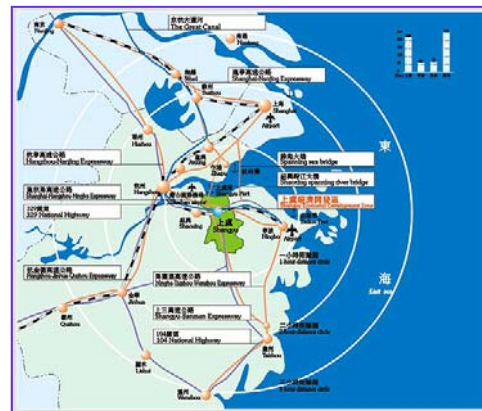


*The
Ultimate
Concept*

*SUSTAINABLE
URBAN
DEVELOPMENT
WITH
CHINESE
CHARACTERISTICS*

*The ULTIMATE
EVENT
November
20 & 21
2008
SHANGYU
Zhejiang (China)*



Third Edition

« SUSTAINABLE URBAN DEVELOPMENT »

Improving the quality of life in a city, including ecological, cultural, political, institutional, social and economic components without leaving a burden on the future generations.



« INDUSTRIAL AREAS »



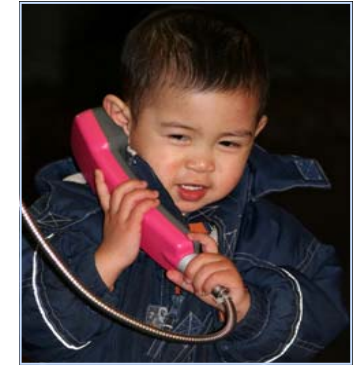
« RESIDENTIAL AREAS »



« URBAN MOBILITY »



« ENTERTAINMENT AREA »



« SOCIAL LIFE AREA »

STRUCTURE OF THE PROGRAM

	PRESENT	FUTURE
Residential Areas (Energy Efficient Buildings)	How to take care (retrofitting) of the present situation in China in the large buildings field	How to integrate, design, build, pilot and manage large energy efficient buildings
Industrial Areas (Land Development)	How to take care of the present situation in China and upgrade it, especially about toxic and hazardous waste	How to plan, promote and realize sustainable industrial clusters (design and planning and selection of industries)
Energy Integrated Urban Planning (Industrial + Urban)	How to assess and evaluate the present situation in China and understand the local needs	How to conceive and design the concept of a Sustainable New City with Chinese Characteristics and how to test it

The Forum is going to be a very operational showcase, at a very high level, of the **SIX AREAS, which must be dealt with, planned and managed, in an energy integrated way**, in the framework of the exceptionally fast, gigantic and certainly long lasting **growth of both**, China national economy (**Industrial poles**) and China urban population (**Residential poles**) most frequently **combining the two in "New Cities with Chinese Characteristics."**

Also, if, **while planning an ideal future to make it sustainable**, we do not **simultaneously take care of the present to make it viable**, the Forum would remain a very theoretic and academic episode, which is not synergetic with the business development format we all want.



A VIABLE PRESENT



A SUSTAINABLE FUTURE



PROMOTERS

Shangyu Foreign Trade and Economic Cooperation Bureau
Shangyu Construction Industry Administration Bureau

together with

Management Board of the Zhejiang Hangzhou Bay Shangyu Industrial Area

CO-SPONSORS

DEVNET (www.developmentnetwork.org)

IEEPA (www.ieepa.org)

SWISS CHINESE CHAMBER (www.swisscham.org)

GERMAN INDUSTRY AND COMMERCE - ECONET CHINA ([link here](#))

ADNV and Swiss Canton Vaud) www.adnv.ch and www.vaud.ch

FRENCH BODY (TBD)

DIGIMEF Ltd (www.digimef.net)

