



Australian Government  
Austrade



## Australia China Wanwu Eco-Country Directory

Be part of a unique initiative to encourage exports and two-way investment between Australia and China in clean energy, green-building and environment

### About this initiative

The *Wanwu* Initiative has been developed by Austrade to provide a co-ordinated marketing platform to introduce capable Australian firms into Chinese eco-projects and funding opportunities.

Marketing of the initiative will benefit from a unique Chinese cultural branding, with the Taoist term *Wanwu* (万物 *myriad things* or *universe*) used in the title to represent the traditional Chinese theme of the unity of man and nature and the importance of conservation.

**Austrade is developing a Chinese language directory to showcase the capabilities of Australian environmental, clean energy and green-building companies.** The directory will be marketed to Chinese organisations pursuing major projects in relevant industry sectors, organisations such as urban and rural local authorities, state-owned conglomerates, energy generators and property managers. The directory will also be disseminated through selected trade shows (including the 2010 Shanghai World Expo).

Companies in this initiative may also have the opportunity to be considered for investment funding under a proposal to establish and facilitate an independent international advisory panel of China-focussed investment groups.

### Why should you list in the Eco-Country Directory?

- Promote your business to potential Chinese customers and investors.
- Obtain leads and information on Chinese eco-project opportunities.
- Form part of a group developing a unified brand and reputation for Australian excellence in environment, clean energy and green-building.
- Network with other Australian firms actively pursuing eco projects in China and share knowledge and opportunities for joint marketing.
- Make use of Austrade's strategic alliances with Chinese and Australian industry groups.
- Benefit from the endorsement of an Australian government program in a market where government plays a key role in business.

### Market insights

- China is the second largest energy consumer in the world, with almost 15% of global consumption; and 80% of energy is derived from fossil fuels.
- China recognises that management of its greenhouse emissions will be an important factor in world efforts to control climate change.
- China's energy plans call for 15% of electricity to be supplied from renewable sources by 2020. \$350 billion investment in renewable energy will be required to meet China's target of 15% renewable electricity supply by 2020.
- China leads the world in many fields of renewable energy production and investment.
- National policies make it compulsory for new buildings to reduce energy consumption by 50% by 2010. Current energy consumption rates in China's buildings are 2-3 times that of developed countries.

[Apply for the Wanwu Initiative today](#)



## Who should participate?

Australian companies offering technology, services or products in the sectors of clean energy, environment and green-building which have a keen interest in the China market and delivery capability are invited to apply for inclusion in the Wanwu Directory.

Austrade reserves all rights to select the program participants

## Cost of participation

There is no cost for inclusion in the Wanwu Directory, general circulation of the Directory in China and introductory promotion of the Wanwu Platform and Directory in China. Costs for supplementary services such as individual company presentation to potential business partners, market research of specific opportunities and assistance with negotiations should be discussed with Austrade on a case by case basis.

## How to apply for the Wanwu Initiative

To register your interest please visit our on-line information form at [www.austrade.gov.au/wanwu](http://www.austrade.gov.au/wanwu)

## Key contacts

To discuss your options further, please contact:

### Australia

Robert Richardson  
Industry Adviser  
Clean Energy & Environment  
T 02 93902383  
E [robert.richardson@austrade.gov.au](mailto:robert.richardson@austrade.gov.au)

### China

Fanghong CHEN  
Clean Tech Business Development Manager  
Austrade  
Australian Embassy Beijing  
T +86 10 85328686  
E [Chen.Fanghong@austrade.gov.au](mailto:Chen.Fanghong@austrade.gov.au)