

# ECO EXPO ASIA 2009

## Hong Kong, October 28 – 31.2009

### Eco Expo Asia – Asia's premier business platform for the environmental protection industry

Fintrade-Mercer Advisor Ltd. is organizing a special Finnish environmental technology promotion week during the Eco Expo Asia 2009. This promotion week will include exposure at the exhibition and high profile meetings, tailored to each Finnish company specifically, and access to the Eco Asia Conference, covering a variety of environmentally themed topics with particular focus on South East Asia.

#### The Hong Kong Hub for the International Environmental Protection Industry

South East Asian countries are facing many environmental challenges due to rapid economic development and urbanization. This has led to an exponential growth in sales of environmental instruments to deal with the issues arising from these developments. In order to cope with international standards, the region is now seeking ways to improve technology, institutional development as well as technical resources and knowledge.

Hong Kong is an important regional hub for business, both to Mainland China and Asia Pacific.

Eco Expo Asia and the environmental technology promotion week will be an ideal event for Finnish environmental companies to establish partnerships with Asian Pacific companies at a deal-making for retail and sales systems as well as joint ventures, alliances and marketing partnerships.

#### Main exhibit profile

##### Air Quality

Air pollution & gas emission control; Air purification, filtration & deodorisation technology and equipment; Gas, smoke & chemical monitoring and treatment equipment; Desulphurisation & dust control technology and equipment

##### Energy Efficiency & Energy

Energy saving devices and products; Renewable & alternative energy; Alternative energy machinery and technology; Energy efficient applications in architecture

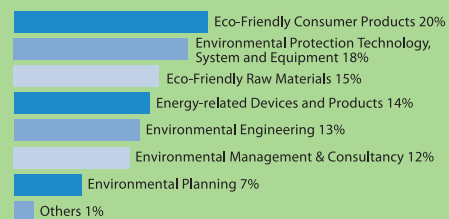
##### Waste & Recycling

Solid waste treatment, incineration & recycling systems; Transport, collection & sorting of waste; Waste water recycling technology and equipment; Biological treatment equipment; Oil recycling technology and equipment

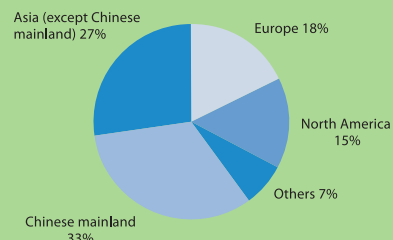
##### Eco-friendly Product

Biodegradable & recycled products and packaging; Eco-friendly materials for construction and fitting; Organic products; Green decorative materials

#### Visitor interests (2008)



#### Overseas visitors by region (2008)



Fintrade-Mercer Group has 25 years experience taking Finnish companies to the China market, incorporating and establishing companies in China as well as preparing investment approvals, localization projects and protecting technologies and intellectual assets of Finnish companies in China.

Fintrade-Mercer Group have been at the forefront of corporate, marketing and branding trends in China and lead the field in integrated China Business Solutions.

### The promotion week will be conducted according to the following schedule:

- September 2009** Company participation confirmations to the event and material posting to Hong Kong. Basic material collection and client base formation.
- October 2009** Project start, research, preliminary negotiations with pre-selected companies, partner meeting arrangements and evaluation for capital investors.
- 28-31 October 2009** Eco Expo Asia exhibition and conferences in Hong Kong. Finland stand for participating companies. Arranged meetings and program during the exhibition days.
- November 2009** Follow-up actions and reporting to companies.

Participation to the Finland stand including the above mentioned actions: 5000 € / company. Financial support from the Ministry of Employment and the Economy will be applied for this project.

More information of Eco Expo Asia 2009: <http://ecoexpoasia.hktdc.com>

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