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1. Organisational Chart

**Host**
Government of the Macao Special Administrative Region of the People's Republic of China

**Special Supporting Organizations**
- National Development and Reform Commission of the People's Republic of China
- Ministry of Environmental Protection of the People's Republic of China

**Co-organizers**
- People's Government of Fujian Province
- People's Government of Jiangxi Province
- People's Government of Hunan Province
- People's Government of Guangdong Province
- People's Government of Guangxi Zhuang Autonomous Region
- People's Government of Hainan Province
- People's Government of Sichuan Province
- People's Government of Guizhou Province
- People's Government of Yunnan Province
- Government of Hong Kong Special Administrative Region

**Official Supporting Organizations**
- Office of the European Union in Hong Kong and Macao
- Fujian Provincial Environmental Protection Department
- Jiangxi Provincial Environmental Protection Department
- Hunan Provincial Environmental Protection Department
- Guangdong Provincial Environmental Protection Department
- Guangxi Zhuang Autonomous Regional Environmental Protection Department
- Department of Land Environment and Resources of Hainan Province
- Sichuan Provincial Environmental Protection Department
- Guizhou Provincial Environmental Protection Department
- Yunnan Provincial Environmental Protection Department
- Environmental Protection Department of Hong Kong
- Portuguese Environment Agency
- Macao Government Information Bureau (GCS)
- Macau Government Tourist Office (MSTC)
- Macao Economic Services (DSE)

**Industrial Supporting Organizations**
- China Association of Environmental Protection Industry
- European Union Chamber of Commerce in China
- China Petroleum and Chemical Industry Association
- Macau Productivity and Technology Transfer Centre
- Macao Chamber of Commerce
- Industrial Association of Macao
- Macao Importers & Exporters Association
- Association of Knitting and Spinning Industry of Macao
- Macao Shipper's Association
- Macao Association of Banks
- Macao Association of Building Contractors and Developers
- The Macao Chinese Enterprises Association
- The Macao Small and Medium Enterprises Association
- Macao Association of Environmental Protection Industry
- Macao Energy Saving Association
- Macao Construction Association
- Macao Engineer Association
- Architects Association of Macau
- The Association for Promotion of Science and Technology of Macao
- Macao Association of Economic Sciences
- University of Macau
- Macao Polytechnic Institute
- Macau Hoteliers and Inkeepers Association
- Macau Hotel Association
- Macao International Green Organize Union
- Macau Ecological Society
- Associação de Defesa do Ambiente de Macau
- Macau Construction Machinery Engineering Association
- Guangdong Chamber of Commerce of Importers & Exporters
- European Union Business Information Programme
- Hong Kong Association of Energy Service Companies Limited
- Hong Kong Productivity Council
- Hong Kong Business Environment Council
- Independent Power Producers Forum

**Official Host Co-ordinators**
- Macao Trade and Investment Promotion Institute (IPIM)
- Environmental Protection Bureau (DSPA)

1. Organisational Chart

**Organisation**

- Chinese Association of Environmental Protection Industry
- European Union Chamber of Commerce in China
- Chinese Petroleum and Chemical Industry Association
- Macau Productivity and Technology Transfer Centre
- Macao Chamber of Commerce
- Industrial Association of Macao
- Macao Importers & Exporters Association
- Association of Knitting and Spinning Industry of Macao
- Macao Shipper's Association
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- Macao Energy Saving Association
- Macao Construction Association
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- The Association for Promotion of Science and Technology of Macao
- Macao Association of Economic Sciences
- University of Macau
- Macao Polytechnic Institute
- Macau Hoteliers and Inkeepers Association
- Macau Hotel Association
- Macao International Green Organize Union
- Macau Ecological Society
- Associação de Defesa do Ambiente de Macau
- Macau Construction Machinery Engineering Association
- Guangdong Chamber of Commerce of Importers & Exporters
- European Union Business Information Programme
- Hong Kong Association of Energy Service Companies Limited
- Hong Kong Productivity Council
- Hong Kong Business Environment Council
- Independent Power Producers Forum

**Official Host Co-ordinators**
- Macao Trade and Investment Promotion Institute (IPIM)
- Environmental Protection Bureau (DSPA)
General Information
活動概覽

2. About 2011MIECF

A. 2011MIECF in Brief
- Government of Macao SAR led event – 4th edition
- Event Name: 2011 Macao International Environmental Co-operation Forum and Exhibition (MIECF)
- Date: 31 March - 2 April 2011
- Venue: The Venetian Macao - Resort - Hotel, Macao
- Motto: Thinking Green, Going Green and Living Cool
- Theme: Green Opportunities - Low Carbon Urban Development
- A platform for Green Exchange and Co-operation
- Exchange platform for Green Knowledge, Green Technology and Green Finance

- promote Macao’s economic diversified development, including the environmental, convention and exhibition industries;
- position Macao as a facilitator for international cooperation, discussion and education on environmental issues and concerns;
- continue branding of Macao as the “Green Dot” for the green resources and environmental industry;
- create international awareness of the environmental work and society development in Macao;
- continue with Macao’s initiative on calling for a collective effort to address the central issue of global warming and sustainable development.

