



ItalyInnova

GREEN & SUSTAINABLE CONSTRUCTION:
INNOVATION AND OPPORTUNITIES OF THE CHINESE MARKET

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INNOVATION AND OPPORTUNITIES OF THE CHINESE MARKET

Created by Triumph Asia Co. and Suzhou Working Group companies, ITALYINNOVA is a new label of business meetings born to deliver European industrial innovation & technologies in China and to promote Chinese - European business opportunities.

ITALYINNOVA is proud to present its first meeting on “*Green & Sustainable Construction*” which will take place in Suzhou, Jiangsu Province, on Oct. 12th 2012: the conference will represent the very first bridge to China for the best *European technologies and best practices in the field of construction*, building technologies, sustainable building materials and components.

HOT TOPICS

- ▶ Chinese regulation on urbanisation & industrial sustainable development
- ▶ Green building programmes of Suzhou City (around 15 million people area)
- ▶ Call for tenders:
 - ▶ How to apply for the bid?
 - ▶ How to cooperate with the Chinese partner?
 - ▶ How to anticipate legal and financial controversies?
- ▶ Successful case histories (both Chinese and foreign)
- ▶ Business-to-Business meeting with Chinese Real Estate companies

IN COLLABORATION WITH:



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REASON WHY

“The level of urbanisation in China has exceeded 50% and is in rapid development” (*). According to World Bank estimations, nearly **half of the world’s new building construction** will be in China by 2015: improving energy efficiency of buildings is crucial to achieve Chinese national energy strategy.

As China plans to become **a leader in the global green building industry** - which promises to be worth hundreds of billions of dollars in a few years - the Government is paying a lot of attention to environmentally friendly technologies, in order to guarantee future generations' harmonious development.

On the other side, Europe's R&D in this sector has given to European companies a clear competitive advantage with **highly sophisticated and advanced technologies**, combined with **unique taste and design**.

Although it's getting more accessible, still the Chinese market is yet strictly regulated and hard for foreign companies to enter. This conference aims to give a very first support to those companies who are considering China in their future growth strategy.

ITALYINNOVA will give you the opportunity to:

- ▶ better understand the Chinese lobby system and how it operatively works;
- ▶ get in touch with Chinese key players, both institutions and RE companies;
- ▶ find tangible projects to compete for and reliable business partners to cooperate with.

(*) source: *EU-CHINA Joint Declaration Urbanisation Partnership signed on 2012, May 3rd*.

AGENDA

OCT. 12TH

09.30	Welcome coffee
10.00	Authorities greetings
10.15	Housing and rural green policy and programmes in Suzhou
10.45	Chinese regulation: communication and invitation to public tenders Constitution of a winning public (Chinese) – private (foreign) partnership
11.00	Project finance: critical issues
11.30	Case histories: <ul style="list-style-type: none">» Suzhou New District green construction buildings» Tongji University going green» Sino-Italian Cooperation Programme for Environmental Protection
12.15	Aesthetics, production costs and environmental protection balance in construction projects <ul style="list-style-type: none">» Water heating systems for energy savings
12.45	Q&A
Business Lunch	
14.00	B2B session with Chinese RE companies (subject to registration) <ul style="list-style-type: none">» Renewable energies technologies in construction» Sustainable building materials
16.00	Conclusions

SPEAKERS

CONFIRMED

Suzhou Municipality	You Ying, Director General, Suzhou Municipality Housing & Rural Construction Bureau
Tongji University	Prof. Chen Xiaolong, Vice President
Tongji University	Prof. Zhu Dajian, Head of Department of Public Policy and Management, Director of Institute of Governance for Sustainable Development
Italian Ministry For Environment "Sino-italian Cooperation Programme"	Marco Casamonti, Partner Archea
European Union Chamber Of Commerce In China Nanjing Chapter	Patricia Enzmann, GM
Ariston Thermo China	Salvatore Serio, CEO
Omega Zeta (Nanjing)	Albert Marino, GM
Climaveneta Chat-Union China	Eric Wei, VP, Sales and Marketing

CONFERENCE MODERATOR

Italian Trade Commission Maurizio Forte, Italian Trade Commissioner, Shanghai Office

PARTICIPANTS PROFILE

- ▶ Construction & building materials companies
- ▶ Renewable energy companies
- ▶ Architects and Engineers companies
- ▶ International hotel chains and Chinese commercial malls
- ▶ Municipalities/local agencies in charge for urban planning, territory and environment
- ▶ Real Estate developers (residential, industrial, corporate)

REGISTRATION FORM

GREEN AND SUSTAINABLE CONSTRUCTION INNOVATION AND OPPORTUNITIES OF THE CHINESE MARKET

PLEASE COMPLETE THIS FORM IN BLOCK CAPITAL AND SEND VIA EMAIL OR FAX OR POST TO:

TRIUMPH ASIA CO., LIMITED

2ND FLOOR, BUILDING 2, NO. 23, LANE 258,
CAOXI RD, SHANGHAI, CHINA 200235
EMAIL: ITALYINNOVA@TRIUMPHASIA.COM.CN
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TEL: [+86] 21.62.49.28.78
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TEL: [+86] 18.21.72.94.890

DELEGATE PERSONAL DETAILS	
TITLE	
NAME	
FAMILY NAME	
COMPANY	
ADDRESS	
COUNTRY	
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TEL	
FAX	
MEMBER OF	

B2B SESSION	0	RENEWABLE ENERGIES TECHNOLOGIES IN CONSTRUCTION
	0	SUSTAINABLE BUILDING MATERIALS

PAYMENT
PAYMENT IN RMB FROM MAINLAND CHINA. PAYMENT MUST BE MADE BY "TRANSFER NOTE (银行汇款备注)"
THE TRANSFER NOTE SHOULD START WITH YOUR FULL NAME.

