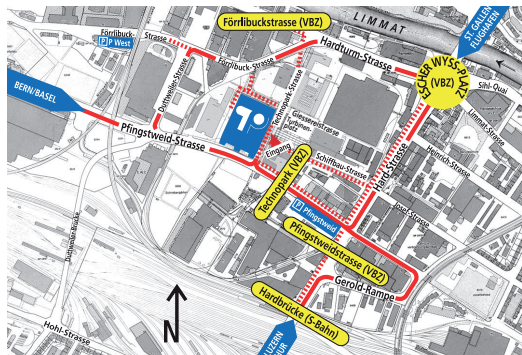
English and German

## Program.

Time	Topic	Speaker
16.45-17.00	Reception, Registration	
17.00-17.05	Welcome and Introduction	<b>Carina Steiner</b> Cleantech Switzerland
17.05-17.15	Exportplatform Cleantech Switzerland	<b>Rolf Häner/Peter Knecht</b> Cleantech Switzerland
17.15-17.45	<ul style="list-style-type: none"> <li>• The steered Energy Transformation</li> <li>• How sustainable is Chinas Economic Growth?</li> </ul>	<b>Alexander Stiehler</b> <b>Kilian Reber</b> UBS Wealth Management Research
17.45-18.00	Tax Aspects of Doing Business in China	<b>Stefan Schmid</b> PwC
18.00-18.20	Project Opportunities in China	<b>Marco Rhyner</b> Cleantech Switzerland
18.20-18.35	Drawing from Context	<b>Davide Macullo</b> Davide Macullo Architects
18.35-18.50	Green Buildings in China	<b>Andries Diener</b> Diener Syz Real Estate
18.50-19.05	Successful Internationalization to China: Preconditions, Drivers, and Strategies	<b>Patrick Bertschi</b> LEP Consultants AG
19.05-20.30	Networking Apéro	

## Location.

**TECHNOPARK® Zürich**  
Room Cobol, 2nd Floor  
Technoparkstrasse 1  
8005 Zürich  
Phone +41 44 445 10 10  
[www.technopark.ch](http://www.technopark.ch)



# Registration.

**Registration deadline: November 25, 2011**

## **Export Event China, December 12, 2011, Zurich**

Participation fee CHF 100.00      for Cleantech Switzerland companies

Participation fee CHF 120.00      for all other companies

Company \_\_\_\_\_

Last Name \_\_\_\_\_

First Name \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

ZIP code/town \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

☐

Cleantech Switzerland member company

To register for the Expert Event China please email [miriam.valli@cleantech-switzerland.com](mailto:miriam.valli@cleantech-switzerland.com) or fax this form back for the attention of Cleantech Switzerland at +41 52 674 06 09.

# Contact.

## **Cleantech Switzerland**

Herrenacker 15, CH-8200 Schaffhausen

Phone +41 52 560 06 22, Fax +41 52 674 06 09

[info@cleantech-switzerland.com](mailto:info@cleantech-switzerland.com)

[www.cleantech-switzerland.com](http://www.cleantech-switzerland.com)