

A world map with a blue and white color scheme. The landmasses are in white, and the oceans are in a dark blue. A semi-transparent grey banner is overlaid on the map, containing the text 'BUILDING & CONSTRUCTION CHINA'. A small icon of two crossed Danish flags is positioned over the country of China. A solid red horizontal bar is located at the bottom of the grey banner.

BUILDING & CONSTRUCTION

CHINA

WHY CHINA?

"China will lead the world out of the world crisis" quote World Economic Forum, 2009

"A company without a China strategy is without international ambitions and survivability" quote former chairman of Danish Chamber of Commerce in China.

"Danish companies can have a brilliant future in the Chinese Market" Chinese ambassador to the Kingdom of Denmark Xie Hangsheng





GROWTH DURING SLOWDOWN

- Domestic demand and the government's stimuli package of USD585 million has ensured growth during world economic slowdown.
- Approximately 2/3 of the stimulus package is dedicated to the Building & Construction sector - the package highlights some of the main priorities of the central government.
- Investments are in particular dedicated to B&C through infrastructure improvements, healthcare and rehab and environmental friendly solutions.

B&C TEAM CHINA

Head of B&C Team: Franz Gammelgaard-Schmidt

DELIVERABLES:

- Export Start Packages
- Market entries
- Company establishments
- Debt collection
- Innovation
- Finance opportunities
- Investment opportunities
- Market and consumer analysis
- Recruitment
- Partner search
- Sourcing
- Strategic counseling



9 COMMERCIAL ADVISORS AT 5 MISSIONS IN CHINA



BUILDING & CONSTRUCTION IN CHINA

Quick Facts



- Urban population will rise from 572 in 2005 to 926 million in 2025 – that's 354 million people or the population of US and Spain put together.



- Over the next two decades China will build 20,000 to 50,000 new skyscrapers



- More than 170 cities will need mass transit system by 2025



- 97 new airports before 2020 → total amounts of airports: 244, 82% of the population will live within 100km of an airport, Airports serving more than 30 million, are increased from 3 to 30.



- 2,000 new hospitals and 29,000 township hospitals are to be built, 5,000 township hospitals to be renovated, 3,700 community health centers and 11,000 community health stations will be set up or upgraded in cities around China.



- Around 20.000 public buildings are planned to be built, supplementing the existing 38.000.



- Number of cities with over 1 million inhabitants in 2008: 122



- Urban population in China:
 - 2008: 45,68%
 - 2000: 36,22%,
 - 2030 (e): 65%



- Average DKK/m² in Shanghai is 18.500 DKK/m² and increasingly rapidly – average GDP per capita in China is 36.332 DKK annually in Shanghai 60.901 DKK annually.



REASON FOR HOUSEPRICE BUBBLE? NOT ENOUGH "NAKED WEEDINGS"?

NATIONAL

Some Home Truths

Facing ever-rising housing prices in China, 18 percent of normally insistent mothers are now willing to let their daughters marry men who are renters. **A7**





GROWTH AND CHALLENGES

- The massive growth create series of challenges that needs to be addressed e.g.:
 - How to ensure affordable housing ?
 - How to maintain quality?
 - How to implement energy efficient solutions?
 - How to ensure comfort and quality of life?
 - How to secure accessibility (to schools, hospitals, parks etc.)
 - How to balance e.g. collective and private infrastructure?



