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SERVICE**

United States of America  
Department of Commerce

# China Energy and Environment Update

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October 2011

## CS China Energy and Environment Update

is an electronic publication produced by the U.S. Commercial Service in China. The *Update* provides U.S. companies with information and analysis on China's energy and environmental technology market, project alerts, highlights from the U.S. Mission in China and U.S. Department of Commerce, U.S. Government activities in the clean-tech sector, and a listing of upcoming events and activities.

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## Meet John Bryson, the New U.S. Secretary of Commerce



On the night of Oct. 20, 2011, the [U.S. Senate confirmed John Bryson](#) as the next U.S. Secretary of Commerce and he was sworn in.

Before assuming the [position of commerce secretary](#), he was the Chief Executive Officer of Edison International, the parent company of Southern California Edison and Edison Mission Group. For almost 18 years, he led the company through periods of both opportunity and crisis. Staving off bankruptcy, Bryson guided Edison through the California energy crisis of 2002. In the process, he built a stronger company, created jobs for American workers, and kept the lights on for thousands of businesses and millions of families in California.

He has been a director at Boeing, Walt Disney and Coda Automotive, Inc., as well as a senior advisor to KKR. He has also served as chairman of the board of at BrightSource Energy, the Public Policy Institute of California (PPIC), and on the Board of Overseers at the Keck School of Medicine of the University of Southern California (USC). He has also served as co-chairman of the Pacific Council on International Policy (PCIP).

In addition, Mr. Bryson was a trustee of the California Institute of Technology and a director of The California Endowment and the W. M. Keck Foundation. He served on the Advisory Board of Deutsche Bank (Americas). He also previously served on a number of educational and environmental boards, including as chairman of the California Business Roundtable, co-chairman of the Electric Drive Transportation Association (EDTA), trustee of Stanford University, and as a member of the U.N. Secretary-General's Advisory Group on Energy and Climate Change (AGECC).

Source: Commerce Press Release

## U.S. GOVERNMENT HIGHLIGHTS

### Department of Commerce

## Buyer Delegation to U.S. Greenbuild International Conference and Expo 2011

From October 3-7, CS Beijing led a Chinese delegation of 15 real estate developers to the 2011 GreenBuild International Conference and Expo in Toronto. The developers toured a LEED certified affordable housing unit and single family home in addition to visiting many of the 200 U.S. exhibitors at the show. The trip ended with a visit to the head office of the World Resources Institute (WRI) in Washington D.C. where they discussed WRI greenbuilding projects in China.

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For more information about WRI projects,

please contact: [Xiaomei.tan@wri.org](mailto:Xiaomei.tan@wri.org)



CS Specialist Shujuan Cao (right) counseling U.S. exhibitors on the Chinese market at the expo

## Reverse Trade Mission of Chinese Cement Plant Owners

The U.S. Trade and Development Agency funded a one week visit to the US by Chinese Ministry of Environmental Protection (MEP) officials and several cement plant owners. This visit will aid government officials in their preparation of an informational booklet on best available technologies for reducing air emissions from cement plants. This booklet is meant to accompany the stricter regulations on those emissions, which are forthcoming.

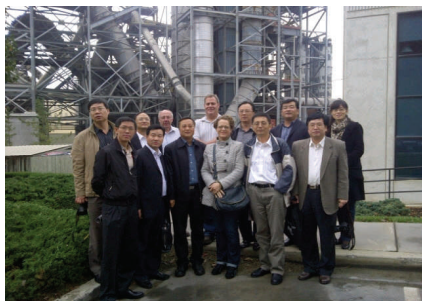
## U.S. GOVERNMENT HIGHLIGHTS

### Department of Commerce



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The new MEP regulations will closely mirror those recently introduced by the U.S. EPA, which are spawning industry growth and innovation in the U.S. The delegation visited many U.S. companies that are supplying U.S. industry with regards to their needs for emissions monitoring, filtration, and detoxification technology. This activity was part of the JCCT Environmental Working Group commitments and will be followed by further outreach in 2012.



CS Officer Betsy Shieh with MEP Officials

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### U.S. Coal Mining Trade Mission Helps Strengthen U.S.-China Ties U.S. Commerce Department Aims to Partner U.S. Companies with Chinese Buyers

An article by Suresh Kumar - Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service

With U.S.-China bilateral merchandise trade totaling nearly a half-trillion dollars last year, and China's ranking as the United States' second largest trading partner, the U.S.-China economic relationship is one of the most important and dynamic in the world. As we progress into the second decade of the 21<sup>st</sup> century, strengthening U.S.-China ties is a top priority of President Obama, and one that requires the forging of new global partnerships to the mutual benefit of our economies.

