



Shanghai International Energy Conservation & Environmental Protection Park

History

- Shanghai Ferroalloy Plant(1958-2006)
 - Heavy energy consumer and pollution producer
 - 1/200 of SH's electricity
 - 3000 tons of dust emission
- Shanghai YiDian Holding (Group) Company -- SIECEPP
- Shanghai International Energy Conservation & Environmental Protection Development Co., Ltd



SIECEPP



- A cluster zone of ECEP service industries
- 330,000 square meters of land
- 500,000 square meters of planned building area



Main Functions

- 1) Exhibition and Trade: an area of over 100,000 m²;
- 2) R & D and Innovation: R&D, technology transfer, incubation, industry standards development;
- 3) Industry Cluster: The creation of clustering and radiating effect by gathering various enterprises, R&D centers, institutes and associations of ECEP industry into the park;
- 4) Industrial Services: Consulting, EMC (ESCO), intermediaries, training and financing;
- 5) Promotion: Information exchange and promotion of government policies, new technologies and products, as well as application demonstration and experiencing;
- 6) Comprehensive Logistic Service: Logistic delivery, leasing, banking, business services and other commercial facilities

Development Philosophy

- Reconstruction of old factory buildings
 - 130,000 square meters of existing building
 - 80,000 square meters available for reconstruction



Development Philosophy

- Use of latest ECEP technologies
 - Promote ECEP concept
 - Demonstrate the effect of ECEP technologies





Development Philosophy

- Domestic and International Cooperation
 - Investment: Custom-made building/reconstruction or building complex
 - Leasing: package contract of a whole area
 - Training: EM; EUREM; CEM; technology support
 - ECEP standard setting
 - SEPA model project
 - UNEP demonstration program



Why Choose SIECEPP?

- Two central questions underlie the choice of competitive strategy. The first is the attractiveness of industries for long-term profitability... Not all industries offer equal opportunities for sustained profitability, and the inherent profitability of its industry is one essential ingredient in determining the profitability of a firm.
 - *Competitive Advantage*, Michael Porter



Location - Shanghai, Shanghai!

- 2007 GDP: RMB 1.2 trillion, 13.3% growth
- 18.45 million registered population, the per-capita GDP RMB 87,000
- Double digit growth for 16 consecutive years
- Export and import: USD 520 billion, 21.5% increase

Location - Baoshan

- Ruhr of China
 - Much to be done on ECEP
- Rigid local demand
 - Steel mills
 - Shipyards



Location - West Changjiang Road Development Plan

宝山区长江(西)路沿线规划

产业用地布局图



Location –Traffic

- Two urban elevated express ways
- Metro lines
- Hongqiao and Pudong airports
- People's square
- Port
- Yangzi Delta region





Government Support

- Municipal policy: Resource conservation and environmental friendliness is a natural and inevitable choice for Shanghai's future development
- Baoshan District's key economic development project
- Preferential policies in company registration and tax...

SIECEPP! Why Not?

