



**2023**  
**U.S. CLEANTECH**  
**TRADE MISSION**  
**TO CHINA**

November 6<sup>th</sup> – 11<sup>th</sup>, 2023



INTERNATIONAL  
**TRADE**  
ADMINISTRATION



China has committed to peaking its carbon emissions by 2030 and achieving carbon neutrality by 2060. This significant climate commitment will necessitate extensive technological and structural changes in infrastructure, industry, and urban systems. China boasts the world's largest market for deploying various clean technologies and zero-emission solutions.

With support and co-organization from the U.S. Department of Commerce's International Trade Administration, the U.S. - China Cleantech Center (UCCTC) is leading and organizing the 2023 US Cleantech Trade Mission to China. As the first significant U.S. industry delegation to explore China's cleantech market post-pandemic, this trade mission has garnered attention and endorsement from various local governments and industry associations in China. The mission aims to enable U.S. companies to explore China's crucial cleantech market through customized business matchmaking events, with the goal of identifying potential business partners and nurturing the growth and engagement of U.S. companies in China.

# China's Cleantech Market: the World's Largest

As the world's largest carbon emitter, China represents the largest market for widespread deployment of clean technologies and net-zero solutions.

China has committed to reaching peak carbon emissions by 2030 and achieving net zero carbon emissions by 2060. This "dual carbon" goal has become a top priority for policymakers at both central and local levels in China. To achieve carbon neutrality, China's major emitting sectors must reduce emissions by 65% to 100% before 2050. Meeting this climate commitment will require large-scale technological and structural transformations of infrastructure, industry, and urban systems to deploy various clean technologies and solutions in unprecedented ways. It is estimated that China will need nearly 140 trillion RMB (22.1 trillion USD) in green investments over the next 40 years.

The United States is a world leader in implementing the net-zero concept and developing clean technologies, products, and services. Many American companies' products and solutions have reached saturation or decline in demand in the U.S. market, while the Chinese market still relies heavily on heavy industry and pollution-intensive enterprises, which presents tremendous business opportunities for American companies entering the Chinese market.

The 2023 U.S. Cleantech Trade Mission presents American companies with an unparalleled opportunity to acquire crucial insights and establish valuable connections to expand their businesses in China. Whether you are exploring China as a potential market or are already operating in the country and seeking to reevaluate your strategy, this trade mission can offer a wealth of local contacts to elevate your business to the next level.



# About the Cleantech Trade Mission

The 2023 U.S. Cleantech Trade Mission is tentatively scheduled as a 6 -day excursion to visit China's most significant cleantech market regions, such as the Pearl River Delta and Yangtze River Delta regions. The mission will include business conferences, presentations, and one-on-one matchmaking meetings with distinguished Chinese partners, investors, and industry executives meticulously selected to align with the objectives and aspirations of participating American companies. Furthermore, the UCCTC's extensively equipped staff can facilitate personalized introductions and exclusive meetings between U.S. companies and potential business partners in China.

## ***Delegates will be meeting with:***

- Prospective buyers and partners
- Market leaders and experts in various cleantech fields
- Chinese government officials
- Representatives from industry associations
- Prominent public and private investors in China

## ***Delegates will be able to:***

- Build a valuable network to support your business operations in China
- Engage with and learn from experts and partners in China cleantech industry
- Enhance your understanding of the business environment, local legislation, and regulatory issues
- Participate in exclusive site visits
- Attend presentations and meetings that provide unique and valuable insights into the Chinese market

## ***Following the trade mission, delegates will receive:***

- A complimentary one-year marketing service to assist with follow-up business communications with potential partners in China

# UCCTC's Highly Praised Previous Trade Missions to China



“ UCCTC offers an excellent opportunity for entrepreneurs to meet with and speak to many stakeholders across China that is otherwise very difficult and expensive to create. The UCCTC staff are excellent at organizing many activities for each day so that you are sufficiently busy and timing the travels closely so there is little downtime. Thus it is very much worth the investment of your time and focus. The most important is that the UCCTC staff are very kind and thoughtful which helps in bridging the cultural and language divide between Chinese investors / stakeholders and U.S. Technology owners as well as their ability to create a fun and mutually supportive environment for everyone to find value. I also find that after two trips, some of the best relationships I've made are with those traveling and presenting in the UCCTC group alongside myself, which may be furthest from your mind in the beginning. I really enjoyed getting to know everyone and look forward to building on those same relationships over time. Many thanks to UCCTC!

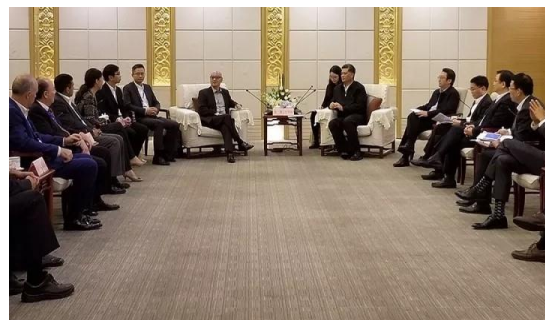
**Lowell Kessel -- General Manager, CERES Corporation (Marina Del Rey, California)**

“ I joined this trade mission expecting to meet a dozen or so companies during the week. In fact I had the opportunity to meet over 50 valuable Chinese partners and get a view of the major Chinese centers, government focus and industrial players in my sector all within the short time of the trip. The trip was very well organized and far exceeded my expectation. The organizers did an amazing job of gathering very high level industrial and government representatives. Highly recommended and appreciated.