B. Strategic Objectives of 2011MIECF
Meeting Macao’s Government’s Objectives to:
- develop Macao as an environmental co-operation platform for the environmental protection industry between China and the International markets, especially European Countries;
- promote co-operation between Mainland China and international markets on industrial, administrative, and academic levels;
- strengthen and enhance business cooperation in all areas of environmental protection through enhancing Macao’s business networking with international companies to promote business opportunities derived through the development of the green economy;

C. 2011MIECF Visitor Profile
- Environmental Executives and Officials
- Managers, Plant Operators, Technicians, Scientists and Engineers
- Companies that are keen to up-to-date environmental developments
- Companies that want to implement clean, non-polluting technologies
- Companies that are keen on implementing cutting-edge environmental technologies
- Companies, Institutions that are involved in R&D development
- National Governmental Organizations
- Universities, Technical Institutes and Research Institutions
- General Public

2. 相對於2011MIECF

A. 2011MIECF概述
- 澳門特別行政區政府舉辦 - 第四屆
- 活動名稱：2011澳門國際環保合作論壇及展覽
- 日期：2011年3月31日至4月2日
- 地點：澳門威尼斯人-度假村-酒店
- 態念：關注環保，最近自然，分享樂活
- 主題：綠色擴進 - 低碳城市發展
- 環保交流合作平台
- 綠色知識、綠色技術、綠色經濟的交流平台
- 澳門地位為綠色策源地點；
- 建立澳門在環保工作和社會發展方面的國際形象；
- 承擔澳門推動各界關注全球暖化及可持續發展的使命。

C. 2011MIECF參觀者之主要類別
- 環保官員及環保業界行政人員
- 科研、科學家及工程師
- 關注最新環境發展的企業
- 旨在進行研發、無污染技術的企業
- 關注環保尖端技術的公司
- 與研發領域有關的公司或機構
- 學校及研究機構
- 大學、科技學院及研究所
- 資訊大眾
General Information
活動概覽

3. Highlights of 2011MIECF

This year the event focus was based on "Low Carbon Urban Development" with special emphases on the 6 key areas:
- Green Building
- Energy Efficiency
- Sustainable Tourism
- Low Carbon Urban Planning and Eco-Cities
- Clean Energy
- E-Mobility

These 6 areas set the foundation of the forum setup. In addition, more efforts had been put in inviting e-mobility companies to join the Green Showcase this year.

In addition, 2011MIECF invited two special keynote speakers, namely Mr. Joschka Fischer, Former Vice Chancellor of Germany and Former Foreign Minister of Germany and Mr. Klaus Toepfer, Former United Nations Undersecretary-General and Executive Director of the United Nations Environment Programme, with the aim to improve the profile of the event as well as creating an international impression of the function.

Main Activities of 2011MIECF
2011MIECF的主要活動

- Green Showcase – the Exhibition
  31/03/2011 10:00-18:30
  01/04/2011 09:00-18:00
  (Trade & Professional Visitors Only)
  02/04/2011 09:00-18:00
  (Open to Public)

- Green Forum
  31/03/2011 10:00-18:30
  01/04/2011 09:00-18:00
  (By Registration Only)

- Opening Ceremony
  31/03/2011 10:00-12:00 at the Venetian Ballroom
  (Level 3)

- Green Business Co-operation Day (31/03/2011)
- Green Matching (31/03/2011-02/04/2011)
- Seminars and Presentations (01/04/2011-02/04/2011)
- Concurrent Events (01/04/2011-02/04/2011)
- Green Gala (31/03/2011)
- Networking Lunches (31/03/2011-01/04/2011)
- Green Business Networking Cocktail Reception (31/03/2011)
  & Signing Ceremony (31/03/2011-02/04/2011)
- Green Public Day (02/04/2011)

- 綠色展覽
  2011年3月31日 10:00-18:30
  2011年4月1日 09:00-18:00
  (僅開放予貿易及專業人士)
  2011年4月2日 09:00-18:00
  (向公眾開放)

- 綠色論壇
  2011年3月31日 10:00-18:30
  2011年4月1日 09:00-18:00
  (限受邀人士)

- 綠色晚宴
  2011年3月31日 10:00-12:00 澳門威尼斯人渡假村-酒店集會廳（3樓）

- 綠色商機合作日（2011年3月31日）
- 綠色匹配 （2011年3月31日 - 2011年4月2日）
- 專業推介及講座 （2011年4月1日 - 2011年4月2日）
- 即時活動（2011年4月1日 - 2011年4月2日）
- 綠色晚宴 （2011年3月31日）
- 交流午宴 （2011年3月31日-2011年4月1日）
- 綠色商機交流歡送會（2011年3月31日）及簽約儀式
  （2011年3月31日, 2011年4月1日, 2011年4月2日）
- 綠色公眾日（2011年4月2日）
Opening Ceremony

The Opening Ceremony welcomed nearly a thousand guests comprising of both local and foreign government officials, VIPs, speakers, exhibitors, delegates, trade visitors and members of the press to the 2011 MIECF and to nostalgic Macao.

