The Chinese market for environmental and water technology

Kansendossier China

>> Als het gaat om internationaal ondernemen en samenwerken
Agentschap NL is een agentschap van het Ministerie van Economische Zaken. Agentschap NL voert beleid uit voor diverse ministeries als het gaat om duurzaamheid, innovatie en internationaal. Agentschap NL is het aanspreekpunt voor bedrijven, kennisinstellingen en overheden. Voor informatie en advies, financiering, netwerken en wet- en regelgeving. De divisie NL EVD Internationaal stimuleert internationaal ondernemen en samenwerken en een positieve beeldvorming van Nederland in het buitenland.

© 2013 Agentschap NL

Hoewel deze publicatie met de grootst mogelijke zorg is samengesteld kan Agentschap NL geen enkele aansprakelijkheid aanvaarden voor eventuele fouten. Niets uit deze uitgave mag worden verveelvoudigd en/of openbaar gemaakt door middel van druk, fotokopie, microfilm of op welke andere wijze ook zonder voorafgaande schriftelijke toestemming van de uitgever. Foto’s:[...].
This report offers Dutch companies and organizations an overview of the Chinese market for environmental and water technology, several interesting initiatives in this field and the way the Dutch economic network in China can support you with your market exploration and business development in China.

**Introduction of economic network in China**

The Dutch economic network in China consists of the Embassy in Beijing, the Consulate Generals in Shanghai, Guangzhou and Hong Kong, and 6 Netherlands Business Support Offices (NBSO’s) in economically important Chinese provinces. They all offer support for Dutch companies developing their business in China, on the field of both trade and investment. Attached you find a brochure (in Dutch) of the NBSO-network in China. For general information about doing business in China, I refer you to the website www.zakendoeninchina.org (in Dutch). On this website you can register for the newsletter of the Dutch economic network in China, which has a frequency of on average once every 2 months.

One of the focus sectors of the Dutch economic network is the market for environmental/water technology, since in China this is a fast growing market, whereas Dutch companies can offer advanced technology and expertise. NBSO Nanjing is appointed as the responsible office for supporting this sector, in close cooperation with the attachés for Environment and Water at the Embassy in Beijing.

**Opportunities for environmental / water technology**

In recent years the Chinese government has put environmental protection high on the agenda, due to the increasing negative side effects of 25 years of high economic growth and a loud appeal from Chinese society to improve the living climate. This is the case for all aspects of the environment: air, water and soil. As a consequence, the Chinese authorities will spend many billions of euro’s to develop and build solutions, for which they often need advanced technologies from abroad.

In the attached reports, drafted by NBSO Nanjing, you find a general overview of the developments and opportunities in the Chinese market in this sector, including a brief overview of developments in a number of promising regions in China.

**Dutch companies active in China**

Based on the strong position of Dutch companies in the field of environmental and water technology, and the environmental challenges China is facing, a substantial number of Dutch companies has already entered the Chinese market. So far the Dutch economic network in China has registered almost 50 Dutch companies active in China in this business sector, covering a wide range of activities. The companies can be divided in the following 4 fields:
General engineering and advisory (18 companies): multidisciplinary consultancy and engineering firms in the field of waste management, site evaluation, soil remediation, business and technical consultancy, inspections, certification, risk management, etc.

Water technology (15 companies): high tech water and waste water treatment, such as UV disinfection systems, advanced filters and pumps, water quality monitoring systems, ultra filtration technology, etc.

Recycling (7 companies): solid waste treatment, reuse of used materials, recycling machinery, waste management, etc.

Specialized in other fields (8 companies): a wide field of products and services, such as air treatment, biological cleaning, etc.

The way these companies are conducting business in China varies strongly. A part of these companies is exporting products from the Netherlands, others have transferred production to China, producing "local for local". Another group is offering services, like advisory or training. The Dutch economic network in China can support you with making and implementing this choice.

