



# Meet potential partners, get new input and perhaps even share you own experiences at Green Biz 2013

PARTICIPATE IN THE DANISH GREEN GROWTH PAVILION

Hanoi 19<sup>th</sup> and 20<sup>th</sup> September 2013

## Introduction

The Danish embassy is glad to give Danish companies the opportunity to participate in the most comprehensive sustainability event in Vietnam, **GREEN-BIZ 2013**. The event is an integrated two-day B2B and B2G event that comprises a conference with an international exhibition, both addressing Vietnam's most pressing challenges and feasible opportunities for Green Growth & Investments. Furthermore it will showcase European Green Business Solutions for Vietnam, enable public-private dialogue and create a bridge for Vietnamese and European Businesses.

## Why Vietnam?

Vietnam is considered one of the 'Next 11 Countries' and forecasted to become the world's 17th largest economy by 2025. The economy is booming, and thus, the demand for energy, water supply, solid and water waste treatment are increasing dramatically. In recent years the government has recognized the critical need to reform and restructure the economy aimed at sustainable and quality growth. This entails the need to generate growth through increased use of clean/green technology that enhances the efficiency of resource utilization.

## Areas of interest

Some of the major green opportunities in Vietnam for Danish businesses

- **Energy Efficiency** – The energy consumption of Vietnam is annually projected to increase more than 10 % during the period 2011-2020, reaching a 5-7 times increase by 2030. This will undoubtedly pave the way for decision makers in industry and state to invest in the conservation and efficient use of energy.

## Previous Green Biz:

- 100 exhibitors from Europe and Vietnam
- 4,000 National and International visitors
- 50 experts from business, government, academia at conference

## This year expectations:

- 80 exhibitors from both national and international companies
- 50 guest speakers at conference

## Deadline for registration

30 August 2013



- **Renewable Energy** – The rapid increase in energy demand likewise present opportunities within renewable energy in Vietnam. This is to a large extent still an untapped potential in Vietnam, but the National Energy Development Strategy has set the renewable energy targets of 5.6 % by 2020 and 9.4 % by 2030.
- **Waste Management** – The need to utilize waste economically and efficiently is evident in Vietnam, as household daily produce more than 60.000 tonnes of waste, which to a large extent is dumped in landfills and thus not recycled profitably. The waste treatment sector experienced promising growth rates of 7.8 % in 2012, but the household waste production is expected to double by 2020.

### Attending and pricing

Companies are invited to participate to Danish Pavilion with different options:

- Companies participating with brochures and (small) product samples are welcome free of charge. Logo, contacts and a hundred-word introduction of your company will be printed in the Danish Green Growth Technology Booklet.
- The Embassy offers a report on interactions with visitors at the Green Biz for DKK 2,775 (3 hours x DKK 925).
- Making presentation at the conference hold by Green Biz organizer cost 2,500 USD for 15-minute slot, provided there is available time slot in relevant session of the conference.
- A tailor made technical seminar or stake holder seminar, where the Embassy assistance on invite key stakeholders, decision makers, event organization, press package and follow-up activities. Venue can be at the Green Biz event or at the Embassy. Service charge is negotiable.

### Who to contact?

For signing up or just getting to know more, contact:

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