





We limit the risks and enhance the rewards of doing business in China

The U.S. China Cleantech Center (UCCTC) is a joint-partnership program between the Innovation Center for Energy and Transportation (a 501c3 non-profit) and the U.S. Department of Commerce – International Trade Administration dedicated to accelerating trade and investment in U.S. clean energy and environmental protection technologies and best practices to China. Since 2012, the U.S. China Cleantech Center (UCCTC) has been bringing together leaders from top companies and the sustainability field to network, conduct business, promote and seek out new clean technologies, and shape the future.

UCCTC empowers an inclusive community of clients and partners with an extensive network of knowledge, opportunities, resources, and skills that are necessary for small and medium-sized firms to thrive in the Chinese clean energy and environmental protection market. Aided by the unique government access to Chinese government and business leaders, it's these relationships that inform our work while we continue to build and maintain an authoritative marketplace for powering China's emerging cleantech revolution.

Small and medium-sized cleantech firms choose UCCTC for our:

DEEP CONNECTIONS

Strong ties to Chinese government and business leaders

STRONG RECOGNITION

Direct sponsorship and support from U.S. and Chinese governments

LOCAL PRESENCE

Well-established local operations and a professional staff in China

FOCUS ON CLIENTS

Dedicated staff promoting clients' clean tech and industry leadership

COST-EFFECTIVE

Receive *free* market promotion and business development support

CLEAR PATH TO MARKET

Access to a vast commercialization ecosystem for emerging clean tech

100 execs from 75+ U.S. cleantech firms on high-level business trips to China

16 buyer delegations (government and business leaders) from China to the U.S.

SINCE 2012
UCCTC has organized:

Technical seminars for 400 U.S. and Chinese industry representatives

Cleantech database of roughly 800+ U.S. companies marketed in China





TECH BANK

UCCTC's environmental technology solutions e-platform is a simple-to-use and bi-lingual database of vetted U.S. clean technologies designed to promote deep technical cooperation and unlock previously improbable business relationships between U.S. cleantech companies and Chinese buyers, investors, and partners. Our tech bank covers 8 environmental market sectors: New Energy, Energy Efficiency, Clean Transportation, Recycling, Energy Storage/Distribution, New Materials, Waste/Pollution Treatment, Monitoring and Analysis, and Business Support (Consulting).

CITY PARTNERSHIP

UCCTC maintains strategic partnerships with several cities and business districts in China: Tianjin, Dongying, Yixing, Changzhou, and Zhuhai to name a few. These city partnerships deliver a platform of trust, effectively connecting U.S. companies with leading Chinese cleantech markets and positioning them for success in the local marketplace. UCCTC also facilitates high-level industry exchanges, capacity building workshops, and environmental protection technologies and management training in China and the U.S. for Chinese government officials and business professionals.

GreenMakerSPACE™ (JOINT INCUBATION PROGRAM)

UCCTC's GreenMakerSPACE is a cross-border incubation platform whose mission is to support cleantech entrepreneurs and startups looking to expand into China, as well as Chinese startups interested in doing business abroad. Launched by UCCTC in 2016, the Program delivers mentorship, education, connections and funding opportunities designed specifically for cleantech startups in the U.S., Israel, and China. Through GreenMakerSPACE, entrepreneurs and startups gain access to the right tools to take their ideas to market, and to truly become successful entrepreneurs with their ventures rooted locally, yet positioned globally. Visit www.greenmaker.space for more information.

MARKET PROMOTION

UCCTC promotes its clients' technologies through an intimate circle of interaction via state-of-the-art clean technology pavilions in key markets, industry newsletters and websites, and social media platforms.

CERTIFIED TRADE MISSIONS

UCCTC organizes U.S. government supported business development activities in China, employing thorough vetting procedures prior to departure to gauge demand and create the most relevant and productive trip for company executives visiting from the U.S. Our certified trade missions have assisted in cementing several MOUs and transactions between U.S. and Chinese companies, bringing millions of dollars of revenue to the US participants.

MARKET ADVISORY

UCCTC provides overall market and policy analysis and research as well as detailed, key market research for a specific product line. We offer advice for promotion and marketing strategies to facilitate firms' decision making process on when, where and how to act in local Chinese markets. With UCCTC's assistance, companies can acquire information about trends, market potential, and factors such as comparative pricing analysis and initial client identification. Contact us to receive our Capabilities Statement to learn about UCCTC's market advisory, pilot project advisory, and investment advisory capabilities.

U.S. STATE EXPORT ASSISTANCE

UCCTC specializes in organizing trade-related events (e.g. reverse trade missions, industry exchanges, policy workshops, and environmental protection technologies and management training) from concept through completion for state economic development offices, government agencies, and trade associations looking to access or gain a foothold in China.

