



# Join the Department of Commerce's Clean Energy Trade Mission to China and India

## A BUSINESS OPPORTUNITY FOR U.S. FIRMS

### China and India: Demand for Clean Energy is Strong and Growing

Clean energy technologies have moved to the forefront of energy infrastructure investments in China and India. These two powerhouse economies are seeking to diversify energy sources while reducing carbon emission in the context of sustained economic growth. Clean energy investments in both nations will be enormous over the next 10 years, so now is the time to enter these important markets.

### China: Chinese Government is Focusing on Clean Energy

- China, the world's fastest growing major market, is targeting the development of clean energy technologies in its current Five Year Plan, due to rapidly increasing energy demand and the desire to expand the use of non-fossil fuels.
- The Plan emphasizes clean coal technologies, wind power, solar power, and biomass. The Plan also calls for developing large scale, high efficiency, and environmentally friendly power generation.

### India: Large and Growing Market for Clean Energy

- India, the world's fastest growing free-market democracy, presents lucrative opportunities for U.S. companies due to a critical need for investments in clean energy.



## Clean Energy Trade Mission 2008

### WHO SHOULD PARTICIPATE:

U.S. companies committed to making sales of clean energy and energy efficiency technologies such as renewable energy, clean coal, distributed generation and biofuels.

**WHERE AND WHEN:** China: Beijing, Guangzhou, and Hong Kong, January 8–13, 2008  
India: Kolkata and Bangalore, January 14–18, 2008

**PRICE: Full Mission:** \$3,500 per company, \$1,500 for each additional company representative. **One Country Participation Fee:** To participate in either the China or India portion of the Mission, the fee is \$1,750 per person and \$750 for each additional company representative.

**APPLY:** [www.export.gov/cleanenergymission](http://www.export.gov/cleanenergymission). You can apply for the full mission to China and India or choose just one country. Registration is limited to 25 companies, so apply today!

**APPLICATION DEADLINE:** November 5, 2007

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- The market in India for renewable energy is estimated at \$600 million and is growing at an annual rate of 25 percent, creating strong and diverse business prospects for U.S. companies.

### Increase Your Sales in These High-Potential Markets

Join Assistant Secretary of Commerce David Bohigian on this exciting mission to China and India. Mission participants will:

- Meet with prescreened partners, agents, distributors, licensees, and retailers in the clean energy sectors; and
- Participate in appointments with national and local government officials, networking sessions, one-on-one business meetings, site visits, and country briefings by experts.

**REGISTER NOW**

*Don't miss this tremendous opportunity! Register now at [export.gov/cleanenergymission](http://export.gov/cleanenergymission).*

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## 5 EXCITING CITIES, ENDLESS BUSINESS OPPORTUNITIES

**Beijing:** As the national capital, Beijing offers unparalleled access to Chinese policymakers. Since China's energy sector is regulated by the central government, interaction with these officials can be critical to a company's success. There is also a strong local market for clean energy technologies in Beijing, due to its size, its political and economic importance, and the poor environmental conditions caused by development.

**Guangzhou:** Guangzhou is the economic center of the Pearl River Delta and is the heart of one of China's leading commercial and manufacturing regions. With an estimated population of 12 million, Guangzhou is the third most populous metropolitan area in China. The Pearl River Delta has experienced serious environmental problems due to its rapid industrialization and heavy manufacturing base. The Guangdong Government has budgeted 3 percent of its GDP for overall environmental spending during the Eleventh Five-Year Plan, or more than \$8 billion. Strong commercial prospects for Guangdong include energy efficiency and cleaner production technologies, combined heat and power, wind energy, solar energy, hydropower, biogas, and waste-to-energy.

**Hong Kong:** Hong Kong is affected by pollution from the mainland and particularly from Guangdong Province and the Pearl River Delta. The Pollution Prevention and Energy Efficiency (P2E2) environmental financing program is designed to address this issue and to



develop business opportunities for U.S. companies. The P2E2 program encourages Hong Kong-based Environment and Energy Service Companies to develop pollution prevention and energy efficiency projects throughout mainland China and other developing Asian countries. The technology upgrades required to complete these projects provides significant opportunities for American technology vendors.

**Kolkata:** With a metropolitan population of 13 million, Kolkata (formerly Calcutta) is the capital of the state of West Bengal. Kolkata is the main commercial and financial hub of eastern India, which is home to a population of 280 million people living in 12 states and contributing 22 percent of India's annual net domestic product. West Bengal is implementing one of the largest clean energy programs in India, covering a broad spectrum of energy technologies such as solar

thermal, solar photovoltaic, wind turbines, micro-turbines, biogas plants, biomass gasifiers, small hydro and tidal power.

**Bangalore:** With a population of 7 million, Bangalore is the capital of the state of Karnataka and is "the Silicon Valley of India." In addition to its thriving IT and biotech sectors, Bangalore is the hub of India's aerospace, electronics, machine tools, automation and food processing industries. These growing industrial and commercial entities need access to reliable energy and the State of Karnataka is known for its clean energy initiatives. The state agency in this sector, the Karnataka Renewable Energy Development Ltd., is widely known as one of the most progressive in India and has many programs to promote clean energy. Wind energy, biomass cogeneration, solar, and small hydro are areas of high growth.



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