

CRACKING THE CHINA MARKET

While Hong Kong may be a more lucrative market in the short term, in the long term, few markets in the world can compare with China. And China is beginning to face up to the mess<None>.

In April, 1994, China adopted Agenda 21, a white paper on "Population, Environment, and Development in the 21st Century." Drafted with the assistance of the United Nations Development Program, it sets nine priorities, including cleaner production of steel, paper and coal power, the use of wind, solar and biowaste power, and transportation development.

The deputy minister of the State Planning Commission, Chen Yaobang, said the first group of 63 listed projects would cost US\$3.8 billion. But before the announcement of Agenda 21, China's cities had already begun to clean up their environments.

Shanghai, for example, with its plans to become the Wall Street of China by 2010, has finished a five-year clean-up of its once notorious Suzhou creek. Financed by the World Bank and the Chinese government, it cost US\$275 million. Shanghai also plans to spend \$95 million to sanitize its drinking water and \$40 million to improve industrial pollution. The city has more than \$600 million earmarked for environmental infrastructure projects that are scheduled until 2000, according to *Prospects* magazine, a quarterly devoted to the business of sustainable development in Asia.

Prospects forecasts the China environmental market will be worth about \$35 billion over the next 10 years — more than seven times what Hong Kong intends to spend before 1999. The magazine predicts that between 1979 and 2000, government spending on the environment will increase ten-fold to \$2.3 billion annually. It needs to if China is to reach its goal — cleaning the mess back to what it was in the early 1980s.

But Canadian companies will have to be agile if they are to get business in China — China, after all, exported environmental technology worth \$10 million last year. Notes Eric Stone, publisher and editor in chief of *Prospects*: "China actually has one of the world's most advanced environmental laws, at least on paper." That said, China offers a growing market for waste water treatment and incineration equipment, particularly through joint ventures and build-operate-transfer (BOT) contracts. China's old factories, using 1950s technology, will also be a fertile market for green technology, according to *Prospects*.

A WORLD OF OPPORTUNITY IN HONG KONG

An international conference, scheduled to be held in Hong Kong this November, will offer Canadian companies the chance to explore environmental opportunities with public and private sector participants from Asia and around the world.

Symbolizing Hong Kong's increasing concerns about the environment, the Territory will be the site of the Urban Growth and The Environment World Congress, from November 7-12. Its joint presidents are no less than His Royal Highness The Prince of Wales, and Al Gore, Vice President of the United States.

Emphasizing Hong Kong's strategic location as the gateway to China, POLMET '94 (Pollution in the Metropolitan Environment), normally held in Hong Kong, will move to Beijing. POLMET's theme this year is "Development and the Environment - The Asian Perspective". The conference is scheduled from November 14-17.

Canada will be represented at the World Congress by Congress Vice President Professor F. Kenneth Hare, Chancellor of Trent University in Ontario, and The Royal Society of Canada and the University of Toronto, both supporting institutions. Dr. Douglas Whelpdale, of the Government of Canada's Atmospheric Environment Service, is scheduled to speak on "The Role of the City in Global Atmospheric Pollution" and lead an atmospheric pollution workshop with Professor Hare.

World renowned Dr. David Suzuki, a University of British Columbia geneticist and broadcaster, will deliver a lecture titled "The Challenges Confronting a Sustainable Future", Professor Richard Stren and Dr. Patricia McCarney of the University of Toronto will deliver a lecture on "Local Governments for Sustainable Cities", and Vicky Husband, Chairperson of the Sierra Club of Western Canada, will deliver a case study titled "The Vanishing Ancient Temperate Rainforests of British Columbia: The Impact of Massive Industrial Clearcuts on Community Watersheds, Water Quality, Wildlife Habitat, as well as recreational activities and Tourism".

Registration without accommodation is HK\$600 for delegates from developing countries, and HK\$4,200 for those from developed countries. Accommodation and conference tours are available.

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