"UCCTC's organization and presence in China is a force multiplier in terms of mitigating the challenges of access and understanding of policy makers, regulators, and prospective customers. As we enter the Chinese market for a diverse portfolio of products, UCCTC is an integral part of our strategy."

*- Mazzi Ghoddoussi, Head of Business Development,
i2m (A Mann+Hummel Company)*

"The Energy Efficiency Trade Mission to China was a wonderful opportunity to both further California's energy policies...and also to help develop business opportunities for California energy firms. The trade mission organizers [UCCTC] handled the myriad logistical details smoothly. We covered a lot of ground and made numerous contacts—all things that will help further cooperation between China and California."

*- Robert Weisenmiller, Chair of the
California Energy Commission*

UCCTC:



CLIENT CASE STUDIES

Sustainable paper products company approached UCCTC with the desire to sell into the Chinese consumer market, but struggled to formulate a clear market entry strategy that would mitigate operational risks and the challenge of inexpensive alternatives. UCCTC worked with this client to assess the market potential for their products and research qualified partner and market strategies. UCCTC coordinated all outreach and communication, conducted due diligence according to clients' requirements, and assisted in negotiating the agreement with the potential factory and distribution partners.

Environmental Technology Fund representing portfolio technologies with wastewater and energy efficiency markets application contemplating a China market entry asked UCCTC to make recommendations on potential pilot demonstration customers and how to best execute a winning marketing strategy specific to the cooling tower market in China. UCCTC delivered a detailed rationale for each recommendation backed up by high-level introductions to engineers inside one of China's largest energy companies.

Silicon Valley-based and venture-backed company with high performance engine technology: This company needed an entry point into the China market, so they hired UCCTC to write a white paper focused on small car fleet fuel consumption improvements with implementation of the clients engine. The market research was provided to various audiences (government or business) as a promotional market study or authoritative expert paper. Project highlights: the client identified and engaged top candidate partners, hired a China GM, and initiated a pilot project in China.

Explore The Advantages Of China for Your Cleantech CHINA

- is the largest and fastest growing emerging market for environmental technologies.
- has urgent environmental problems that are not going away anytime soon and, as a result, China has adopted clear long-term government incentive policies and funding programs amounting to hundreds of billions of dollars.
- is home to an extensive network of eager private sector early adopters, strategic partners and investors, making it an attractive environment for U.S. small and medium-sized cleantech companies to rapidly and cost-effectively commercialize, scale-up, and grow their businesses.

CHINESE PARTNERS NETWORK



City Government Partners: Beijing, Tianjin, Dongying, Changzhou, Yixing, Shanghai, Zhuhai, Guangzhou



Economic/Market Channel Partners: U.S. Embassy/Foreign Commercial Service, Various High-Tech Industrial Development Zones



Investor Partners: Private Equity, Venture Capital, Banks, Government Funds



Academic Partners: Tsinghua University, Xiamen University (School of Energy Research), Chinese Academy of Sciences



Central Agency Partners: National Development Reform Commission (NDRC), Ministry of Environmental Protection (MEP), Ministry of Commerce (MOFCOM), Ministry of Science and Technology (MOST)



TARGETED SECTORS AND INDUSTRIES

While we assist with all sectors of clean tech, our primary focus is on the following environmental technology sectors:

- **Air Pollution Control and Monitoring:** ambient air monitoring, industrial air pollution reduction, power plant emissions reduction
- **Clean Transportation:** new energy vehicles (electric, hybrid, hydrogen fuel cell), advanced batteries, fueling/charging infrastructure, smart mobility, IoT sensors, traffic management
- **Energy Efficiency:** building technologies (energy storage, smart metering and analytics, indoor air quality, energy use management and automation, and energy efficiency solutions)
- **Renewable Energy / Energy Storage / Smart Grid:** solar, wind, waste-to-energy, geothermal, advanced batteries, fuel cells, micro-grid, demand response, Internet-of-Things (IoT)
- **Water / Wastewater Treatment:** sludge treatment, groundwater monitoring, pollution prevention, groundwater and soil remediation, water efficiency and reuse, process and produced water, and environmental engineering/-consulting



UCCTC Wechat:



UCCTC (Beijing)
Maggie Liu, Business Development Officer
Beijing Fortune Plaza Tower A, Suite 7H,
No.7 DongSanHuan Middle Rd., Chaoyang District,
Beijing, 100020, P.R. China
Tel: (+86) 10-6585-7394
Email: mliu@uschinaclean.tech.org

Interested In Working With Us?

Please contact one of our representatives for more information:



UCCTC (Los Angeles)
Jeff Horowitz, Cleantech Development Director
601 W. 5th Street, Suite 650
Los Angeles, CA 90071
Tel: (213) 247-5703
Email: jeff@uschinaclean.tech.org
Website: www.uschinaclean.tech.org
Twitter: @UCCTC_