

Fostering Green Growth through Cleantech Business and Investment Promotion Strategies

Shanghai, People's Republic of China

Monday, 26 September 2011

Holiday Inn Shanghai Vista – Conference Room 4th floor
700 Changshou Road, Putuo District, Shanghai

AGENDA

Why this meeting?

The continuing focus on the green economy and the emergence of Cleantech as a sector add pressure in countries around the globe to greening the activities of their economies. However, there is yet little information on how the sector itself and firms in the sector can successfully take full advantage of the economic transition to a greener economy at the *local* level. The business meeting in Shanghai would incorporate the company perspective and business potential and hence discuss practices, experiences and challenges as regards to the *local development* of the cleantech sector and the needs of cleantech firms in terms of business and investment promotion strategies, skills development and knowledge intensive activities to acquire green knowledge for innovation performance.

The Shanghai business discussion will inform the international OECD LEED project on '[Measuring the Potential of Green growth: indicators of local transition to a low-carbon economy](#)' where the potential and challenges of the private sector and particularly of the SMEs is analyzed. In particular the discussion will inform how companies in the Cleantech sector in Asia adjust to the green economy and its potential. Participants will discuss strategies for fostering green business potential, challenges and opportunities of the cleantech industry development, how to manage skills development and attract talent, and what strategies exist at the local level for innovation and investment.

9:00 – 9:30 **Welcome and Introductions**

Scott Liu, AFDC

Patrick Chan, Director, Industry Development, Singapore Business Federation

Cristina Martinez, Senior Policy Analyst, Organisation for Economic Cooperation and Development (OECD)

Ann Faber Guinness, Research Manager, Copenhagen Capacity

Roundtable I: Green Growth - Fostering the business potential

The potential of green growth has been recently stressed by the OECD and other international organizations advising governments around the globe of the important opportunities that the transition to a low-carbon economy can bring. Some of the issues to be addressed by the panel are: how to foster green job creation?, how to anticipate the demands of greening labour markets?, how to provide optimal conditions for businesses and to promote public-private partnerships on green projects? which particular indicators can best inform of the potential of green growth for business development?

Facilitator: *Cristina Martinez*, Senior Policy Analyst, OECD LEED

9:30 – 10:30 *Robert Strauss*, Head Employment Analysis, European Commission
Paul Barker, Senior Manager, Education System Strategy, Ministry of Education, New Zealand
Siu Fu Chan, Partner and Head of Shanghai Office Monitor Group

10:30 – 11:00 *Coffee Break*

Roundtable II: Cleantech Industry Development - Challenges and Opportunities

A key issue in developing the cleantech industry is understanding each technological sector and the interlinkages between companies. But it is also about acknowledging challenges and opportunities of the framework conditions and value chains within each sector and to fully understand how companies navigate in this context and identify the key drivers of the market and successful companies.

Which cleantech sector has a stronghold position for markets in the future? What are the market drivers and what distinguishes the successful company from the less fortunate companies? How does one know when to grasp the next opportunity and what are the future challenges of the cleantech industry?

Facilitator: *Patrick Chan*, Director, Industry Development, Singapore Business Foundation

11:00 – 12:15 *Victor Li*, Centre Director (Shanghai), Economic Development Board (Singapore)
Dr. John Shen Tian Yue, Chairman and CEO, Palcan Energy Corp Pte Ltd
Mr. James Chua Hoe Seng, Directory, Energy & Sustainable Design, G Energy (M) Sdn Bhd, Malaysia
Zhai Qi, Director General, China Business Council for Sustainable Development (TBC)
Ellen G. Carberry, Co-Founder and Managing Director, China Greentech Initiative

12:15 – 13:30 *Lunch*

Roundtable III: Cleantech Clusters: Business Strategies, Investment Promotion & Talent attraction

Cleantech clusters have the potential to boost the future growth of the industry, enhancing investment promotion through cluster activities and driving green growth agendas in cities and regions. The business potential of the cleantech sector is closely related to the pool of talent and skills available and the interlinkages between green growth, job creation and the demand for “green” skills and cleantech knowledge. Cleantech companies are likely to pursue a business strategy of competing on knowledge, skills and the ability to attract the needed talent for the industry.

How can cleantech clusters facilitate growth and added value for its companies and regional stakeholders? How can cleantech clusters promote the regional attractiveness of the sector and boost business potential? To what degree is the labour market ready to meet the demand of a growing cleantech sector? And what skills will provide the cleantech companies with a competitive edge?

Facilitator: *Ann Faber Guinness*, Research Manager, Copenhagen Capacity

13:30 – 14:00 | *Dr. Tomonori Sudo*, African Development Bank
Kim Bek, Director, Marketing & Intelligence, Copenhagen Capacity

14:00 – 14:15 | **Closing remarks and next steps in the project**

| *Patrick Chan*, SBF
| *Ann Faber Guinness*, CopCap
| *Cristina Martinez*, OECD LEED

14:15 – 14:45 | *Networking Coffee*