

A CHINA MARKET DEVELOPMENT CASE STUDY:

Creating Export Opportunities for the State of WISCONSIN in China's Clean Tech Market

How U.S. States are Growing Clean Tech Business in China with Federal Government Support



Highlights of how UCCTC created export opportunities for Wisconsin:



- Co-organized the event and recruited over 100 high-level, targeted participants to attend the China-Wisconsin Water Forum led by Governor Walker in April 2013.
- Recruited and set up over 20 one-on-one targeted matchmaking meetings for Wisconsin to meet potential buyers during a Groundwater and Soil Remediation Trade Mission in July 2013.
- Contacted hundreds of potential buyers, screened for import capability and arranged Chinese buyers to personally visit Wisconsin in October 2013.

Export Assistance Example 1-UCCTC Organizes Buyer Mission to Wisconsin

In Fall 2013, on behalf of Wisconsin Economic Development Corporation (WEDC), UCCTC was responsible for the management of recruiting pre-qualified China buyers in a Buyer's Mission to Wisconsin. By arranging a personal visit to Wisconsin and meeting with potential equipment and service suppliers, Wisconsin was able to promote Wisconsin clean tech exports and attract investments into Wisconsin.

To ensure best results, UCCTC worked with Wisconsin to pre-qualify participating buyers and ensure that the visitors have import capabilities, have decision-making ability, and that their business needs align with the strengths of Wisconsin companies. UCCTC coordinated the outreach in China and management of all Chinese potential buyers. If any international trade office is looking to attract qualified buyers with import authority to its state, UCCTC can find and bring those most qualified buyers tailored to the state's industries.

What Wisconsin Says: *"The US-China Clean Tech Center (UCCTC) has been instrumental in helping our state's clean technology companies grow their businesses in China and solidifying Wisconsin-China relations. In less than one year, UCCTC has recruited and brought a delegation of high-potential Chinese clean tech buyers to Wisconsin, managed the successful Wisconsin-China Water Forum, and found valuable targeted partners for us. Thanks to UCCTC, Wisconsin companies have been effectively connected to influential China partners and expanded market opportunities. We most highly recommend the UCCTC."* – Beng Yeap, Market Development Director – Asia Pacific, Wisconsin Economic Development Corporation





Export Assistance Example 2- UCCTC Co-hosts High-Level China-Wisconsin Clean Water Forum

In April 2013, at the request of the state of Wisconsin, UCCTC co-organized and co-hosted the first – ever “China-Wisconsin Clean Water Forum” in China. The Forum brought together leading scholars, policy-makers and business organizations within the water industry from both China and Wisconsin. Wisconsin Governor Scott Walker opened the Forum and delivered a speech on how China can cooperate with international partners to address China’s water issues. As the organizer, UCCTC invited Chinese investors, water technology users, and other potential partners in Wisconsin’s emerging water technologies. The Forum proved an overwhelming success with relationships established that resulted in partnerships with the government of Hebei, Heilongjiang and Fujian provinces. If any organization, association or government agency is looking to present its clean technology in a forum or event in China, UCCTC can organize the event start to finish.

Export Assistance Example 3 – UCCTC Arranges Wisconsin’s One-on-One Matchmaking Opportunities Throughout China During Groundwater & Soil Remediation Trade Mission

In July 2013, UCCTC organized a high-level Groundwater & Soil Remediation Trade Mission led by an Assistant Secretary of the US Department of Commerce. UCCTC promoted Wisconsin’s clean technology (along with the products and services of 9 other U.S. organizations) to Chinese government agencies, companies, and investors seeking environmental technologies from the U.S.

Ms. Beng Yeap, Market Development Director – Asia Pacific from WEDC introduced Wisconsin’s products to high-level government and executives in Beijing, Tianjin and Zhengzhou. Following a presentation made by each U.S. organization, UCCTC recruited and set up specifically over 20 one-on-one meetings with potential buyers for each U.S. organization. According to one company on the trade mission, “It was the best mission I have ever attended” because of the high-quality, targeted potential buyers. If any organization is looking for targeted, pre-screened one-on-one meetings in China, UCCTC has the experience and network to set up those meetings in China.

