

# Overseas Market Workshop



## Emerging Opportunities for Foreign Investors in China's Green Industry

中国绿色经济产业带给外商的新兴机遇

March 25 – 29, 2024 | Fuzhou · Xiamen

The Overseas Market Workshop is organised by Singapore Chinese Chamber of Commerce & Industry (SCCCI) and supported by Enterprise Singapore (Enterprise SG)

Conducted in Mandarin

China's green industry is rapidly expanding, driven by substantial investments and government support for environmental sustainability and carbon reduction. Fuzhou and Xiamen, major coastal cities in Southeast China, offer significant growth potential in green development. The overseas market workshop aims to provide participants with insights into the green industry's status in these cities, identify business opportunities, and facilitate exchanges with local enterprises and government organizations. The goal is to gain valuable experiences, formulate comprehensive strategies for overseas expansion, and explore collaborative resources.

### Why should I participate?

At the end of the programme, participants will be able to:

- Understand China's "Dual Carbon Policy" and the latest developments
- Identify key considerations for foreign enterprises under China's new green economic model and explore how to uncover new business opportunities
- Explore emerging applications and operational models in the green industries under the construction of smart logistics and environmentally friendly smart cities
- Gain insights into the new trends in the fields of new energy, renewable energy, and green industries.

### What will it cover?

- Lessons will be conducted by industry experts and practitioners
- Topics include:
  - Exploration and Analysis of the Green Industry Markets in Fuzhou and Xiamen
  - Discussing how to establish collaborative relationships with green industry enterprises and government support organizations
  - Identifying and formulating strategies for potential business collaboration opportunities in the transition to a green economy
  - Conducting on-site inspections of advanced green technology and innovation enterprises to discover new collaborative business opportunities

### \*Site Visits and sharing sessions with:

Xiamen Torch High-Tech Industrial Development Zone, Xiamen ITG Group, Leedarsen IoT Technology, ANTA Group, Fuzhou Poly Group, FZU Zijin Hydrogen Power Technology Co Ltd, Fujian Baimeng Medical Technology Co Ltd, Fuzhou Federation of Industry and Commerce, Xiamen Federation of Industry and Commerce and Xiamen Logistics Association, etc.

\*Tentative Programme; actual company visits might differ.

### Who should participate?

Business owners and professionals, senior executives and representatives from different industries who are interested in exploring business opportunities in China are encouraged to participate.

## Course Fee

**S\$4,580# per participant**

(inclusive of lectures, business meetings, seminars, corporate visits, networking sessions)

**##Admin Fee: S\$250 (Member)**

**S\$300 (Non-Member)**

Final fee after deducting government funding is

**S\$1,624 per participant (Member)**

**S\$1,674 per participant (Non-Member)**

**Airfares, accommodation & personal expenditures are not included. These expenditures shall be borne by participants.**

### #Government Support

This programme is supported as an Overseas Market Workshop by Enterprise Singapore. To qualify for government subsidy for the Course Fee, participants must be Singaporean or Singapore PR that are employed by companies incorporated/registered and based in Singapore with at least 3 core business functions/activities\* operated from Singapore.

**##Admin Fee** is payable to SCCCI and is not eligible for funding support from EnterpriseSG

### Payment

Full payment of the programme fee must be paid within 7 working days upon successful registration of the programme with SCCCI.

### Registration is now open!

Closing Date: **Friday, 23<sup>rd</sup> February 2024**, or when participation numbers reach 20 before the closing date.

### For enquiries

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Organised by



新加坡中華總商會  
Singapore Chinese Chamber of Commerce & Industry

Supported by

**Enterprise  
Singapore**

Register



## Programme Itinerary (accurate at time of print)

The following is an indicative programme and may be changed without prior notice:

Date	Programme
<b>Sunday</b> 24 Mar 2024	<p>Arrival at Xiamen Gaoqi International Airport</p> <p><b>Official Flight</b> Flight: SQ868 – SIN/XMN Departure: 08:15 hrs   Arrival: 12:25 hrs</p> <p><b>Check-in Sheraton Xiamen Hotel or equivalent</b></p>
	<p><b>Session 1:</b> <b>Networking Session with Xiamen Federation Industry and Commerce</b></p>
<b>Monday</b> 25 Mar 2024	<p><b>Opening Ceremony</b></p>
	<p><b>Session 2:</b> <b>Lecture: China's Dual Carbon Policy and Analysis of the Green Industry Markets in Fuzhou &amp; Xiamen</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• China's "Dual Carbon Policy" and the latest developments</li><li>• The development of green industries in Fuzhou and Xiamen - market size, trends, competitive landscape, etc</li><li>• How to choose potential green business collaboration opportunities in Fuzhou and Xiamen?</li></ul> <p><u>Lecturer:</u> TBC</p> <p><b>Session 3:</b> <b>Lecture: How to Properly Collaborate and Communicate with Local Enterprises and Government Support Agencies in Fuzhou and Xiamen</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Ways to establish cooperative relationships with local green industry enterprises and government support institutions in Fuzhou and Xiamen</li><li>• How to seek resources and establish mutually beneficial cooperation frameworks</li><li>• Case study: Establishing and strengthening connections with local stakeholders to develop more comprehensive industrial development and operational strategies</li></ul> <p><u>Lecturer:</u> TBC</p>
	<p><b>Session 4:</b> <b>Networking Session with Lecturers</b></p>