The ceremony officiating guests included:

- Dr. Chui Sai On, Chief Executive of Macao SAR
- Ms. Gao Yan, Deputy Director of the Liaison Office of the Central People’s Government in the Macao SAR
- Mr. Lu Shumin, Commissioner of the Ministry of Foreign Affairs of the People’s Republic of China in the Macao SAR
- Mr. Xu Shousheng, Governor of the People’s Government of Hunan Province
- Mr. Ye Shuangyu, Vice Governor of the People’s Government of Fujian Province
- Mr. Lin Shusheng, Vice Governor of the People’s Government of Guangdong Province
- Mr. Yang Dexi, Vice President of People’s Government of Guangxi Zhuang Autonomous Region
- Mr. Li Xiling, Vice Governor of the People’s Government of Hainan Province
- Mr. Sun Guoping, Vice Governor of the People’s Government of Guangzhou Province
- Mr. Li Chunlin, Vice Chairman, The Standing Committee of Yunnan Provincial People’s Congress
- Mr. Edward Yau, Secretary for the Environment of Hong Kong SAR
- Mr. Wang Shencheng, Deputy Director General, Department of Resources Conservation & Environment Protection, National Development and Reform Commission of the PRC, representing Mr. Xie Zhenhua, Vice Chairman of National Development and Reform Commission of the PRC
- Ms. Song Xiaoli, Deputy Director General of Department of International Cooperation and Deputy Director of Hong Kong and Macao Affairs Office, Ministry of Environmental Protection of the PRC, representing Mr. Zhou Shengxian, Minister of Environmental Protection of the PRC
- Mr. Esko HAMILTO, Under Secretary of State (Trade Policy), Ministry for Foreign Affairs of Finland
- Mr. Joachim Fischer, Former Vice Chancellor and Foreign Minister of the Federal Republic of Germany
- Mr. Francis Tam Pak Yuen, Secretary for Economy and Finance of Macao SAR
- Mr. Lau Si lo, Secretary for Transport and Public Works of Macao SAR
- Mr. Jiang Xiaofeng, Director-general of Department of Environmental Protection of Sichuan Province
- Mr. Wu Jianmin, Inspector of Jiangxi Provincial Foreign Affairs and Overseas Chinese Affairs Office
- Ms. Dong Jiayang, Chief Representative of China Council for the Promotion of International Trade Representative Office in Hong Kong and Macao
Opening Ceremony Highlights

Dr. Chui Sai On, Chief Executive of Macao SAR delivers 2011MIECF Official Welcome Message.

Mr. Wang Shancheng, Deputy Director General, Department of Resources Conservation & Environment Protection, National Development and Reform Commission of the PRC, representing Mr. Xie Zhenhua, Vice Chairman of National Development and Reform Commission of the PRC delivers the keynote address during the Opening Ceremony of 2011MIECF.

2011MIECF first day is designated as the "Green Business Co-operation Day" which is aimed at further enhancing Macao’s business networking with international green companies, in order to grasp businesses opportunities derived from the development of the green economy by combining the strengths and networking power of the participating trade promotion organisations and chambers of commerce, an avenue for co-operation between Mainland China, Macao and overseas enterprises from the environmental protection industry was created and enhanced by assisting enterprises to conduct business co-operation negotiations and promote projects amongst the participants.

This year the Green Business Co-operation Day started with a launching ceremony and keynote speeches, followed by two separate sessions on "Exploring Green Business Market Opportunities" and "Opportunities in Green Sector: E-Mobility". The Green Business Networking Cocktail Reception and Signing Ceremony marked the successful organization of the day.