Coal mining is one of the many sectors benefiting from ongoing U.S.-China collaboration. Recognizing this potential, I look forward to leading a U.S. Department of Commerce trade mission of American coal mining companies that will visit Xi'an and Beijing, China, October 25-28.

For Chinese companies, the trade mission offers the opportunity to build collaborative partnerships with U.S. mission participants who supply heavy coal-mining machines, equipment, and systems, as well as clean coal technologies and mining safety equipment. U.S. companies, in turn, will have the opportunity to schedule business matchmaking meetings with prospective Chinese partners, as

well as participate in meetings with key Chinese government officials.

The opportunities for further U.S.-China collaboration in the coal mining sector are extensive. According to the China National Coal Association, China's market for coal machinery is estimated at USD 16 billion in 2011, and will grow to USD 22 billion by 2013.

(To be continued in the next edition with more articles about the AS Kumar -led coal mission to Beijing and Xi'an, China, Oct. 25-28, 2011)

For more information, please visit :

[www.export.gov/China](http://www.export.gov/China) or contact Foreign Commercial Service at:

[Andrew.billard@trade.gov](mailto:Andrew.billard@trade.gov);

[Jianhong.wang@trade.gov](mailto:Jianhong.wang@trade.gov)

### China Wind Power 2011 conference and exhibition

Organized by CREIA, CWEA and GWEC, China Wind Power 2011 conference and exhibition was held from Oct 19 to 21, 2011.

Over 500 Chinese and foreign companies exhibited at the show including U.S. companies: GE Energy, Timken, AMSC, Castrol, Emerson, Exxon Mobil, etc. CS Beijing visited the show and consulted with U.S. companies. It also attended the press event for the unveiling of the *China Wind Power Development Roadmap 2050*. The report was prepared by the Energy Research Institute of NDRC and IEA. It shows how China could reach 1000GW of wind power by 2050, an achievement that would reduce carbon dioxide emission by 1.5 gigatonnes per year in 2050.

A full English version of the report will be available for download in December 2011 at [www.iea.org](http://www.iea.org)

## Department of Energy



### 8<sup>th</sup> annual Joint Oil Data Initiative (JODI) meetings, held October 7-13

Joel Lou of DOE's Energy Information Administration (EIA) participated in the 8<sup>th</sup> annual Joint Oil Data Initiative meetings, aimed at increasing transparency in oil markets.

The event was organized by seven multinational organizations including the UN, OECD, OPEC, and others. Mr. Lou also investigated options for pushing forward the long-awaited MOU on energy data-sharing with Chinese government authorities.

### Technology Forum of the CERC Clean Vehicles Consortium Held in Beijing

U.S.-China Clean Energy Research Center (CERC) Director Robert Marlay gave a keynote address on CERC's revolutionary approach to U.S.-China science and technology cooperation

at the Technology Forum of the CERC Clean Vehicles Consortium, which was held in Beijing Oct. 17-18, 2011.

The address focused on how CERC's model for collaboration is different in its joint development of shared working plans, and the sharing of Intellectual Property between U.S and Chinese Consortia members.

The forum marks the beginning of the joint development of working plans for research and concrete measures of success, as requested by DOE Secretary Chu during his September visit.

### China's launches 2050 Road Map in Wind Energy

U.S. Department of Energy and the Energy Cooperation Program (ECP) attended China's launch ceremony of their 2050 Road Map in Wind Energy on October 19 at the China Wind Energy Conference held in Beijing. The ceremony featured representatives from

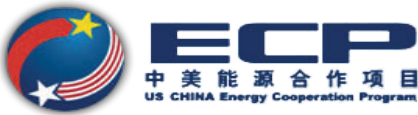
China's Energy Research Institute and Renewable Energy Department, and outlined how China plans to have 200 GW of installed wind capacity by 2020, and 1 terawatt of Wind energy by 2050 (17% of its planned 2050 energy portfolio).

Connecting installed capacity to the grid, however, remains a major obstacle to electricity production.

The Chinese representatives stated that China, at least for the near future, will continue following the path of development used by countries such as the U.S; relying heavily on fossil fuels such as coal for its energy needs.

