

Winning Green Investment through Partnership

**- the case of the Shenzhen/Hong Kong Innovation
Circle**

*Palais des Nations
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Hong Kong: green initiatives covering all major sectors

Energy efficiency & renewable energy	<ul style="list-style-type: none">• Pursuing renewable energy sources• Reducing power consumption• Green auditing
Green building	<ul style="list-style-type: none">• Green building design & engineering• Sustainable materials• Low energy lightning
Green transportation	<ul style="list-style-type: none">• Minimizing vehicle emissions• Alternative means of transportation• (such as EV)
Environment sustainability	<ul style="list-style-type: none">• Air and water pollution control• Clean production
Recycling	<ul style="list-style-type: none">• Waste management and treatment• Recycling

A R&D focused approach

- ❑ Facilities: Hong Kong Science Park

- ❑ Research clusters:
 - Applied Science & Technology Institute (solar, energy efficiency)
 - Nano and Advanced Materials Institute (PV efficiency enhancement)
 - Automotive Parts & Accessory Systems R&D Center (electric vehicle)
 - City University (renewable energy lab)
 - Poly University (power electronics lab)

- ❑ Government funding: about HK\$ 6 billion
 - Innovation and technology fund
 - Building energy efficiency fund
 - Green transport pilot fund
 - Electric buses pilot scheme

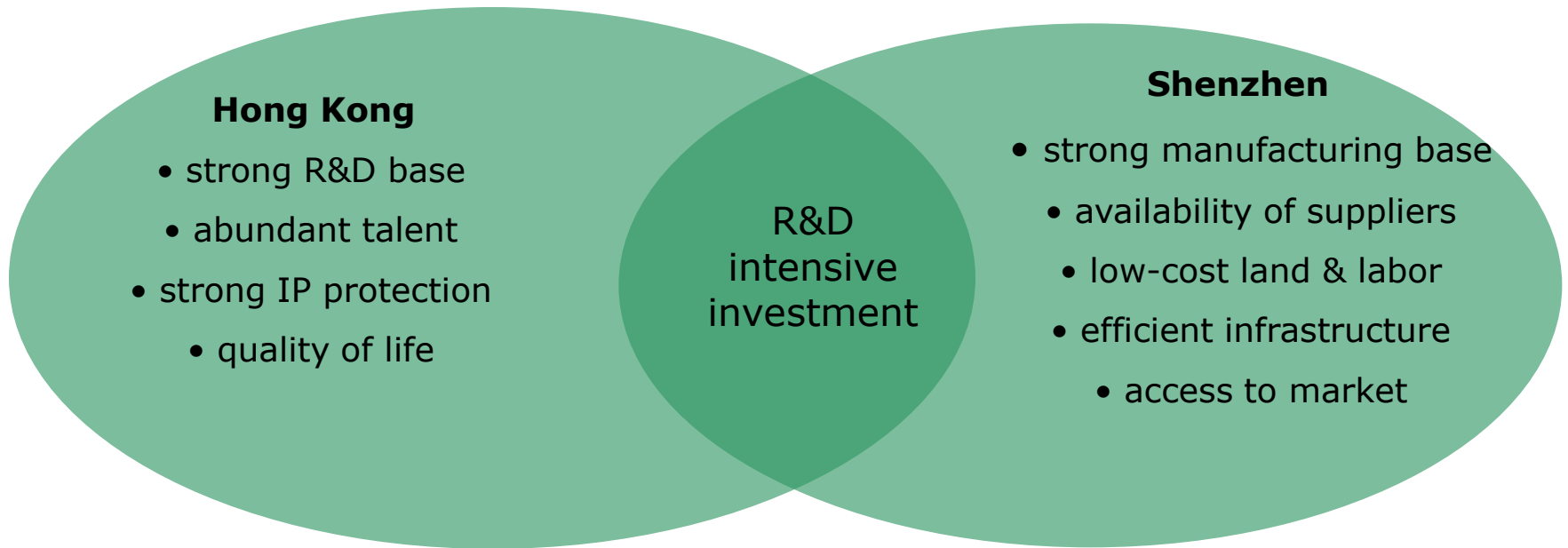
- ❑ Talent:
 - R&D centers
 - Clean tech engineering programmes in universities

Role of InvestHK

- ❑ Spearhead HK's efforts to attract and retain green FDI
- ❑ Free advisory service for green investment through its Innovation & Technology team
- ❑ Coordinate with other government agencies and stakeholders
- ❑ Policy advocacy

Differentiation through collaboration

Shenzhen – Hong Kong Innovation Circle



Benefits from collaboration

- ❑ A whole package solution for investors
- ❑ Market intelligence sharing
- ❑ Cross selling
- ❑ Co-promotion

The project of DuPont Apollo

- ❑ DuPont Apollo opened the first Global Thin Film Photovoltaic R&D Centre in Hong Kong (2008) and a manufacturing facility in Shenzhen (2009)
- ❑ Investment: > US\$100 million
- ❑ Jobs created: >60 research jobs in Hong Kong and around 300 manufacturing jobs in Shenzhen



UNCTAD
Investment Promotion Award 2010

A quote of DuPont management

"Our business set-up allows us to benefit from the best both cities have to offer – in Hong Kong an international business city with a complete financial and legal system, enjoying free trade and transparent flow of marketing information, and in Shenzhen, well supplied land and labour force."

Michael Wong
Director
Business Enhancement
DuPont

Lessons learned

- ❑ Differentiation is the key: focus on where you can compete and deliver along the value chains
- ❑ Partnership is indispensable: all stakeholders should be on board in order to put an ecosystem in place