The Green Business Co-operation Day is jointly organized with the full endorsement of the following organizations:

- China Council for the Promotion of International Trade
- Macao Trade and Investment Promotion Institute
- AICEP Portugal Global
- Macao Chamber of Commerce
- European Union Chamber of Commerce in China
- European Chamber of Commerce in Hong Kong
- The American Chamber of Commerce in Macau
- The American Chamber of Commerce in South China
- European Union Business Information Programme
Green Business Co-operation Day Highlights
綠色商機合作日圖輯

2011MIECF首次的主要活動是「綠色商機合作日」，其目標是進一步加強澳門與橫琴環保企業間的網絡，以幫助綠色經濟帶來的新創機。『綠色商機合作日』是環保企業合作交流的平臺，與會者透過分享案例，進行討論，提供有關環保企業合作的建議。

今年，『綠色商機合作日』由改動儀式及主題演講開始，緊接著是分組討論的論壇：「探索綠色企業的市場機會」及「綠色行業的機遇—電動交車」。最後，綠色商機交流會及簽約儀式標誌著當天的活動圓滿成功。

『綠色商機合作日』由下列機構全力支持舉辦：
● 中國國際貿易促進委員會
● 澳門貿易投資促進局
● 葡萄牙貿促會
● 澳門中華總商會
● 中國歐盟商會
● 香港歐洲商務協會
● 澳門英國商會
● 澳門美國商會
● 香港商務及經濟發展局
● 綠色能源及資源管理委員會
Green Forum
綠色論壇

The Green Forum held on the 1st April (2nd day of the 2011MIECF) program included one keynote address and five different sessions focusing on the main theme of the event – Low Carbon Urban Development.

Keynote Address: Low Carbon Economy - Corner Stone for a Dynamic, Sustainable Development
In between the forums, a special keynote address by Mr. Klaus Toepfer was delivered to the audience with the topic “Low Carbon Economy - Corner Stone for a Dynamic, Sustainable Development”. He gave three key areas as examples for sustainable development:

1. Low carbon and low energy construction;
2. Transportation in an urbanised world; and
3. How production / supply and markets can be connected sustainably (for example through Smart Grid technology).

Session A: Urban Planning and Eco City Development
An outlook on recent initiatives to reduce carbon emissions in urban environment, the strategy in the region to deal with climate change in the next decade, the environmental planning in China and in the region, best practices in green buildings for low carbon development

Session B: Low Carbon Urban Industries: Sustainable Tourism
This session looks into the ways to combat the climate change, Beijing’s experiences in managing green Olympics, sustainable tourism in Asia and Pacific region as well as ways to protect world heritage with a low carbon consideration.

Session C: Green Buildings: Foundations of a Low Carbon Future
Buildings generate a major share of urban carbon emissions. This session will explore ways to make buildings smarter and to make use of technology to reduce energy consumption and to improve efficiencies with smart technology and smart networks.
Session B: Clean Energy & Smart Grid
This session will give an outlook on global trends in clean energy such as wind and solar power. It will give an update on China’s clean energy trends and will feature experiences from Europe. Further this session will explore on how Chinese companies can capitalize on rising clean energy opportunities overseas.

Green Chemical Forum
This forum will discuss the mode of “Green Chemical Industry” development in petroleum and chemical industry. Leaders from the government, scientific research institutions experts and enterprise top management will communicate on cleaner production, energy saving and emission reduction, Green Chemical generalization etc. and probe into the measures and proposals for the further implementation of cleaner production, promoting the green chemical concept of petroleum and chemical industry.

Green Forum Highlights / 綠色論壇圖輯
Session A: Urban Planning and Eco City Development
論壇A：城市規劃及生態城市發展

「綠色論壇」於4月1日(2011MIECF第二天)舉行，共有一場專題演講及五場論壇，均聚焦大會主題——低碳城市發展。

主題演講：低碳經濟——可持續發展的基石
上午的論壇將由中雖・克勒斯・特普肯先生為顧問主講主題演講，標籤為「低碳經濟——可持續發展的基石」。後者提出未來可持
續發展的三大關鍵：
1. 低碳及低碳建築
2. 城市化世界的交通運輸
3. 產業/供應如何與市場建立可持續的聯繫（以智能電網技術為例）。

論壇A：城市規劃及生態城市發展
論壇探討城市規劃及生態城市發展，展望未來十年內應對氣候變化的策略，介紹中國及國際的經驗，分享綠色建築在低碳
城市發展中的最佳實踐方案。

論壇B：低碳都市工業：可持續發展
論壇討論如何應對氣候變化，分享北京及上海綠色發展的經驗，展現亞太區可持續旅遊的發展，探討低碳工業的發展，分享世界先进
綠色建築案例及實踐。

論壇C：綠色建築：低碳未來基礎
建築物佔城市二氧化碳排放量最大比例，論壇探討如何在建築業中使用低碳技術及材料，提高能源效率及減緩氣候變化。

論壇D：清潔能源和智能電網
論壇探討清潔能源及智能電網等清潔能源在全球的前景，介紹及展示中國清潔能源發展趨勢，分享歐洲國家的經驗，探討中國企
業如何把握海外的清潔能源市場。

綠色化工論壇
論壇探討石油和化工行業的「綠色化工」發展模式，政府領導，科研院所專家，企業高層討論清潔生產，節能減排，推廣綠色化工
等議題，研究相關措施及計劃，以進一步在石油和化工行業落實清潔生產，推廣綠色化工理念。
Green Forum Highlights / 綠色論壇圖輯
Session B: Low Carbon Urban Industries: Sustainable Tourism
論壇B: 低碳都市工業: 可持續旅遊發展