**Afshin Partovi -- CEO, Mojo Mobility (Silicon Valley, California)**

“ Participating in the trade mission was a fantastic opportunity that allowed our small Atlanta Company to meet with many Chinese companies and government officials in a short period of time. The matchmaking opportunities in each city was a great way to find people that wanted to talk to us. The UCCTC staff was tremendously helpful and made the trip so much more smooth and enjoyable. The VIP treatment that we got was special and probably not available in many other places. Please sign us up for the next one!

**Les Seagraves -- VP Product & Legal, Wheego Technologies, Inc. (Atlanta, Georgia)**



**“** I really had no expectations for the UCCTC Cleantech Trade Mission other than I would be introduced to some potential investors and collaborators. I have to say I was blown away by the hospitality, the reach of the UCCTC organization, the openness of the businesses we met with and genuine desire by everyone to make China a more environmentally sound country. This trip required a significant amount of planning and hard work by the UCCTC staff and I can't thank them enough. I came back with a whole new perspective as well as new business ideas. And last but certainly not least I had the pleasure of getting to know a sizable group of exceptional American entrepreneurs.

**Zeke Maki -- CEO, FCG Chemical (Palm Beach Gardens, Florida)**

**“** The 2018 U.S. China Clean Tech trade mission can be summed up in two words “Just Amazing”. The jam packed schedule to attend the conferences along with networking was just perfect. This is how business gets done. Site visits were eye opening and a tremendous learning experience. Met with companies and individuals I would have never been able to, if not for UCCTC. Thank you for such an outstanding program. Look forward to being part of future missions.

**Manoj Patel – President, Sustainable Tech (Los Angeles, California)**

**“** The Energy Efficiency Trade Mission to China was a wonderful opportunity to both further California's energy policy and to help develop business opportunities for California energy firms. The trade mission organizers 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 – Former Chair of the California Energy Commission (California)**



# Key Information

## Date:

The trade mission is tentatively scheduled to take place from November 6<sup>th</sup> to November 11<sup>th</sup>, 2023. Please note that the itinerary provided is subject to change and is considered a preliminary schedule. The final mission dates will be determined in July.

## Participating Sectors:

The trade mission is open to U.S. companies in the following cleantech industries: Clean Energy, Energy Efficiency, Clean Transportation, Environmental Technologies, CCUS, and other cleantech related sectors.

## Cost:

Eligible SMEs can receive business travel subsidies from UCCTC to participate in the mission. As the number of subsidies is limited, we encourage interested companies to apply as soon as possible. For more information, please contact the UCCTC team.

For sponsorship-qualified companies: Registration fee of USD \$800 is required to secure your place in the funding queue. Sponsorship-qualified companies are only required to pay the registration fee to participate in the mission, as UCCTC will cover their domestic costs for the trip.

For other participating companies: A delegation fee of USD \$5,600 is required.

Both sponsorship-qualified companies and other participating companies will receive a package that includes 4 or 5-star hotel accommodations, on-ground transportation, events, all business meals, translation services, and printing of marketing materials. However, the package **excludes** visa processing, travel insurance, international airfares, and other personal expenses.

## Expression of Interest:

To learn more about the trade mission or to determine your eligibility to participate or qualify for travel sponsorship, please contact:

Raining Bao

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# 2023 U.S. Cleantech Trade Mission to China

## Itinerary (tentative)

November 6<sup>th</sup> – November 11<sup>th</sup>, 2023

*Kindly note that the itinerary provided is a preliminary schedule and subject to change. Please refer to the updated itinerary for the final confirmed schedule.*

Arrival Day November 5 <sup>th</sup> (Sunday)	Arrive at hotel in Shenzhen
	<b>Shenzhen</b>
Day 1 November 6 <sup>th</sup> (Monday)	<b>Shenzhen &amp; Hong Kong - U.S. Cleantech Cooperation Conference</b> B2B matchmaking with companies, investors, governments in Shenzhen and Hong Kong Site visits to Industrial parks, and cleantech companies. In the evening, taking train to Guangzhou.
	<b>Guangzhou</b>
Day 2 November 7 <sup>th</sup> (Tuesday)	<b>Guangdong - U.S. Cleantech Cooperation Conference</b> B2B matchmaking with companies, investors, governments in Guangdong province. Take flight to Shanghai during the night, check in hotel in Shanghai.
	<b>Shanghai</b>
Day 3 November 8 <sup>th</sup> (Wednesday)	<b>Shanghai - U.S. Cleantech Cooperation Conference</b> B2B matchmaking with companies, investors, governments in Shanghai.



	<b>Shanghai</b>
<b>Day 4 November 9<sup>th</sup> (Thursday)</b>	<p><b>China International Import Expo (CIIE)</b></p> <p>- <b>US Cleantech Showcase</b></p> <p>CIIE is the largest international trade show in China, organized by the Ministry of Commerce of China. It will provide our delegates with the great opportunities to meet potential buyers, partners, investors, and government-related entities in China.</p> <p>U.S. companies can showcase their corporate promotional materials at one of our partners' booths for marketing purposes, and the delegation will hold small-scale tech introduction event at the booth location.</p>
	<b>Changzhou</b>
<b>Day 5 November 10<sup>th</sup> (Friday)</b>	<p><b>Jiangsu – U.S. Cleantech Cooperation Conference</b></p> <p>B2B matchmaking with companies, investors, governments in Jiangsu Province.</p> <p>Site visits to Industrial parks, and cleantech companies/factories in Suzhou or Changzhou.</p>
	<b>Suzhou</b>
<b>Day 6 November 11<sup>th</sup> (Saturday)</b>	<p><b>Suzhou – U.S. Cleantech Cooperation Conference</b></p> <p>B2B matchmaking with companies, investors, governments in Yixing city.</p> <p>Site visits to Industrial parks, and cleantech companies/factories in Yixing.</p> <p>End of the trade mission.</p>