



**ECO Expo Asia**  
國際環保博覽  
International Trade Fair on Environmental Protection

## Green Tech for a Low-carbon Economy 環保科技 · 共創低碳經濟

**26 – 29/10/2011**

AsiaWorld-Expo, Hong Kong  
香港，亞洲國際博覽館  
[www.ecoexpoasia.com](http://www.ecoexpoasia.com)



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**Environment Bureau**  
The Government of the Hong Kong Special Administrative Region





# 環保科技 · 共創低碳經濟

目前世界各地對可持續發展、再生能源和污染管理的需求日益殷切，各類範疇的環保產品和服務大有市場。經過5年的發展，國際環保博覽日漸壯大，已成為環保業重要的國際貿易平台，備受推崇。



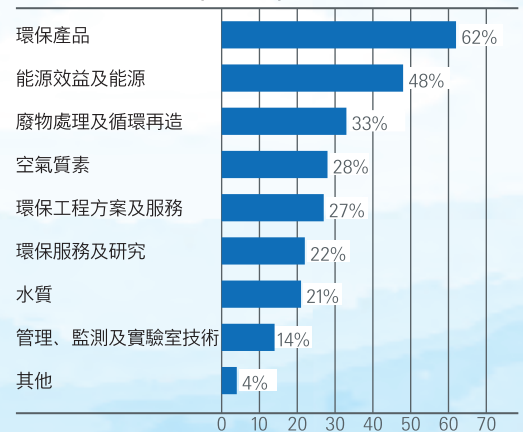
香港是連接東西方的國際商貿樞紐，也是通往中國內地和亞洲市場的重要門戶。在香港舉行的國際環保博覽，能為參展商和買家提供無可比擬的良機，跟亞洲以至世界各地具影響力的決策人士洽商交易，聯繫交流。

國際環保博覽多年來得到香港特別行政區政府環境局大力支持，吸引中國內地多個省市積極參與。大會旨在提供一個專業平台，讓國際環保業者進入迅速增長的內地環保市場，同時亦協助內地環保業者進一步開拓當地市場，以致向國際買家展示他們的領先環保技術。

全球各地的企業和政府對各類環保科技及商業產品極為渴求，藉此應對氣候轉變的挑戰。有鑒於此，今屆國際環保博覽以「**環保科技 · 共創低碳經濟**」為主題，反映這個市場大勢。參展商可以把握良機，於會上展出與**空氣質素、能源效益及能源、廢物處理及循環再造**以及**環保產品**等領域相關的專業知識、概念、技術、服務及產品。除綠色運輸和綠色建築專區外，大會還將新增廢電器電子產品處理、綠色融資、新材料和檢測及認證服務專區，以滿足區內欣欣向榮的環保市場需要。

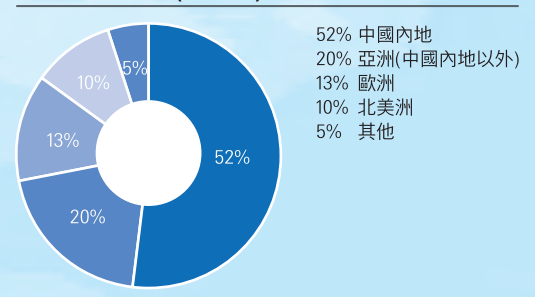


買家感興趣的產品(2010年)\*



\* 供多項選擇

外地買家來源地(2010年)



「針對全球氣候變化和各類型的環保議題，不同國家和城市都必須借助環保科技和服務，建設綠色未來。一年一度的國際環保博覽為業界向來自不同地區（包括中國內地）的同業、消費者及政府展示其最新技術產品和服務，提供難得的平台，是發掘綠色商機、開拓綠色市場和投資機會的良機。」

香港特別行政區政府環境局局長邱騰華

## 2010年參展商評語

「這是我們第一次參展，已取得非常理想的收穫，比預期更好。一家日本過濾器生產商已跟我們洽談利用他們的過濾器來生產貼牌空氣淨化機，再出口回日本。另一家瑞典公司亦希望跟我們合作。明年我們必定會再來，並打算展出我們的環保醫療產品系列。」