Green Forum Highlights / 綠色論壇圖輯
Session C: Green Buildings: Foundations of a Low Carbon Future
論壇C: 綠色建築: 低碳未來基礎
Green Forum Highlights / 綠色論壇圖輯
Session D: Clean Energy & Smart Grid
論壇D: 清潔能源和智能電網

Green Forum Highlights / 綠色論壇圖輯
Green Chemical Forum
綠色化工論壇
Green Showcase

綠色展覽

The exhibition showcased advanced environmental products, equipment and technology on eco-solutions and green technologies under several themed areas of the:

1. Macao Pavilion
2. International Exhibitor Showcase
3. Pan PRD Exhibition Area
4. Macao Public Utilities Area
5. Macao Industry Association Areas
   - Macao Association of Environmental Protection Industry
   - Macau Ecological Society
   - Macau Energy Saving Association
   - Macau International Green Organize Union
   - Macau Green Environment Protection Association
   - Macau- China- Research and Development Center of Renewable Energy Industry between Asia- Pacific and Latin America
6. Macao SME Area
7. E-Mobility Area

Same as 2010MIECF, 2011MIECF also encouraged exhibitors to ensure best environmental protection effort by setting up the "Green Booth Award" and "Electricity Rebate". This year the award ceremony was held on the first day of the event, and the winning exhibitor was able to present their trophy during the exhibition period.

展覽於多個主題展區展出先進的環保產品、環保方案的器材與綠色科技。主題展區包括：

1. 澳門展館
2. 國際參展商展區
3. 亞洲三省區展區
4. 澳門公營機構展區
5. 澳門產業協會展區
   - 澳門環境保護產業協會
   - 澳門生態學會
   - 澳門節能協會
   - 澳門國際綠色產業聯盟
   - 澳門綠色環保產業聯盟
   - 中國澳門－亞太環保再生能源研發中心
6. 澳門中小企展區
7. 電動交通展區

與2010MIECF相同，2011MIECF也鼓勵參展商致力保護環境。今年的頒獎儀式於大會第一天舉行，獲獎參展商在展覽期間可以展示獎盃。
Green Showcase Highlights
綠色展覽圖輯
Green Showcase Highlights

綠色展覽圖輯

In order to continue to implement and develop Macao’s new function as a regional trade and economic services platform, 2011 MIECF provided free-of-charge business matching services to enterprises from all over the world, to assist them to locate business partners and to promote their products and services. Based upon the cooperation projects, products and services provided by the participants, and those that they were looking for, IPIM assisted enterprises to find suitable partners through a dedicated online business matching service platform (http://bm.ipim.gov.mo) and other on-site activities.

Organised with a strong view to assist SMEs in particular to explore market opportunities and cooperate with suitable partners, Macao Trade and Investment Promotion Institute (IPIM) set up a special area for business matching purposes in the exhibition hall. This green business matching facilitation programme contributed to assist Mainland and global businesses, particularly enterprises in Southern China and EU countries to establish potential partnerships and join forces in developing environmental projects.
Green Matching Highlights

綠色配對圖輯

Green Public Day

綠色公眾日

As in past events, the Green Public Day on the third day of the event opens doors to general public so as to further enhance environmental awareness amongst the people of Macao. Being the 4th MIECF in Macao, the Green Public Day is one of the several events promoting Macao’s initiative on “Thinking Green, Going Clean, Living Cool”. This year the theme was “Environmental Protection Starts from Greening our Daily Life”, with series of events and games arranged to introduce the concept of green living to the public.

Electric Shuttle Buses were arranged to pick up the public to the venue from different spots of Macao – also a way to realize “Green Travelling” to the public joining the Public Day.

與過去三屆一樣，2011MIECF第三天的綠色公眾日活動開放予公眾，以促進澳門公眾的環保意識。屬第四屆MIECF的綠色公眾日為澳門推廣「關注環保、摯近自然，分享綠訊」的活動之一，今年的主題為「環保保養—齊由綠色生活開始」，安排了親身活動與遊戲，以向公眾介紹綠色生活的理念。

大會安排了電動穿梭巴士由澳門各地點接載公眾往返場。讓參與公眾日的市民體驗「綠色出行」。
Green Public Day Highlights
綠色公眾日花絮
To maximize the time of overseas participants’ visit to Macao to get a better understanding of Macao’s dedication and support to issues of environmental protection, technical visits were organised on the third day of 2011MIECF. The two locations selected were the Panda Pavilion and the Science Museum of Macao.

A city tour was also arranged in the afternoon on the last day of the event, available to all international visitors to enjoy some of the interesting sights of nostalgic Macao.
Seminars and Presentations and Concurrent Events

The Seminar and Presentation slots presented a wide range of presentations highlighting new technologies and provide insightful information to a targeted audience during MIECF programme. As always, these sessions received overwhelming support from participants.

