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## PRESS RELEASE

### Webinar Series: “Selling American Energy Efficiency Products and Services in China”

*An integrated and targeted series designed to prepare companies for China’s market*



San Francisco, CA – The U.S. Department of Commerce (U.S. Commercial Service), the China-U.S. Energy Efficiency Alliance, and the U.S.-China Cleantech Center are proud to present this webinar series designed to provide a step-by-step introduction to China’s energy efficiency (EE) market segments and appropriate business development strategies for American firms.



Gain practical insights and learn from the on-the-ground perspectives of experts from industry and government.

**Why focus on energy efficiency in China?** China’s 12th Five Year Plan calls for a 16% reduction in the carbon intensity of the economy (energy consumption/unit GDP). Moreover, for the first time, government officials are being evaluated on the achievement of this metric. Consequently, opportunities abound for US firms to leverage their expertise to generate “negawatts” in China.

**Who should participate?** The webinar series is geared to any company that has proven technology and/or expertise in the energy efficiency sector, including equipment, software and service providers.

#### Webinar Schedule:

**Webinar #1:** (Tues. April 8<sup>th</sup>, 5:00pm PDT)

Are there real opportunities for EE companies in China? Assessing recent developments in China’s energy efficiency market

**Webinar #2:** (Weds. April 30<sup>th</sup>, 5:00pm PDT)

How to develop a strategic plan for my company: Assessing company readiness for China and managing potential risks

**Webinar #3:** (Weds. June 4<sup>th</sup>, 5:00pm PDT)

How to execute a successful China strategy: Building and maintaining partnerships

Check our website for updates on dates and registration information:

[chinauseealliance.org/webinar2014/](http://chinauseealliance.org/webinar2014/)

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