**Opportunity: Dutch incubator center for cleantech in Yixing**

The main hub of companies in the field of environmental technology in China can be found in the Yixing Industrial Park For Environmental Science and Technology, the only national level development zone in China dedicated to this sector. Yixing is a city within Wuxi Municipality (Jiangsu Province), around 100 km west of Shanghai. In the Park are over 1500 companies established in the field of environmental technology, of which around 1000 in water treatment, accounting for one third of the Chinese market. The water treatment market in China is by far the largest in the world. From 2011 to 2016, the market capacity for industrial waste water alone is in the order of 100 billion Euro. Yixing has the largest water treatment industrial cluster in the world, while other sectors like renewable energy and solid waste treatment are also growing fast.

In 2011, North Brabant Development Agency (BOM) and Yixing Park started cooperation on cleantech matchmaking. After several events, 7 Dutch entrepreneurs reached 12 cooperation intentions in 2012. Considering this business potential, BOM and Yixing Park signed a Letter of Intent for establishing a Center for further supporting clean-tech cooperation. The NBr-Yixing Cleantech Center was opened in October 2012, by Consul General in Shanghai Mr. Peter Potman.

The NBr-Yixing Cleantech Center operates as an incubator center for Dutch companies in the field of environmental technology. Each of these companies owns proven technology, but is new to the Chinese market. So far, this center has supported 10 Dutch companies with a group of dedicated local professionals, for demonstration and market development in a wide range of fields, such as industrial water treatment, municipal water treatment, evaporation tools, kitchen waste treatment, air treatment, hazard material treatment and environmental monitoring. The strength of the Center is that Dutch specialized companies in this business sector can combine forces and present themselves as a cluster to Chinese authorities and companies. The Center is managed by the Jiangsu Yixing-Europe
Environmental Technology service company, which has a subsidiary at the High Tech Campus in Eindhoven. The company is a joint venture between Yixing park and the Dutch company Vision & Action, owned and managed by Chinese-Dutch Mr. Zhang Shaoxian. For further information contact Mr. Zhang (in English or Chinese), email shaoxian.zhang@vision-actions.com, tel. +86 1590 0845 490, +31 6 2663 6145, website www.vision-actions.com.

**PIB Soil remediation**

A major part of the Chinese land is contaminated, due to petro-chemical industry, mining and agriculture. In total this accounts for around 150,000 square km, almost 4 times the size of the Netherlands. In the period 2011 to 2015 alone, the Chinese government has budgeted 100 billion USD for soil remediation, mostly in areas where redevelopment activities have been planned. Since soil remediation is a relatively new market in China, there is a strong need for advanced technologies and expertise, which can be made suitable for the Chinese demands. Since the 1980’s the Dutch sector has built up a wide range of experience in this field, so this booming market in China could offer interesting business opportunities.

During the last 5 years, the Chinese and Dutch Ministries of Environment have been cooperating in this sector, which has laid a sound basis for future business cooperation in specific projects. In order to support the development of business activities, Agency NL has started a program called Partners for International Business – Soil China (2013-2015). In this program a consortium of 9 Dutch companies has combined their strengths, supported by the economic network in China. Main focus areas in China will be the provinces Jiangsu and Zhejiang.

If you are interested in this initiative, then please contact Paul Arentshorst of Soil+ (paul.arentshorst@rwsleefomgeving.nl) or Annemieke Marsman of Deltares (annemieke.marsman@deltares.nl).
Trade fairs and other events in China

To explore the Chinese market and find suitable suppliers, customers or business partners, a trade fair is often a good option, for exhibition or just visiting. Trade fairs also give a good overview of the state-of-the-art of the Chinese market and usually offer side activities, such as a seminar program and company visits. Major trade fairs in China on the field of environmental/water technology in 2013 are:

- AquaTech China, June 5 – 7 in Shanghai, website www.aquatechchina.com. Main trade fair on water technology in China, organized by the RAI. So far 3 Dutch companies have booked a booth, and more are welcome. If you are also interested then respond as soon as possible. Contact person: Ms. Lucia, email lucia@chcbiz.com, tel. +86 (0)21 33231315.
- H2O13 Water Conference, September in Guangzhou, hosted by the Netherlands Consulate General in Guangzhou. Follow-up of the successful H2012 Water Conference (see www.h2o12.net). Objective is to facilitate business cooperation between South China and the Netherlands and to exchange knowledge between experts from around the world. For more information contact: gnz-ea@minbuza.nl or coco.li@minbuza.nl.
- China Environmental Protection Industry Expo, November 6 – 8 in Nanjing, website www.ciepe.org

Trade missions to/from China

This year several trade mission are expected in the field of environmental technology. Since the organization of both missions is still in the initial stage, we can not offer you details yet. Please let me know if you might be interested in one or more of these missions.

- The Jiangsu Department of Science & Technology is going to organize a mission to the Netherlands and Finland, in June 2013.
- PIB Soil China (see above) expects to arrange a trade mission to the provinces Jiangsu and Zhejiang in autumn 2013.
- The Dutch province of Noord-Brabant plans to organize a Cleantech trade mission to Jiangsu Province in November 2013. The trade mission will visit the above mentioned incubator center in Yixing and also several major cities in Jiangsu with major projects in the field of environmental protection. Companies from outside Brabant are also invited to join this mission. If you...
are interested, then contact Ms. Esther Stolp of the province of North-Brabant, email estolp@brabant.nl.

**Workshop Chinese-Dutch Advances in Water Technology at TU Delft**

TU Delft will organize a workshop on Chinese-Dutch Advances in Water Technology, on Monday April 22, from 1.00 until 5.30 PM. For program and registration see the TU Delft website: www.citg.tudelft.nl/nl/overfaculteit/afdelingen/watermanagement/secties/gezondheidstechniek/agenda/event/detail/chinese-dutch-advances-in-water-technology/

**More information:**

Netherlands Business Support Office - Nanjing  
Roeland Schuurman - Chief Representative  
Office: +86 - (0)25 - 8470 3707, 8470 3708  
Fax: +86 - (0)25 - 8470 3709  
Email: roeland@nbsonanjing.com  
W: www.hollandinchina.org

AgentschapNL  
Kamal Afarmach - Adviseur Internationaal Ondernemen  
Prinses Beatrixlaan 2 / 2595 AL den Haag  
Postbus 93144 / 2509 AC Den Haag  
T +31 (0)88 602 80 60  
E internationaal@info.agentschapnl.nl  
Www.agentschapnl.nl
Colofon
Dit is een publicatie van:
Agentschap NL / NL EVD Internationaal / Unit Informatie & Advies
Prinses Beatrixlaan 2 / 2595 AL den Haag
Postbus 93144 / 2509 AC Den Haag
T +31 (0)88 602 80 60
E internationaal@info.agentschapnl.nl
www.agentschapnl.nl

© Agentschap NL | April 2013

Agentschap NL is een agentschap van het ministerie van Economische Zaken. Agentschap NL voert beleid uit voor diverse ministeries als het gaat om duurzaamheid, innovatie en internationaal. Agentschap NL is hét aanspreekpunt voor bedrijven, kennisinstellingen en overheden. Voor informatie en advies, financiering, netwerken en wet- en regelgeving.

Agentschap NL streeft naar correcte en actuele informatie in dit dossier, maar kan niet garanderen dat de informatie juist is op het moment waarop zij wordt ontvangen, of dat de informatie na verloop van tijd nog steeds juist is. Daarom kunt u aan de informatie op deze pagina's geen rechten ontlenen. Agentschap NL aanvaardt geen aansprakelijkheid voor schade als gevolg van onjuistheden en/of gedateerde informatie. Binnen onze website zijn ook zoveel mogelijk relevante externe links opgenomen. Agentschap NL is niet verantwoordelijk voor de inhoud van de sites waar naar wordt verwezen.
Dit is een publicatie van:

Agentschap NL

NL EVD Internationaal