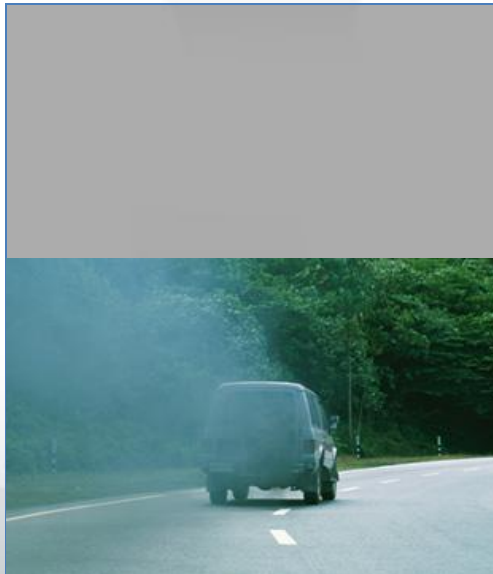
CHALLENGES - AN EXAMPLE

Buildings in China are the biggest energy consumer and CO₂ polluter

26%



33%



41%



2/3 of energy consumption in buildings is used for heating and cooling

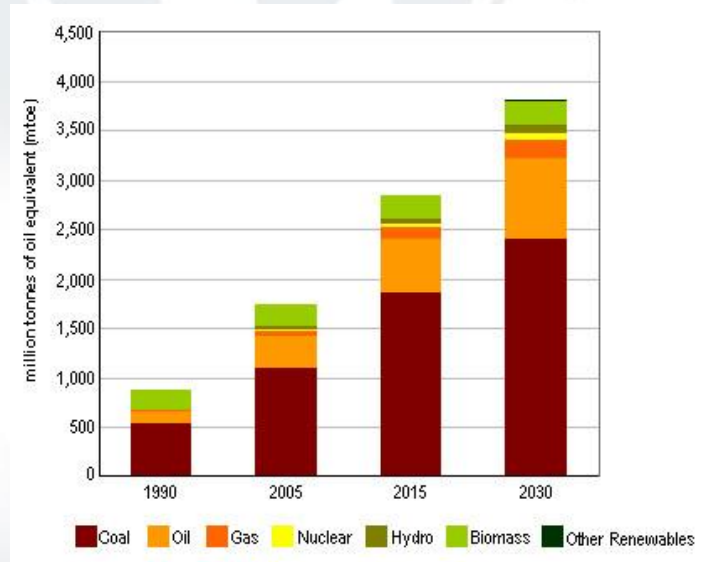
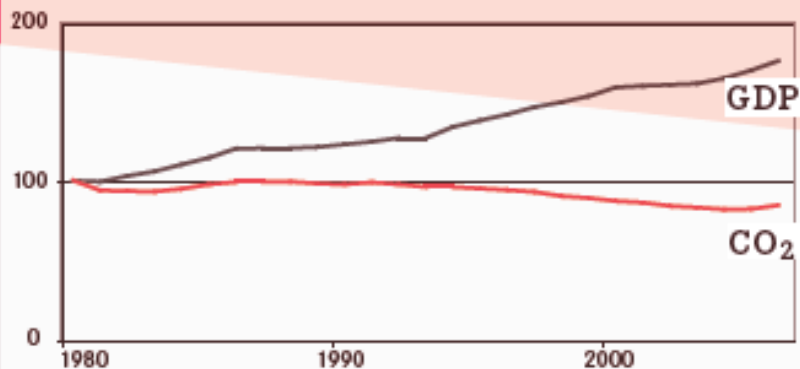


THE CASE OF DENMARK?

- While China's CO₂ emissions increase rapidly along with GDP growth, Denmark has in the last 25 years doubled its GDP without increasing CO₂ emissions.

DECOUPLING

For the past 25 years Denmark has experienced an economic growth of 75 percent without increasing the CO₂-emissions. The black line shows Danish GDP. The red line shows CO₂-emissions adjusted for import and export of electricity.



BUILDING CHINA

MINISTRY OF FOREIGN AFFAIRS OF DENMARK
THE TRADE COUNCIL



BUILDING CHINA JOIN BUILDING AND INNOVATION PROJECTS IN CHINA NOW!

• Building China is an easy access China entry tailor-made for the Danish building and construction (B&C) industry.

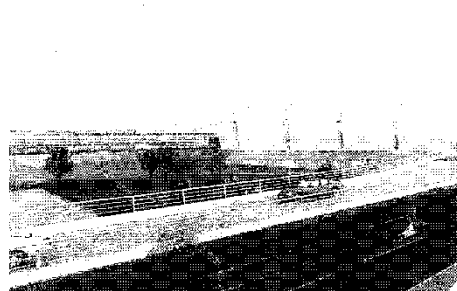
• At an overall level sector-specific intelligence centres are set up to identify attractive business opportunities through extensive market monitoring.

• At the task force level project and innovation specific Sino-Danish consortiums are formed in order to meet clearly defined construction and innovation targets on the Chinese market.

11.08.2014 kl. 10:00 - 11:00

BUSINESS

Den danske bygningsindustri vil bygge lufthavne i Kina. Det er blandt andet fordi landet har et stort potentiale for økonomisk vækst og derfor vil bygge lufthavne i Kina. Det er blandt andet fordi landet har et stort potentiale for økonomisk vækst og derfor vil bygge lufthavne i Kina.