For more information, please visit :

<http://beijing.usembassy-china.org.cn/doe.html>



### ECP Celebrates its Second Anniversary

(Ambassador Locke cuts cake for celebration)



On October 21, the U.S.-China Energy Cooperation Program (ECP) hosted a roundtable discussion and reception to celebrate its second anniversary and to welcome U.S. Ambassador Gary Locke to China. Most member companies attended, representing all of the

working groups. The group was joined at the reception by former National Development Reform Commission (NDRC) Vice Chairman Zhang Guobao.

Mr Zhang is a strong supporter of the ECP and along with Ambassador Locke, in his earlier capacity as Secretary of the U.S. Department of Commerce, one of the signatories to the 2009 bilateral MOUs in which five separate agencies of the U.S. and Chinese governments formally recognized the ECP.



(Ambassador Locke speaks at the roundtable)

At the roundtable, ECP member companies gave presentations and engaged in a candid

dialogue with the Ambassador on how to promote clean energy business in China, generate jobs in the United States, protect IPR and facilitate investment in both countries.



(Ambassador Locke and FCS SCO William Zarit join roundtable discussion)

The evening ended with commitments to nurture clean energy technology, business development and investment with U.S. and Chinese government support.

For more information, please Email: [ecp@amchamchina.org](mailto:ecp@amchamchina.org) or visit: [www.uschinaecp.org](http://www.uschinaecp.org)



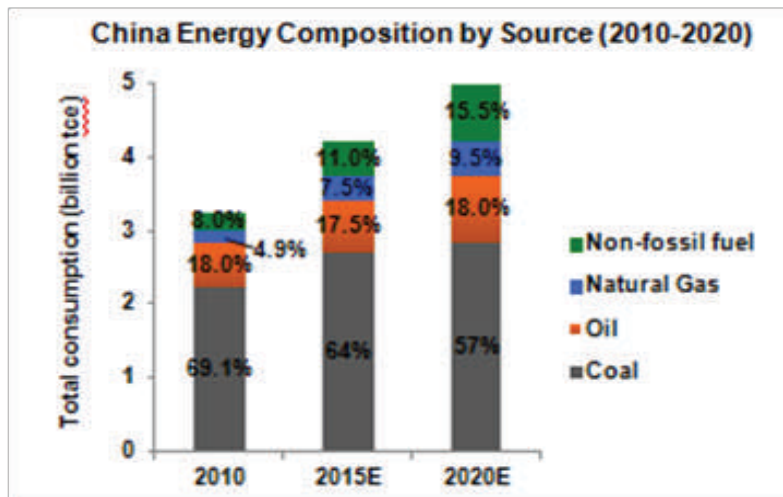
### China's Promotion of Coal Conversion Offers Opportunities in Coal-to-Chemicals and Water Treatment Technologies

China Greentech Initiative's Cleaner Conventional Energy (CCE) working session was held on October 25 in Beijing and Shanghai. CGTI Partners discussed market opportunities for China's growing coal conversion industry, including coal-to-gas, coal-to-liquids and coal-based poly-generation.

Considering China's rich supply of coal (34% of total global reserves), the coal conversion industry is considered a key element of China's energy security strategy and viewed as one way to narrow the energy supply gap. The October working session explored several coal conversion demonstration projects, including China's first coal-to-olefin project in Baotou, Inner Mongolia and the Shenhua megaton direct coal liquefaction (DCL) project, also in Inner Mongolia. The session highlighted how the cost and scale of many of these projects indicates that there is a large potential for coal conversion commercialization; however, concerns remain about carbon emissions and water consumption.

CGTI Partners agreed that water efficiency and recycling technologies for coal conversion

Source: Shanghai CITIC (2011)



projects located in China's arid regions could represent a major market if the government enforces water consumption policies and if intellectual property (IP) concerns are addressed. Next month, as part of CGTI's Cleaner Water (CW) segment, CGTI will convene a working session to explore opportunities in China's sludge treatment and disposal market. Issues covered will include an update on regulations guiding sludge treatment and disposal, marketplace adoption trends, and the technology solutions offering the greatest potential. (Source: CGTI report)

For more information, visit [www.china-greentech.com](http://www.china-greentech.com) or contact Kerry Driver at [Kerry.driver@china-greentech.com](mailto:Kerry.driver@china-greentech.com).