- “nora” Rubber Floor Development and Application
- “PULASTIC” Professional Sport Floor Presentation
- Sharing the Green Experience - MCE Ways
- Energy Saving –the New Concept of Modern Optical Energy Saving
- Cost effective, Energy Saving, Environmental Dynamic LED Signage & Lighting System
- GNU will release the first credit card with the theme of environmental protection in Macau.
- Green Car Development
- ISO14064 Greenhouse Gases Management System Certificate Award Ceremony
- Coloane Power Station rainwater harvesting and waste water reuse saving demonstration projects
- Nano Reflector Technology
- One Touch Intelligent Eco-Life
- Eco Chopsticks Industrial Exploration
- EM Life Daily Application
- Optimal operation of central air conditioning system control technology and its application

Concurrent Events

MIECF served as an umbrella for various side-events such as:

- Asia Macau Forum - Thinking Determines Outlet
- Publicação faseada dos resultados dos projectos “Técnicas e demonstração de controlo geral de emissão de poluentes por veículos motorizados em Macau” e “Técnicas e demonstração de gestão e controlo da poluição por resíduos electrónicos em Macau”
- Pan-Pearl River Delta Environmental Protection Industry Association – Meeting of the Secretaries-general
- Forum on Education for Sustainable Development Across The Strait
- Mainland, Macau, Hong Kong and Taiwan Environmental Education Cooperation Forum
- International Forum on Climate Change and Clean Energy
- “Macau Ecological - Green Lens” Photo Contest Awards & Inter-School Activities to Promote Environmental Protection - Waste Bins Design Competition Awards
- Prize Giving Ceremony & Exhibition of “CSR Garbage Truck Graffiti Design” Drawing Competition

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専業推介洽谈會及同期活動

專業推介洽谈會與會企業向目標受眾發表新技術，提供有關產品資訊。在MIECF各節目舉行期間，專業推介洽谈會一直受到與會者的廣泛歡迎。

- “諾拉”橡膠地板的發展及應用
- “普拉思克”專業地板業發展議程
- 新能源及環境保護 - 绿水環境
- 現代節能新概念 - 绿色建築
- 高效節能，應對LED活動招商系統
- 大西洋银行推出全新儲值卡以環境保護為主題的信用卡
- 綠色汽車的發展
- ISO14064「遠期氣體管理系統認證」頒獎儀式
- 萬事達發卡公司及產業界利用節水方案項目
- 綠色光學技術
- 一按快速節能燈
- 環保核子產業發展
- EM 日常使用實例
- 中央空調系統化然氣化控制技術及其應用

同期活動

MIECF期間，同場亦舉辦多個相關活動，例如：

- 亞洲論壇「環境決策論壇」及“澳門電子廢物管理與污染控制示範” 順序性成果報告會
- 全球環境業界會議
- 第四屆兩岸四地永續發展論壇
- 南海四地環境教育合作論壇
- 氣候變化及清潔能源論壇
- “澳門生態 - 綠色鏡像”專題攝影比賽徵作品及相關環保活動 - 攝影活動設計比賽徵作品
- 「城市清潔多出力」繪畫比賽獲獎儀式及作品展覽
Seminar and Presentations Highlights

Concurrent Events Highlights
Networking Events

Green Gala Highlights

**Green Gala and Green Networking Luncheons [Networking platform for Green Resources]**

Keeping within the spirit of the MIECF platform as an annual global gathering of green resources, participants joined the Green Gala and the Green Networking lunchees held in conjunction with the 2011MIECF programme. These occasions created an ideal opportunity to network and strengthen existing relationships and establish new ones amongst the 2011MIECF participants.

**綠色晚宴及綠色交流午宴**

MIECF的宗旨，是提供一年一度的全球綠色資源聚會平台，為與會者提供這個機會，參加2011MIECF期間舉行的綠色晚宴及綠色交流酒會，為兩者提供理想的交流機會，擴大與會者鞏固已有的國際網絡，並建立新的友好關係。
Green Networking Luncheons Highlights

綠色交流午宴花絮

Reception and Farewell of Guests Highlights

迎送嘉賓花絮
Reception and Farewell of Guests Highlights
迎送嘉賓花絮

2011MIECF IN FIGURES
2011MIECF統計數據

2011MIECF OVERALL FIGURES

Attendance Overview
Double digit growth (11%) was observed in overall attendance for 2011MIECF over 2010, driven by both professional and public audience.