中國內地江門展館，華美達電子科技有限公司總經理李朗華先生

「我們是首次在這裡參展，希望物色香港業務夥伴，一起拓展內地市場。從投資角度看，香港是最佳的切入點。我們覺得這個展覽很有用，買家質素很高，我們已取得多名買家的聯絡資料，稍後會作跟進。這個展覽會也是一個收集關於內地市場資訊的有效平台。明年我們還會再來，屆時應該會和我們新物色的香港夥伴一起參展吧！」

英國展館，RainWater Harvesting Limited 合夥人(技術及市場推廣) Marcus Bicknell 先生







## 2010年展會統計數字一覽

- 總面積**9,950**平方米，較2009年擴大**73%**
- **266**家參展商，來自**19**個國家和地區
- **10**個國家及地區展團，分別由佛山、法國、廣東、日本、江門、昆明、澳門、深圳、英國及美國設立
- 香港環保產業協會、香港科學園公司及環保促進會亦組織本地環保企業參展
- 來自**62**個國家和地區共**8,011**名買家出席
- **44**個採購團，代表**644**家公司共**922**名買家



## 亞洲環保業前景秀麗

中國內地正崛起為全球最大的可持續發展及綠色產業市場。中國國務院在「十二五」規劃中提出7大戰略性新興產業，當中4項和環保有關，分別是節能環保、新能源、新材料及新能源汽車。據環境保護部表示，內地環保業將以每年15-20%的速度增長，未來5年的投資需求達3萬億元人民幣。

另外，中國國家環境保護部於2011年1月正式實施《廢棄電器電子產品回收處理管理條例》，明確規定不得進口屬於國家禁止進口的廢電器電子產品，環球對廢電器電子產品處理技術及設備的需求因而大增。

在東南亞地區，經濟起飛和環保意識日增，同樣刺激政府以至企業對各類環保方案的需求。區內多國政府均推行相應措施及政策促進環保，企業亦物色綠色產品和技術，提昇生產力及履行社會責任。

至於香港，政府在2010-11年施政報告中表示，將致力提高能源效益、推動綠色建築、提倡節約用電、促進低碳運輸，以及建設轉廢為能設施等。通過以上策略，估計到2020年，香港的碳強度可以由2005年的水平回落五至六成。

## 專業會議促進技術交流

與國際環保博覽同期舉行的亞洲環保會議是備受重視的國際環保論壇，為出席者提供良機，接觸來自世界各地的政府官員、行業代表、學者及環保專家，蒐集最新市場資訊，了解業內發展方向及技術。

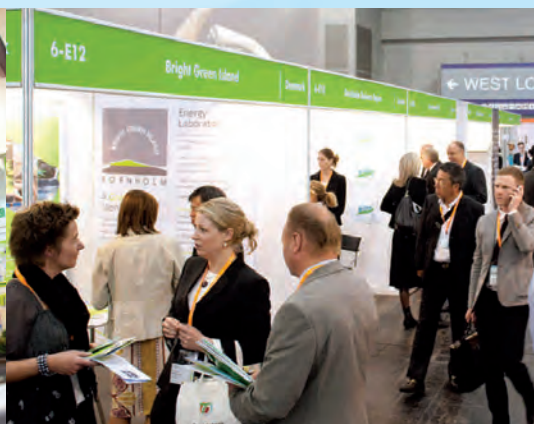
## 2010年買家評語

「所有現場指示都很清晰及有條理，我十分喜歡這個展覽會的模式。我很容易便找到一家提供淨水技術的美國公司及一家處理廢物的香港公司，回國後將會跟進洽談。」

印度 Sulabh International Social Service Organisation  
高級副總裁 Anita Jha 女士

「我是第一次出席這個博覽，對它十分欣賞。單在一個早上我已走訪了數家有潛質的供應商。他們來自香港和內地，提供品質優良而且價錢合理的 LED 燈具和風力發電機組。明年我一定再來。」

美國 TALCO Electronics 總裁 Tal Mamo 先生







# Green Tech for a Low-carbon Economy

The increasing need for sustainable development, renewable energy and pollution management is leading to strong demand for environmental products and services all over the world. Eco Expo Asia has proven itself a leading international trade platform for environmental industry in the past five years.