Get the latest China Greentech news with **CGTI's Newsfeed**



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## PROFILE OF THE MONTH: SOLATUBE

China's clean energy sector is driven in part by emerging technologies and new industries. While the challenges are many when developing these new industries, **Solatube**, a San Diego - based world leader in daylighting devices, is successfully pioneering the way. Solatube's Tubular Daylighting Devices are high-performance systems that use advanced optics to cost-effectively bring daylight into interior building spaces and significantly increase the quality, scope and efficiency of natural lighting.

When Solatube CECEP Daylight Technology first arrived in China in 2009, the daylighting industry was nonexistent. Since then, Solatube has been the primary force in creating the market and helping to set critical standards. Its key challenge in this effort has been in obtaining the necessary government recognition. Initially, the government and SOEs in the green-building sector were unresponsive, as there was no track-record and no one willing to take on the risk of a new, untested and unregulated technology.

### ECP COOPERATION

In 2010, Solatube became a Founding Member Company of the ECP, where it participates in ECP's Energy Efficient Building & Design Working Group (EEBD WG). Through the EEBD WG, Solatube participated in a USTDA, DOC and DOE funded Mayors Training Mission to the US in September 2010, which sent 19 Chinese mayors to the West Coast of the U.S. There they visited Solatube customer sites and received demonstrations of its unique daylighting technologies. Following the Mayors mission, Solatube landed its first government project in Xinxiang City, Henan Province for the design and installation of daylighting units in two buildings in the Pingyuan Development Zone. Solatube anticipates a subsequent contract for up to 490 buildings. Solatube also participated in an EEBD WG-organized USTDA-funded Trade Mission to the US, No-

vember 2010, that took members of the China Green Building Council (CGBC), MoHURD, and Tsinghua University to the East Coast to observe the technologies and products of EEBD WG members first-hand. The mission resulted in Solatube capturing a 20,000m2 project in Shanxi commissioned by Tsinghua University.

### ACHIEVING RESULTS

Solatube used its ECP membership as a critical means to support its business development efforts and forge key government, commercial and design relationships. In the past 18 months, by virtue of their ECP membership, Solatube has:

- Signed a contract for the design and installation of daylighting device systems in Henan Province -- with the potential for a larger contract upon successful completion of the initial installation.

- Collaborated with the China Green Building Council (CGBC) in the drafting and revision of three separate building lighting standards which now include daylighting systems.

- Cooperated with Tsinghua University Architectural Design & Research Institute on a project in Shanxi Province to fulfill customer's green building and energy efficiency needs.



(Solatube Daylighting System)

To learn more: [www.solatube.com](http://www.solatube.com) and <http://www.uschinaecp.org/solatube/>

## UPCOMING EVENTS

**U.S.–China Workshop by CREIA and ACORE — Nov 1, Beijing:** The workshop will focus on private sector collaboration on renewable energy.

For more info contact: [Elizabeth.Shieh@trade.gov](mailto:Elizabeth.Shieh@trade.gov)

**Energy Outreach to Jinan–Nov 28-29:** ECP members will travel to Jinan, Shandong to meet with government and industry leaders.

For more info contact: [Hongying.Cai@trade.gov](mailto:Hongying.Cai@trade.gov)

**2011 Ecobuild America Conference & Trade Show — Dec 5-9, Washington D.C.:** The conference covers the entire spectrum of strategies and technologies to build faster, smarter and more sustainably.

For more info contact: [George@aecst.com](mailto:George@aecst.com)

**USTDA Wastewater Advanced Treatment and Water Reuse Seminar— Dec 8-9, Beijing:** The USTDA will fund a seminar for U.S. companies to present technologies to officials from the Chinese Ministry of Environmental Protection and provincial and local environmental agencies.

For more info contact: [May.Liu@Brisea.com](mailto:May.Liu@Brisea.com)

**USTDA Mercury Emissions Control Technologies Reverse Trade Mission - early 2012 (TBC):** USTDA will fund a visit to the United States by Chinese Ministry of Environmental Protection officials and industry representatives to meet with the U.S. EPA to explore U.S. mercury abatement technologies.

For more info contact: [Elizabeth.Shieh@trade.gov](mailto:Elizabeth.Shieh@trade.gov)

**The 12th China International Petroleum & PetroChemical Technology & Equipment Exhibition - Mar 19-21, 2012:** CS will be hosting a USA pavilion at what is advertised as the "largest petroleum exhibition in the world"

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