1. Overall Participation: Professional vs. Public Visitors

<table>
<thead>
<tr>
<th>Breakdown by Category</th>
<th>2011MIECF</th>
<th>2010MIECF</th>
<th>% changes 2011 vs 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Visitors</td>
<td>6,514</td>
<td>5,990</td>
<td>+9%</td>
</tr>
<tr>
<td>Public Visitors</td>
<td>2,632</td>
<td>2,226</td>
<td>+18%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>9,146</td>
<td>8,216</td>
<td>+11%</td>
</tr>
</tbody>
</table>

3. Attendees by Country / Region Breakdown
2011MIECF was able to attract audiences from a broader scope of geographical coverage, as the total numbers of countries/regions participating in the event increased from 46 in 2010 to 48 in 2011. Most visitors come from overseas regions which implies that MIECF has become a more international platform for the environmental protection industry.

<table>
<thead>
<tr>
<th>No</th>
<th>Country/region</th>
<th>Percentage among 48 countries/regions</th>
<th>Percentage in 2010MIECF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Macau</td>
<td>48.80%</td>
<td>50.29%</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>37.29%</td>
<td>33.92%</td>
</tr>
<tr>
<td>3</td>
<td>Hong Kong</td>
<td>9.44%</td>
<td>10.12%</td>
</tr>
<tr>
<td>4</td>
<td>Malaysia</td>
<td>0.71%</td>
<td>0.68%</td>
</tr>
<tr>
<td>5</td>
<td>Taiwan</td>
<td>0.57%</td>
<td>0.26%</td>
</tr>
<tr>
<td>6</td>
<td>Japan</td>
<td>0.26%</td>
<td>Not in top 10</td>
</tr>
<tr>
<td>7</td>
<td>Germany</td>
<td>0.23%</td>
<td>Not in top 10</td>
</tr>
<tr>
<td>8</td>
<td>Portugal</td>
<td>0.23%</td>
<td>0.32%</td>
</tr>
<tr>
<td>9</td>
<td>United States of America</td>
<td>0.23%</td>
<td>Not in top 10</td>
</tr>
<tr>
<td>10</td>
<td>Belgium</td>
<td>0.17%</td>
<td>Not in top 10</td>
</tr>
<tr>
<td>10</td>
<td>Finland</td>
<td>0.17%</td>
<td>Not in top 10</td>
</tr>
<tr>
<td>10</td>
<td>Singapore</td>
<td>0.17%</td>
<td>0.29%</td>
</tr>
</tbody>
</table>

2. Professional Participation: Forum Participants and Trade Visitor & Media
Despite decline for local organization and media, strong growth of delegates and visitors were able to help improving the overall professional attendance of the event.

<table>
<thead>
<tr>
<th>Breakdown of Professional Participation</th>
<th>2011MIECF</th>
<th>2010MIECF</th>
<th>% changes 2011 vs 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forum Participants - Delegates</td>
<td>2,584</td>
<td>2,418</td>
<td>+8%</td>
</tr>
<tr>
<td>Trade Visitors and Media</td>
<td>1,984</td>
<td>1,697</td>
<td>+17%</td>
</tr>
<tr>
<td>Exhibitor Representatives</td>
<td>1,966</td>
<td>1,875</td>
<td>+5%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6,514</td>
<td>5,990</td>
<td>+9%</td>
</tr>
</tbody>
</table>
Trade Visitor’s information

1. By Purpose of Attendance:

**Purpose of Attendance (%)**

(total response: 1,587)

- Other
- Seek
- Find
- Partnership & Investment
- Gathering market information
- Visit business associates
- Evaluate for future participation

**Summary of the Overall Attendance - Released Figures**

<table>
<thead>
<tr>
<th>Category</th>
<th>Overall Released Figures from 2008 to 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011 MIECF</td>
</tr>
<tr>
<td>Number of Overall Participants</td>
<td>9,146</td>
</tr>
<tr>
<td>Number of Countries / Regions</td>
<td>48</td>
</tr>
</tbody>
</table>

Other figures in the database which are excluded from the above participation numbers includes staff, organisers, official contractors, etc which amounts to a total of 592 persons (inclusive: 90 organisers; 425 staffs; 77 official contractors).

2011MIECF Feedback from Trade Visitors

1. Purpose of visiting 2011MIECF and Effectiveness by Professional Visitors

**Purpose of visit and Effectiveness by Professional Visitors (%)**

The top 3 purposes of professional visitors attending the event were:

1. To learn about latest industry trend (73%)
2. To look at the market in 9+2 region (60%)
3. To source for new products and services (58%)

The positive feedback about learning latest industry trend indicated that MIECF has established itself as the industry platform for technology interchange – Majority (> 80%) participants agreed that MIECF could meet its objective.

3. Feedback on MIECF and potential for participating in 2012MIECF

**How do you rate the overall success of your visit at 2011MIECF (%)**

Will you recommend 2012MIECF to your business partners and colleagues? (%)

Majority (> 80%) visitors were positive towards 2011MIECF, with close to 60% claimed they would recommend the event to their business contacts.

