

JOIN THE NATIONAL PAVILION FOR GREEN TRANSITION AT CHINA INTERNATIONAL IMPORT EXPO 2022

FROM 5-10 NOVEMBER, SHANGHAI, CHINA



China has set ambitious climate targets - peak in 2030 and neutral in 2060 - and the Danish National Green Transition Pavilion at CIIE 2022 is the perfect opportunity for Danish companies to showcase their solutions to the many high-level decision-makers from all provinces in China who are visiting CIIE.

HUGE CHINESE MARKET WITH RAPID GROWTH

With the world's largest population, China is the second largest economy, as well as the second largest importer and consumer in the world. In the next five years, China is expecting to import products and services valuing more than 10 trillion U.S. dollars, which provides a historic opportunity for enterprises across the world to enter the huge Chinese market.

STRONG DEMAND FOR RENEWABLES AND ENERGY EFFICIENCY

Within the 14th Five Year Plan (-2025) China plan to reduce energy pr. GDP by 13,5 pct. and carbon emissions by 18 pct - for some industries even more. Also the many global companies producing in China and their many suppliers are a particular ambitious segment these years. Part of Chinas plan is also to add another at least 600 GW of solar and wind before 2030 and the increasingly huge retrofit market often demands better quality than there was in the original turbines. Electrification, digitalisation and demand for efficiency is also in demand among the utility companies. Finally, there is an increasing interest in P2X. Finally, power market reforms give room for new business models. The Green Transition in China is too big to miss.

WHO SHOULD JOIN?

All companies with a Danish VAT number who are working with green transition - water, renewable energy and energy efficiency and who are focusing on the Chinese market are welcome to join the Danish Pavilion. It is possible to both sign up in the shared area and to sign up for both an individual area and the shared area.

Please bear in mind that it is currently very difficult to get a visa to China. We do not know if it will change before November. If you sign up we recommend that you have people in China who can man your area.

[Click here to read more about CIIE](#)

WHY JOIN?

- CIIE is a must-attend event for Danish companies interested in doing business in China
- CIIE provides a two-way channel for global companies to enter the Chinese market and for Chinese State Owned companies to seek international partners
- Official statistics show the last CIIE concluded with the value of intended deals exceeding **\$70.2 billion**

YOU WILL GET

- Whether you choose to sign up only for the shared area or for both the individual and the shared area it is a fully equipped turnkey, solution for your company that will be ready for you a couple of days before the opening of CIIE.
- Coordination of joint freight and customs clearance
- The Confederation of Danish Industry and the Royal Danish Consulate in Shanghai provides assistance in all aspects related to your participation

PRICE

DKK 25,000 for 4-6 sqm in a shared area branded by State of Green

DKK 210,000 for 40 sqm individual area and 10 sqm in the shared area branded by State of Green

DKK 420,000 for 90 sqm individual area and 10 sqm in the shared area branded by State of Green.

The shared area is receiving 50 pct. funding from The Trade Council.

CONTACT



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Co-financed by



**MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK**
The Trade Council



BRANDING PARTNER

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The 50 pct. funding from The Trade Council for the shared area is already approved and is included in the price.

DKK 25,000 for 4-6 sqm in a shared area

DKK 210,000 for 40 sqm individual area + 10 sqm in shared area

DKK 420,000 for 90 sqm individual area + 10 sqm in shared area

The Confederation of Danish Industry, the Royal Danish Consulate in Shanghai together with State of Green plan this year to build a Danish national pavilion at CIIE focusing on the green transition.

The pavilion is a platform for Danish and Chinese stakeholders who wish to partner on implementing green technologies in the Chinese market. The total space will be a combination of individual areas and a shared area.

The shared part of the pavilion will showcase the solutions of Danish companies by shared branding and storytelling provided by State of Green, the Danish green nation branding organization. The shared branding and narrative will be developed in collaboration with the participating companies at the pavilion.

You can see an example from the national food, beverage and ingredients pavilion at CIIE in the photo to the right.

REGISTRATION

Deadline for binding registration is **Friday 15 April 2022**. We will not be given the exact location of the pavilion before the registration deadline. The final design of the pavilion will depend on the location within the exhibition halls. All companies signed up will be involved in the process of creating the Danish area at CIIE.

Use link below to sign up.

[CLICK TO REGISTER!](#)



TRAVEL, ACCOMMODATION AND TRANSPORT OF GOODS

Please bear in mind that it is currently very difficult to get a visa to China. We do not know if it will change before November.

Flights and hotels are not included in the price. Together with Blue Water Shipping we will share a joint transport proposal for goods which you are also welcome to use.

SAVE TIME AND MONEY ON YOUR ATA CARNETS

The Confederation of Danish Industry's Chamber of Commerce can help you and your company with an ATA Carnet. As a member you will save 50 pct. of the price. The ATA Carnet is a document permitting temporary duty-free and tax-free export and import of goods (up to one year). Using a carnet is the easiest way to speed through customs and save money. Please contact DI Chamber of Commerce, who are ready to help you with your ATA Carnet and answer your questions. [CLICK HERE TO READ MORE](#)

THE FINE PRINT

The price is calculated on a basis of minimum seven participating companies (four out of these should be SME's). If that changes we re-serve the right to offer participation at a different price. Should this result in a higher price than the one quoted, you have the right to cancel your participation.

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