UNDER THE PATRONAGE OF

A CENTRAL CHINESE GOVERNMENT BODY

THE ZHEJIANG PROVINCE GOVERNMENT

THE GENERAL CONSULATE OF GERMANY IN SHANGHAI

THE GENERAL CONSULATE OF SWITZERLAND IN SHANGHAI

THE GENERAL CONSULATE OF ITALY IN SHANGHAI

THE GENERAL CONSULATE OF FRANCE IN SHANGHAI

WITH THE PARTICIPATION OF

THE GERMAN MINISTRY OF ENERGY

MAJOR BUSINESS PARTNERS

1. Global High Performance Building
2. Energy
3. Urban Planner
4. Building Contractor
5. Innovative technologies for a viable present
6. Innovative technologies for a sustainable future

ORGANISER

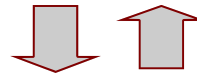
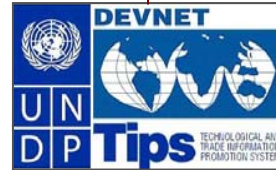
IEEPA (Shanghai)

ECEB Forum are one of the constituents of DIGIMEF SUSTAINABILITY PLATFORM



EXCLUSIF ACCESS

EXCLUSIVE ACCESS



OWNERSHIP



OWNERSHIP



4/5 Europe Corporations
The DSP AMBASSADORS

Sustainable Urban Development
With Chinese Characteristics





CHINA members
Investors and Providers of
Services. Promoters, Land
Developers, Contractors

EUROPE members
Providers of Products,
Technologies
and Know-How

ECEBnet COUNCIL
UNIVERSITIES
(Europe/China)
INSTITUTIONS
(Europe/China)
AMBASSADORS
(Global Corporations)

SERVICES
Analyze
Intepretate
Organize

3E LABEL

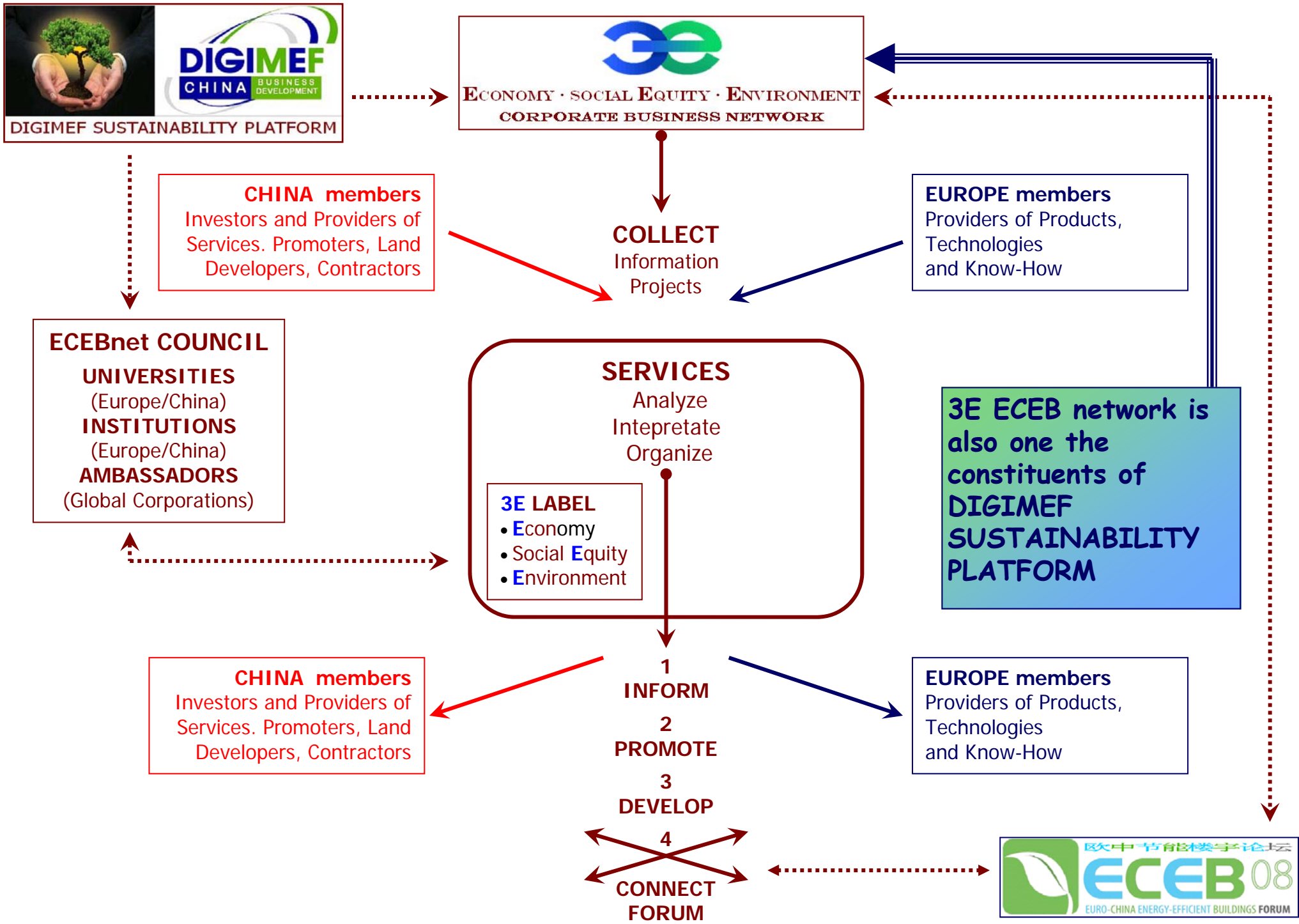
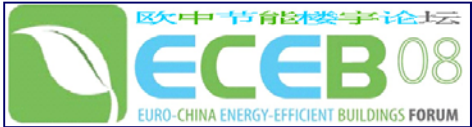
- **E**conomy
- **S**ocial **E**quity
- **E**nvironment