Over 70% indicated their interest to participate at MIECF in 2012.
**2011 MIECF EXHIBITION OVERVIEW**

The 2011 MIECF Exhibition presented a total of over 330 companies from 24 countries and regions. Among the exhibitors, prime exhibitors including EDP Asia, Bayer Materials Science Limited, Sonkyo Energy, SL., Mitsubishi Heavy Industries, BYD Co., Ltd., Nam Kwong Natural Gas Co. Ltd., Taiwan Solar Energy, CLP Power Hong Kong Limited, BMW Group, Lamor Corporation, Corrosion Control International, join the event. Companies showcased a wide range of exhibits which were mainly in the Clean Technology, PV Solar Energy and Renewable Energy, Environmental Friendly Materials, Low Carbon Technology, Air Pollution Control and Water & Wastewater Management. Other related and environmental products, services and supplies were also introduced at the event which received strong interest from the trade visitors and delegates attending the 3-day event.

<table>
<thead>
<tr>
<th>Comparison Overview</th>
<th>2011</th>
<th>2010</th>
<th>Increase % from 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Floor Space Occupied</td>
<td>16,500</td>
<td>13,465</td>
<td>23%</td>
</tr>
<tr>
<td>No. of Exhibitors</td>
<td>333</td>
<td>362</td>
<td>-12%</td>
</tr>
<tr>
<td>Group Participation</td>
<td>31</td>
<td>25</td>
<td>28%</td>
</tr>
</tbody>
</table>

**3. Visitor Quality and Business Contacts**

The role of MIECF to bring in high quality, relevant visitors was further recognized by exhibitors as close to 60% claimed that they could meet with their targeted visitor groups at the event.

**New Business Contacts made during MIECF**

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Matching arranged</td>
<td>574</td>
<td>416</td>
</tr>
<tr>
<td>Environmental-related Projects collected</td>
<td>625</td>
<td>558</td>
</tr>
<tr>
<td>Contracts signed</td>
<td>31</td>
<td>24</td>
</tr>
</tbody>
</table>

**Green Matching**

[31 March – 2 April]

- Company/ product/ image promotion (80%)
- Establish New business relationship (75%)
- Doing Business during the show (70%)

It was also observed that exhibitors were generally satisfied with the effectiveness of utilizing MIECF as a platform to achieve their objectives.
貿易參觀者資料
1. 按出席目的分類：
出席者的百分比 (總回應：1,587)

2. 專業參與：商務人士 VS. 公眾參觀者

3. 出席者按國家分類
2011MIECF成功吸引了來自不同國家的出席者。圖中顯示的國家/地區是由2010年的46個增加至2011年的48個，顯示MIECF成為更為國際化及多樣化的貿易盛會。
你會參觀2012MIECF嗎？（%）

2011MIECF

展覽概述

2011MIECF展覽涵蓋了來自24個國家和地區的330家參展商。

其中，專業參展商包括：亞洲電力——投資顧問有限公司、拜耳材料科技股份有限公司、Sonoky Energy SL、三菱重工株式會社、比亞迪股份有限公司、南天氣體有限公司、台灣砂輪股份有限公司/大和國際控股有限公司、中華電力有限公司、BMW Group、Lamar Corporation及Corrosion Control International，亦在參加展會活動。

參展商的展品種類繁多，主要有關電、太陽能及可再生能源、環保建材、低碳科技、空氣污染控制及廢水處理。為期三天的展覽介紹了其他環保產品、服務和供應商，廣受業內參展者的歡迎。

2011MIECF佔地16,500平方米，加入各種相關設備，以科技轉型為基礎提供成功的綠色經濟環境和平台。

<table>
<thead>
<tr>
<th>比較指標</th>
<th>2011</th>
<th>2010</th>
<th>自2010年增長百分比</th>
</tr>
</thead>
<tbody>
<tr>
<td>參展商數</td>
<td>333</td>
<td>362</td>
<td>-7.9%</td>
</tr>
<tr>
<td>參展機構</td>
<td>31</td>
<td>25</td>
<td>24%</td>
</tr>
</tbody>
</table>

此外，可以發現，參展商成功通過MIECF這個平台來達到其預期的目的，效果大為滿意。

3. 參觀者實例與商業聯繫

MIECF在吸引廣大業界人士參加的活動，進一步提高參展商的聲譽。接下來的數年，MIECF將繼續舉辦相關活動，為推動企業發展做出貢獻。鑫華有限公司

MIECF期間建立的新商業聯繫

2011MIECF的五大目的與成效

<table>
<thead>
<tr>
<th>類別</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>綠色對接</td>
<td>574</td>
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</tr>
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<td>到會的參展項目</td>
<td>625</td>
<td>558</td>
</tr>
<tr>
<td>細定合約數目</td>
<td>31</td>
<td>24</td>
</tr>
</tbody>
</table>

綠色配對

[3月31日至4月2日]