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Anders Høyrup

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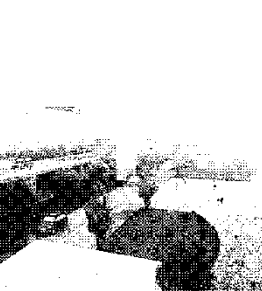
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COMPUTER

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Virksomheder på teknologisk styrkeprøve i Kina

Der er både fordele og udfordringer ved at gøre teknologisk innovation i Kina, men også en udfordring til virksomheder i resten af verden.

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FOCUSED MARKET SUB-INDUSTRIES

- **Aviation:** the aviation industry in China has grown into a key component in China's comprehensive plan for improving the nation's infrastructure. Hence, the Chinese government is placing vast amount of investments in the Chinese airport network. Due to the investments airports that serve more than 30 million people will increase from 3 to 30 by 2020.
- **Health:** The Chinese government is increasingly emphasising an upgrading of the country's health care system. The prioritization is highlighted the comprehensive healthcare reform the Chinese government passed in 2009 which allocates USD 124 billion to improve the sector. The reform will ensure access to treatment and caretaking for all Chinese; hence a number of new hospitals and care centres are to be built. It is estimated that the reform will imply the construction of 2,000 new hospitals alone.
- **Green Public Buildings:** Chinese decision-makers are putting increasing focus on environmental friendly solutions and Danish companies are in a good position to become preferable partner in the construction of green public buildings. The construction of public buildings is on the rise and e.g. 20,000 new public cultural centres are to be built in China the coming years. Similarly, other public areas are experiencing massive growth. The Chinese government has dedicated USD 117 million to the construction of new public buildings around China.



MINISTRY OF FOREIGN AFFAIRS OF DENMARK

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BUILDING CHINA Secretary

SECRETARY

- Liaison office between intelligence centres, member organisations and companies and stakeholders
- Management and coordination of intelligence centres
- Biannual seminars in Denmark together with Danish organisations
- Recruitment
- Overall PR and promotion

AVIATION INTELLIGENCE CENTER (AIC)

HEALTH INTELLIGENCE CENTER (HIC)

GREEN BUILDINGS INTELLIGENCE CENTER (GIC)

- Public Addressing; legislative data management and validation
- Mapping of sector specific events; exhibitions, conferences, seminars
- Mapping of sector specific leads and news
- Sector specific market research and analysis
- Promotion and Chinese stakeholder management
- Biannual seminars in China for members hosted by The MFA of Denmark
- Admission to project and innovation specific taskforces
- On-going technology and innovation scouting. New challenges in the market. New solutions.
- Chinese demand for tech-transfer. Leading Chinese companies' demand for new technology/solutions
- Market report on green constructions
- Mapping of dominant stakeholders in Chinese Green Building area
- Fee: 1.000 DKK quarterly for one IC (1.750 DKK for two and 2250 DKK for three ICs)

TASKFORCE

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INNOVATION SPECIFIC SINE-DANISH TASKFORCES

- Identification and specification of market/legal requirements for new technologies/solutions in China (input to innovation process)
- Screening for and documentation of existing comparative technologies and their characteristics
- Chinese R&D partner identification for Danish company, university or consortium
- IPR briefing, IPR registrations (or referral to legal advisors)
- Visiting programs
- Fee: 20.000 – 40.000 DKK

PROJECT SPECIFIC SINO-DANISH TASKFORCES

- Ongoing TCC related support and advise
- Partner identification and inclusion
- Identification and targeting of relevant building & construction projects on mainland China
- Project Specific stakeholder identification and management
- Visiting programs
- Task Force coordination
- Fee: 14.000 – 28.000 DKK



ghaidaily.com/national

Good-luck jet blocks road to city hall

Chen Xingjie

A PHASED-OUT fighter jet has been blocking traffic for three years on a road leading to a government building because a sick official placed it there after consulting a feng shui fortune-teller.

The jet is poised in take-off position in the middle of a 40-meter-wide six-lane road in Gaoyi County of Henan Province, yesterday's Southern Metropolis Daily reported.

Drivers have complained about blocked traffic, particularly during rush hours, the report said.

An unnamed official told the newspaper that a superstitious county official was sick three years ago. He consulted a fortune-teller who said the road leading to the county government building was unlucky for him and must be blocked. The jet sculpture forms the shape of a coffin which the fortune-teller said indicated good career development and wealth.

GOOD-LUCK JET BLOCKS ROAD TO CITY HALL

”THE JET IS POISED IN TAKE OFF POSITION IN THE MIDDLE OF A 40-METER-WIDE SIX LANE ROAD IN GAOYI COUNTY OF HENAN PROVINCE”