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(PLEASE NOTE THAT UNSIGNED FORMS CANNOT BE ACCEPTED). I HAVE READ AND AGREED TO ABIDE BY THE PAYMENT AND CANCELLATION TERMS, AND I UNDERSTAND THAT THIS FORM CONFIRMS MY REGISTRATION. I ACCEPT THAT FROM NOW ON CHANGES WILL BE IMPOSED FOR CANCELLED RESERVATION, AND THE FORFEITURE OF FULL CHARGE WILL BE INCURRED IF I AM NOT ABLE TO SHOW FOR ANY REASON.

SIGNATURE
.....

SUZHOU MARRIOTT HOTEL SUZHOU, JIANGSU PROVINCE, CHINA	
REGISTRATION PLEASE INDICATE YOUR REQUIREMENTS BY TICKING THE BOX AGAINST THE APPROPRIATE ITEMS	
<input type="checkbox"/>	DELEGATE RATE (MEMBERS) 2500 RMB
<input type="checkbox"/>	DELEGATE RATE (NON MEMBERS) 2000 RMB
<input type="checkbox"/>	I HAVE SPECIALS REQUIREMENT, E.G. DIETARY
<input type="checkbox"/>	HOTEL SPECIAL RATE 800 RMB BEFORE 2012
TOTAL RMB	
* MEMBERS OF: ICE, EUCCC, CCIC, DUSA, FONDAZIONE	
** UPON RECEIVING FULL PAYMENT, CONFIRMATION LETTER WILL BE SENT VIA FAX OR EMAIL. ANY CHANGE OR CANCELLATION SHOULD BE SENT TO THE HOST BEFORE SEPT. 12, 2012.	
REGISTRATION FEE INCLUDES: ROUND TRIP BUS FROM SHANGHAI TO SUZHOU (SCHEDULE WILL BE SENT TO THE DELEGATE), CONFERENCE PROCEEDINGS, ATTENDANCE AT ALL SESSIONS, COFFEE BREAKS, LUNCH ON OCT. 12, ONE FESTIVAL ITALIANO ENTRANCE TICKET ON OCT. 13, OPENING CEREMONY, ROUND TABLE.	
*** MARRIOTT SUZHOU SPECIAL RATE FOR DELEGATE INCLUDES: 1 NIGHT, DELUXE KING SIZE ROOM, 1 BREAKFAST, INTERNET ACCESS; IN CASE OF EXTRA NIGHTS THE DELEGATE WILL PAY THE EXTRA NIGHTS DIRECTLY TO THE HOTEL AT THE SAME RATE	
NOTE: NOTIFICATION OR CANCELLATION MUST BE SUBMITTED IN WRITING BEFORE AND INCLUDING SEPT.12, 2012.	
THE REFUND DETAILS ARE AS FOLLOW: NOTIFICATION RECEIVED BEFORE & INCLUDING SEPT. 12, 2012; FULL REFUND WITH ADMINISTRATION FEE OF 10% WILL BE CHARGED; NOTIFICATION RECEIVED AFTER 12 SEPT., 50% REFUND WILL BE APPLIED.	

PLEASE FILL IN THE REGISTRATION FORM AND SEND TO THE HOST TOGETHER WITH BANK REMITTANCE SCANNED IMAGE WITHIN 2012 SEPT. 12 VIA EMAIL TO ITALYINNOVA@TRIUMPHASIA.COM.CN OR FAX: [+86] 21.62.49.23.73



苏州万豪酒店

SUZHOU MARRIOTT MAP AND DETAILS

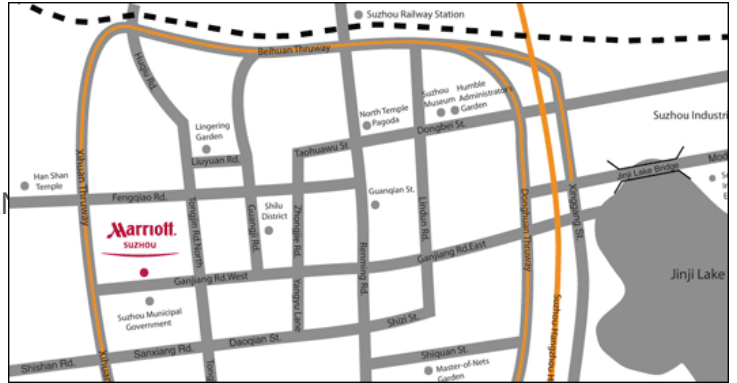
SUZHOU MARRIOTT(苏州万豪酒店)

ADDRESS (地址)

金昌区干将西路1296号, 苏州

NO.1296 GANJIANG WEST ROAD, JINCHANG DISTRICT, SUZHOU

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As an attendee of this conference, you will receive up to 10% discounted travel fares (according to availability). Here you are the details:

- ▶ 10% discount off on the first class F/c/l, business class J/c,l,C/c,l and D/c,l, as well as on economy class H/c,l,G/c,l,Q/c,l,V/c,l,W/c,l.
- ▶ 15% discount off on economy class Y/c,l,B/c,l,M/c,l,U/c,l;

Discounted Airfares and Conditions

Valid Origins	Worldwide excl JP**	** From the above application are excluded the following origins: JP
Valid Destinations	Nanjing, Shanghai	
Valid Sales Period	From 30July2012 to 23Oct2012	
Valid Travel Period	From 05Oct2012 to 23Oct2012	

How it works: To make a flight reservation for *ItalyInnova*, please click on www.lufthansa.com/event-booking_en and enter the access code **CNZJIA** in the "Access to Event Booking" area. This will open an online booking platform that will automatically calculate the discount offered or provide you with an even better offer if another promotional fare is available.

We look forward to welcoming at one of our event!



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