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Date	Programme
<b>Monday</b> <b>25 Mar 2024</b>	<p><b>Session 5:</b> <b>Lecture: Identification and Strategy Formulation for Potential Green Economic Transition Business Collaboration Opportunities</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Analyze potential business collaboration opportunities in the green industry between Fuzhou and Xiamen, as well as establish strategic partnership approaches</li><li>• Identify and evaluate potential partners through a business model analysis, and formulate corresponding collaboration strategies</li></ul> <p><u>Lecturer:</u> TBC</p>
	<p><b>Free Activities</b></p>
<b>Tuesday</b> <b>26 Mar 2024</b>	<p><b>Session 6:</b> <b>Xiamen Torch High-Tech Industrial Development Zone</b> Company Visit + Presentation + Seminar</p> <p>The Xiamen Torch Hi-Tech Industrial Development Zone was jointly established by the National Science and Technology Commission and the People's Government of Xiamen in December 1990. In March 1991, it was approved by the State Council as one of the first national-level hi-tech zones and is among China's three national hi-tech zones named after the "Torch." The zone aims to create a trillion-yuan industrial cluster, focusing on six key industries: flat panel displays, computers, communication equipment, electrical appliances, software, and information services, as well as microelectronics and integrated circuits, and LED. It also promotes emerging sectors such as biomedicine, new materials, new energy, and cultural creativity. The zone serves as a comprehensive center for research, innovation, entrepreneurial incubation, and the growth of high-tech enterprises. It functions as a base for technological innovation, industrialization, export of high-tech products, incubation of high-tech enterprises, and the attraction of scientific and entrepreneurial talents.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Present the development history and current status of the park through models, videos, and interactive demonstration systems, showcasing industrial sectors and achievements.</li><li>• Understand the emerging characteristic industry chains (clusters) in the industrial development zone.</li><li>• Gain in-depth knowledge of the business areas and potential collaboration directions in the high-tech zone.</li></ul>
	<p><b>Lunch</b></p>

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<b>Tuesday</b> <b>26 Mar 2024</b>	<p><b>Session 7:</b> <b>Xiamen ITG Group</b> Company Visit + Presentation + Seminar</p> <p>Xiamen ITG Group is a state-owned enterprise based in Xiamen City and is listed in the Fortune Global 500. The company operates in five main sectors: supply chain, advanced manufacturing, urban construction and operation, consumer and health, and financial services. Following the new development concept of "innovation, coordination, green, openness, and sharing," C&amp;D Inc. is dedicated to the mission of "leading advantageous industries, creating a better life." The company has adopted a carbon-neutral strategy, actively aligning with the United Nations Sustainable Development Goals (SDGs), and contributing to the national "dual carbon goals."</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Learn about the business operations, corporate philosophy, social responsibility practices, and future development of Xiamen ITG</li><li>• Understand the "ITG Sustainable Development Action" by Xiamen ITG, based on the ESG (Environmental, Social, Governance) principles</li><li>• Explore how Xiamen ITG leverages its digital advantages to lead and drive upstream and downstream enterprises towards digital and green transformation, empowering overall business development</li><li>• Explore potential trade and collaboration opportunities for Singaporean businesses in the transition to a green economy</li></ul>
	<p><b>Session 8:</b> Networking Dinner with Xiamen Logistics Association</p>

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The following is an indicative programme and may be changed without prior notice:

Date	Programme
<b>Wednesday 27 Mar 2024</b>	<p><b>Session 9: Leedarson IoT Technology</b> Company Visit + Presentation + Seminar</p> <p>Leedason, a pioneering enterprise in "National Industrial Product Ecological (Green) Design," holds prestigious titles such as "National Manufacturing Single Championship Demonstration Enterprise," "National Technology Innovation Demonstration Enterprise," and "National Intelligent Manufacturing Pilot Demonstration Project Enterprise." In 2022, its subsidiary, Zhangzhou Leedason Optoelectronic Technology Co., Ltd., achieved recognition as a provincial-level green factory.</p> <p>The company employs various measures for energy conservation and emission reduction, striving to minimize its environmental impact. Initiatives include the use of photovoltaic power generation systems, rainwater and wastewater recycling, energy-efficient lighting, and waste heat recovery. These efforts significantly contribute to reducing energy consumption, emissions, and environmental pollution.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Understand the company's green development philosophy.</li><li>• Share insights on LED lighting products, control and security products, smart home appliances, as well as software and cloud services.</li><li>• Familiarize with how the company provides customers with secure and reliable products, solutions, and services. Also, explore how the company engages in deep collaboration with ecosystem partners to continually create value for customers.</li></ul>
	<p><b>Lunch</b></p>
	<p><b>Session 10: ANTA Group</b> Company Visit + Presentation + Seminar</p> <p>As the largest sports goods group in China, ANTA Group has developed clear Environmental, Social, and Governance (ESG) strategies and objectives based on its business characteristics and market positioning, achieving fruitful results. The company has embedded environmental conservation principles into every aspect by establishing a green product system, building a sustainable supply chain, and supporting biodiversity protection initiatives.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Introduce the sustainable development communication approach of Green Anta:</li><li>• Understand the incorporation of environmental concepts in the design of sports products:</li><li>• Explore the market potential and development model of the company</li></ul>
	<p><b>To Fuzhou by High-Speed Railway after Dinner</b></p> <p><b>Check-in to The Westin Fuzhou Minjiang Hotel or equivalent</b></p>

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Date	Programme
<b>Thursday</b> <b>28 Mar 2024</b>	<p><b>Session 11:</b> <b>Fuzhou Poly Group</b> Company Visit + Presentation + Seminar</p> <p>Fuzhou Poly · Tianjun Fourth Generation Eco-Residence, also known as 'Urban Forest Garden Architecture' or 'Vertical Forest Residences,' redefines urban living with communal and private courtyards on each floor, transforming exterior walls into lush green landscapes. The innovative 'Six Constant' technology system, managed through intelligent control, ensures energy efficiency and environmental harmony by maintaining constant temperature, humidity, oxygen levels, and intelligence.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Comprehensive Introduction of the Group</li><li>• Reviewing the Overall Benefits of the Six Heng Technology Smart Home Management System</li><li>• Understanding New Consumer Trends in Measuring Healthy Housing Standards</li></ul> <p><b>Session 12:</b> <b>FZU Zijin Hydrogen Power Technology Co Ltd</b> Company Visit + Presentation + Seminar</p> <p>FZU Zijin Hydrogen Power Technology Co Ltd, a joint-stock venture by Zijin Mining Group Co Ltd, Fuzhou University, and Beijing SJ Environmental Protection and New Material Co Ltd, specializes in the research, development, and industrialization of ammonia-hydrogen energy. The company focuses on advancing the ammonia-hydrogen new energy sector, integrating a "zero-carbon cycle" industrial chain that spans the green hydrogen and hydrogen energy industries at the renewable energy industrial level.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Visit innovation laboratories</li><li>• Familiarize oneself with cutting-edge products in the hydrogen energy industry chain</li><li>• Understand the innovative capabilities and competitiveness of Fujian Province in enhancing the hydrogen energy industry, with the aim of promoting high-quality development in the hydrogen energy sector</li></ul>
	<b>Lunch</b>



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<b>Thursday</b> <b>28 Mar 2024</b>	<p><b>Session 13:</b> <b>Fujian Baimeng Medical Technology Co Ltd</b> Company Visit + Presentation + Seminar</p> <p>Founded in 2019, Fujian Bai Meng Medical Technology Co., Ltd. is the first "above-scale" biotechnology-driven national high-tech enterprise in the field of molecular diagnostics in Fujian Province. The company integrates research and development, production, testing, sales, and services. It is also recognized as a technology-based giant enterprise in Fujian Province.</p> <p>The company's facilities cover an area of approximately 5000 square meters, including research and development laboratories, production workshops, science education halls, cell storage rooms, warehouses, and offices. With a high-quality core research and development team, the company has an independent research and development system and strong research and development capabilities. It focuses on innovative solutions in the field of life sciences, particularly in the areas of nucleic acid preservation, extraction, and testing of biological samples. This includes the development of automated instruments for molecular testing and accompanying testing reagents.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Visit BaiMeng's production workshop, research laboratory, and science education research and learning base.</li><li>• Gain insights into BaiMeng's research and education, as well as product introductions in the fields of medical health and instrumentation.</li></ul>
	<p><b>Session 14:</b> <b>Networking with representatives of Fuzhou Federation of Industry and Commerce</b></p>
<b>Friday</b> <b>29 Mar 2024</b>	<p><b>Session 15:</b> <b>Breakfast Networking Session with representatives from the Commercial Sector of Fuzhou</b></p> <p><b>Check-out from Hotel</b></p> <p>Depart from Fuzhou to Singapore</p> <p>Airport: Fuzhou Changle International</p> <p>Official Flight Flight: Scoot TR 175 (SQ 8457) FOC/SIN Departure: 12:25 hrs   Arrival: 17:20 hrs</p>