

# Invitation to participate



## Sustainable urban development trade mission to Western China and Hong Kong

Kunming, Chengdu, Chongqing  
16–20 April 2012

Hong Kong  
23–24 April 2012



Trade and Investment Queensland will lead the sustainable urban development trade mission to China, targeting key regional centres in the west and project opportunities in Hong Kong.

The continuing urbanisation and the growth of eco-cities in China has created significant market opportunities for Queensland exporters. These include sustainable urban design and master planning, green building materials, consulting and training, and energy-efficient and water-saving technology and products.

### Current environment

With coastal cities on China's eastern seaboard, such as Beijing and Shanghai, becoming increasingly developed, the regional cities in China's western hinterlands, such as Kunming, Chengdu and Chongqing are fast becoming economic powerhouses.

The United Nations has forecast that China's urbanisation rate will increase to 60 per cent by 2025 and nearly 80 per cent by 2050. To match the pace and scale of urbanisation, China needs to add over 2 billion square metres of new floor space to its building stock annually, representing half the world's construction market.

To sustain the urban growth, the Chinese Government has instigated an ambitious 65 per cent energy reduction target for new buildings and encouraged the development of eco-cities, as well as making existing cities more sustainable. China's green building market has more than doubled every year since 2005, with an estimated size of over RMB600 billion (approximately A\$92 billion).

The Hong Kong Government is investing HK\$21.6 billion (approximately A\$3 billion) to develop the West Kowloon Cultural District (WKCD) into a vibrant arts and cultural centre. The precinct offers a range of opportunities for Queensland firms; from architectural design, landscaping and public arts creation, to energy efficiency design and planning.

In each of these cities, there will be opportunities to meet with prospective property developers, project owners, building material importers, local architectural and construction firms, government official representatives from urban planning and approval agencies, and other industry leaders.

This mission is aimed at Queensland companies that have a proven track record of sales in Australia and/or overseas.



## Benefits

Trade mission participants will be able to see first-hand the scale and pace of development in China's western regions, and be able to assess the extent of market opportunities for relevant products and services.

Joining a Queensland Government trade mission can provide you with introductions to key decision makers.

Participants will receive the following assistance and support:

- industry market briefings from the Queensland Government's Trade and Investment Commissioner and from other industry experts
- attendance at networking functions and seminars hosted by the Queensland Government
- invitations for up to two key local clients or two prospective clients to these events
- inclusion of company profiles in trade mission collateral that will be translated and distributed to Trade and Investment Queensland's industry network in China (including Hong Kong)
- arranged group business matching meetings, where appropriate
- participation in arranged site visits of existing and planned projects
- local transport to and from group events.

Note: This trade mission will proceed on the basis of sufficient interest from Queensland companies. There is no cost to join the trade mission, however, all participants are required to cover their own costs; including (but not limited to) airfares, accommodation, meals, transport and insurance.

## Register your interest

Please register your interest to participate by 5 pm Friday 17 February 2012. For further information, please contact Cynthia Chen by email at [cynthia.chen@trade.qld.gov.au](mailto:cynthia.chen@trade.qld.gov.au) or telephone 07 3224 6829.

## Registrations close 5 pm Friday 17 February 2012

Please provide the following information:

Company:

ABN:

Contact name:

Position:

Postal address:

City:

Postcode:

Tel:

Fax:

Email:

Website:

Would you like to receive information from the Federal Government's Export Finance and Insurance Corporation (EFIC)? ☐ Yes ☐ No

**To register your interest, please fax this form to 07 3835 1002 by 5 pm Friday 17 February 2012.**

For further details please contact:

**Cynthia Chen** | 07 3224 6829 | [cynthia.chen@trade.qld.gov.au](mailto:cynthia.chen@trade.qld.gov.au)