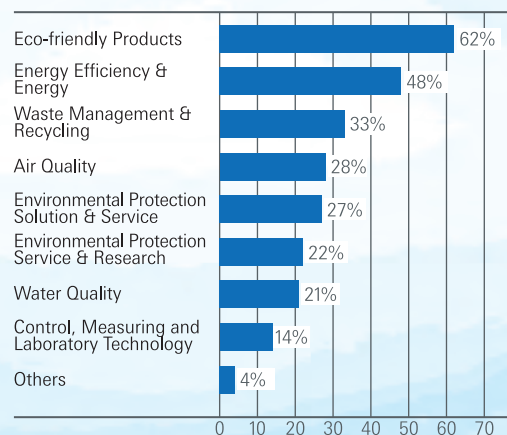
Held in Hong Kong, an international business hub between the East and the West and a gateway to the Chinese mainland and Asian market, the fair offers unparalleled opportunities for both exhibitors and visitors to do business and network with influential policy-makers from Asia and beyond.

With the continuous support from the Environment Bureau, the Government of Hong Kong Special Administrative Region, Eco Expo Asia attains strong participation of Chinese mainland governments on both city and provincial levels. The fair delivers a professional platform for international exhibitors and industry experts to enter the Chinese mainland's fast-growing environmental market, and for Chinese exhibitors and industry experts to promote their environmental technologies to a wider national and international audience.

This edition of Eco Expo Asia takes the theme **"Green Tech for a Low-carbon Economy"**, reflecting the ongoing quest by companies and governments for technologies and commercial products which can help meet the challenges posed by climate change. It will enable exhibitors to explore the huge business opportunities arising in the thriving environmental protection business in the region by showcasing expertise, concepts, technologies, services and products in scopes of **Air Quality, Energy Efficiency & Energy, Waste Management & Recycling** and **Eco-friendly Products** to global buyers. In addition to the Green Transportation Zone and Green Building Zone, four new themed zones for e-waste management, green financing, new materials and testing, inspection & certification will be set up to meet the rising needs in the region.

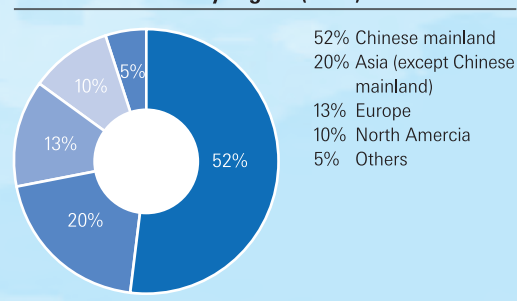


Visitor interest (2010)\*



\* Multiple selection is applicable

Overseas visitors by region (2010)



**"Governments from around the world are constantly looking for technologies and services to help build a greener future. The annual Eco Expo provides an ideal platform for showcasing the latest technologies and services to exhibitors and visitors from around the world, particularly the Chinese mainland. Come here to explore the green business, market and investment opportunities."**

*Mr Edward Yau, Secretary for the Environment of the Government of Hong Kong Special Administrative Region*

## Exhibitor testimonials 2010

**"This was our first time to exhibit here and we achieved very positive results, much better than expected. A Japanese filter manufacturer would like to cooperate with us as OEM and export our proprietary air purifier back to Japan. A Swedish company would also like to cooperate with us too. We will come back again next year, bringing along our medical related eco products."**

*Mr Ricky Lee, General Manager, Wah Mei Tat Environmental Electronics Technology Co Ltd (Jiangmen Pavilion, Chinese mainland)*

**"We are exhibiting here for the first time, looking for a Hong Kong partner to explore the mainland market. For the investment aspect, Hong Kong is the best place to start with. We found this fair useful. The quality of visitors is good and we have made a dozen promising contacts of which we will further look into. This is also a platform for us to collect market intelligence about the mainland. We will be back next year, hopefully with our new Hong Kong partner!"**

*Mr Marcus Bicknell, Partner, Technical and Marketing, RainWater Harvesting Limited (U.K. Pavilion)*





## 2010 figures at a glance

- **9,950sqm** gross area, a **73%** increase from 2009
- **266** exhibitors from **19** countries and regions
- **10** national and regional pavilions from Foshan, France, Guangdong, Japan, Jiangmen, Kunming, Macau, Shenzhen, the UK and the US
- Local group participation organised by Hong Kong Environmental Industry Association, the Hong Kong Science and Technology Parks Corporation and the Green Council
- **8,011** visitors from **62** countries and regions
- **44** buying missions representing **644** companies and **922** delegates



