

HOW U.S. CLEAN WATER COMPANIES SUCCEEDED ON A TRADE MISSION TO CHINA: A CASE STUDY



2015 US Clean Water CEO Trade Mission June 8-12, 2015 - Wujin, Yixing, & Shanghai, China

A Success Story: i2M

“UCCTC was an exceptional asset in coordinating, guiding and precipitating the occasion for me to discuss i2M’s strategy, short term objectives, and long term objectives with policy makers, industry professionals, and prospective customers.”

- Mazzi Ghoddoussi, Head of Business Development at i2M



Left: Head of Wujin National High-tech Industrial Zone, Mr. Ling Guangyao, Mr. Lu Qiuming, and Deputy Mayor of Wujin District Government, Ms. Cui Juan, greeted the US delegation.

Right: US company delegates gave keynote speeches for more than 30 environmental protection enterprises in Yixing, introducing their technology and products, and sharing international best practices.



Above: Mazzi Ghoddoussi (i2M, Inc.) and Director Jordan Zhou (Yixing Industrial Park for Environmental Science and Technology) enjoying networking opportunities at a private dinner event hosted by the Yixing Municipal Government.

Trade Mission Highlights

On **June 8th**, the US-China Clean Water Technology and Business Workshop and Matchmaking was held at Wujin National High-Tech Industrial Zone.

“The trade mission provides an opportunity for us to know if there is any potential cooperation or business opportunity.”

- Cang Li, Director of R&D/QC at Selecto

June 9, the delegates visited the city of Yixing, where they toured the International Environment Protection Exhibition Center, Zhongyi Environment Hospital, Wuzhou Environment Protection Trade Center, and the Environment Institute.

“I am really happy about the quality of contacts and global targeting of the mission”

- Jean Louis Kindler, Chief Operating Officer at OriginClear

Trade Mission Highlights

June 10th, Aquatech China 2015, the world largest water exhibition, began with the CDP Water Launch and ILF Forum, “Exploring Sustainable Industrial Water Use in China.” Key findings from CDP’s 2014 global water result served as a call-to-action for topics such as corporate water disclosure.



Above: Participants visited the pavilions and explored the Exhibition. Trade mission participants freely participated in B2B introductions on show floor.



Above: The delegates participated in the Industrial Leaders Forum, which focused on sustainable industrial water use in China. An exclusive group of high level professionals from different fields, including NGO’s, investors, and government officials, gathered for strategic roundtable discussions about industrial sustainable water topics.

“The bottom line for us is to build a relationship/network with these local governments and companies. I think we achieved this goal.”

- Cang Li, Director of R&D/QC at Selecto

On **June 11th**, there was the Aquatech workshop on “Successful Selling In The Chinese Water Technology Sector.” This was a highly interactive session, encouraging participants to ask questions and discuss their company’s challenges with experts.

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