



# Call for proposal

## China International Environmental Protection Exhibition & Conference - CIEPEC 2017

### Beijing, June 13<sup>th</sup> – 16<sup>th</sup> 2017

In the framework of the collaboration with the Chinese Ministry of Environmental Protection (MEP), the Italian Ministry of Environment, Land and Sea (IMELS) will invite targeted Italian companies in the field of the prevention and control of soil pollution and soil environmental quality, urban sewage treatment to join the 15<sup>th</sup> China International Environmental Protection Exhibition & Conference (CIEPEC) that will be held in Beijing from June 13<sup>th</sup> to 16<sup>th</sup>, 2017.

Sponsored activities will cover:

- Participation to the China International Environmental Protection Exhibition & Conference (CIEPEC) with exhibition booths ranging from 9 to 12 sqm;
- Participation to the workshop “The Sino-Italian Conference on Soil Pollution Prevention and Control Technology” organized by MEP;
- B2B meetings with selected Chinese and international companies;
- Book catalogue listing the Italian companies attending the exhibition

**CIEPEC - China International Environmental Protection Exhibition and Conference**, is a biennial event, sponsored by the Ministry of Environmental Protection (MEP) and organized by China Association of Environmental Industry (CAEPI). CIEPEC has been successfully held since 1986. It is the most influential environment exhibition in China with the largest scale, and widely recognized by domestic and overseas professionals. Famed as the best gateway to understand and enter into the Chinese market, CIEPEC builds a bridge for domestic and overseas professionals, suppliers and users to meet each other. In the past 28 years, CIEPEC, who led Chinese environment market to the world, witnessed the development of Chinese environment industry.  
<http://www.chinaenvironment.org>

On May 28, 2016, the State Council of China released the Chinese Action Plan on Prevention and Control of Soil Pollution, which aims to curb worsening soil pollution by 2020 and stabilize and improve soil quality by 2030. It opened up immense growth opportunities for the contaminated site remediation industry.

It is estimated the action plan could add 2.7 trillion Yuan (\$411 billion) to the nation's GDP. The Central government fund for prevention and control of contaminated site increased from 2 billion Yuan in 2014 to over 6 billion Yuan in 2016, which also drove



the investment of a large number of social capital in this sector. The financial contribution from central and local government will continue to grow in future years. However, the present remediation technology and equipment cannot meet the needs of different types of soil remediation. The best international technologies are highly demanded by the Chinese companies, in order to improve the quality of the remediation work and capture the market quickly.

The initiative is intended to promote Italian technologies, equipment and services related to prevention and control of soil pollution and urban sewage treatment, in particular the initiative aims to:

1. Introduce Italian newest trend related to contaminated site remediation and urban sewage treatment to display advanced technologies, products and services which could best suit Chinese needs;
2. Promote the export of innovative Italian technologies, products and services related to soil pollution and soil environmental quality in China and help enterprises to penetrate the Chinese market;
3. Introduce Chinese enterprises to the investments opportunity in Italy and assist them in penetrating Italian market;
4. Discuss business cooperation models among Italian and Chinese enterprises to realize a win-win situation and foster a green growth of both countries.

**Location: Beijing - People's Republic of China**

**Practical/Logistic information will be provided upon application**

**Expression of interest to be sent by e-mail within 10<sup>th</sup> of March 2017 to:**

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