## Fast growing eco prospects in Asia

The Chinese mainland is becoming the biggest sustainable development and environmental protection market in the world. In the 12th Five Year Plan, the State Council of the Chinese mainland government mapped out seven new strategic industries. Four out of which were related to environmental protection – energy-saving and environmental protection, alternative energy, new materials and alternative-fuel cars. According to the Ministry of Environmental Protection, the environmental protection industry in the mainland will grow by 15 to 20% annually and investment demand will reach USD450.5 billion in the next five years.

Global demand for waste electrical and electronic equipment (WEEE) treatment and recycling systems will increase as a result of the Regulation on Disposal of Waste Electrical and Electronic Equipment. This directive which came into operation in January 2011 by the Ministry of Environmental Protection forbids the import of WEEE products.

Rapid economic development and increasing green awareness are similarly creating a need for more environmental solutions in South East Asia. As governments in the region implement policies to safeguard the environment, businesses are looking for green products and technologies to enhance their productivity and accommodate calls for greater social responsibility.

Back to Hong Kong, the 2010-11 Policy Address stated that the Hong Kong government will endeavour to enhance energy efficiency, promote green building, advocate electricity saving, facilitate low-carbon transport and develop facilities to turn waste into energy. Carbon intensity in Hong Kong is set to be reduced by 50 to 60% by 2020, compared with the 2005 level.

## Professional fringe event making the fair a leading arena for technology exchange

The **Eco Asia Conference** is one of the most significant international forums on environmental protection. This conference, which is held concurrently with Eco Expo Asia, allows attendees to connect with government officials, industry experts and scholars from around the world and gain insights into the latest market information and industry developments.

### Visitor testimonials 2010

"Everything is well sign-posted and set out logically, I like the format of the show very much. I have found a possible supplier from the US for technology to purify water and from Hong Kong for waste management options quite easily, and will be following up with them on my return to India."

*Ms Anita Jha, Senior Vice President, Sulabh International Social Service Organisation (India)*

"This is my first time here and I am quite impressed. In just one morning I have been able to meet with a few potential suppliers – they are from Hong Kong and the mainland, offering LED lights and wind turbine with good quality and reasonable price. Definitely, I will be back again next year."

*Mr Tal Mamo, President, TALCO Electronics, USA*



## Book your space now!

Make sure you are part of the next edition of Asia's premier environmental protection business event. Don't delay – reserve your exhibiting space at Eco Expo Asia 2011 today!

## 請即報名參展!

國際環保博覽2011是亞洲首屈一指的環保業盛會，不容錯過。請即報名參展，把握綠色商機!

### Contact details 查詢

Companies from Americas, Europe, India, Japan, Korea, Malaysia, Pakistan, Singapore and Taiwan, please contact:

#### Messe Frankfurt (HK) Ltd

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Companies from Australia, Chinese mainland, Hong Kong, Indonesia, Macau, Middle East, New Zealand, Philippines, South Africa, Thailand, Vietnam and other countries and regions, please contact:

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9 sqm / 平方米 HKD 港元 20,772 / USD 美元 2,664 12 sqm / 平方米 HKD 港元 27,696 / USD 美元 3,552 15 sqm / 平方米 HKD 港元 34,620 / USD 美元 4,440	12 sqm / 平方米 HKD 港元 26,460 / USD 美元 3,396 15 sqm / 平方米 HKD 港元 33,075 / USD 美元 4,245 18 sqm / 平方米 HKD 港元 39,690 / USD 美元 5,094	HKD 港元 1,989 / USD 美元 255 (per sqm 每平方米) Minimum 36 sqm 最少租用面積36平方米	9 sqm / 平方米 HKD 港元 27,135 / USD 美元 3,483 12 sqm / 平方米 HKD 港元 36,180 / USD 美元 4,644 15 sqm / 平方米 HKD 港元 45,225 / USD 美元 5,805	9 sqm / 平方米 HKD 港元 27,189 / USD 美元 3,492 12 sqm / 平方米 HKD 港元 36,252 / USD 美元 4,656 15 sqm / 平方米 HKD 港元 45,315 / USD 美元 5,820

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