**3E ECEB network is
also one the
constituents of
DIGIMEF
SUSTAINABILITY
PLATFORM**

CHINA members
Investors and Providers of
Services. Promoters, Land
Developers, Contractors

EUROPE members
Providers of Products,
Technologies
and Know-How

1
INFORM
2
PROMOTE
3
DEVELOP
4
**CONNECT
FORUM**



SPONSORING OPPORTUNITIES - Details on request

ECEB MAJOR BUSINESS PARTNERS & AMBASSADORS

1. Global High Performance Building
2. Energy
3. Urban Planner
4. Building Contractor
5. Innovative technologies for a viable present
6. Innovative technologies for a sustainable future

ECEB CORPORATE FRIENDS Special Area and Promotion during the event, also including FREE MEMBERSHIP in the 3E ECEB network for one year.

1. Products, solutions, applications, know-how and services to promote a viable present in the existing industrial and residential land developments in China
2. Products, solutions, applications, know-how and services to plan and prepare a sustainable future for the Urban Developments in China, bringing together economic development and growth of the urban population

PROGRAM FOR PARTICIPANTS FROM EUROPE

Monday	Nov 17	Morning - Departure from Europe		
Tuesday	Nov 18	Morning - Arrival Shanghai	Late afternoon - Light visit Shanghai	Early Evening - DEVNET dinner/show
Wednesday	Nov 19	Morning - Expo Area/Urban Planning	Afternoon - Travel to Shangyu	Evening - ECEB Welcome Dinner
Thursday	Nov 20	Morning - ECEB	Afternoon - ECEB	Evening - ECEB Gala Dinner
Friday	Nov 21	Morning - ECEB	Afternoon - ECEB	Evening - Zhejiang Special Dinner
Saturday	Nov 22	Morning - Travel to Shanghai	Afternoon - Visit Shanghai	Evening - Huangpu Boat Dinner
Sunday	Nov 23	Morning - Departure to Europe		

PROGRAM FOR PARTICIPANTS FROM CHINA

Wednesday	Nov 19		Afternoon - Travel to Shangyu	Evening - ECEB Welcome Dinner
Thursday	Nov 20	Morning - ECEB	Afternoon - ECEB	Evening - ECEB Gala Dinner
Friday	Nov 21	Morning - ECEB	Afternoon - ECEB	Evening - Zhejiang Special Dinner
Saturday	Nov 22	Morning - Travel to Shanghai		

CHINA DESK

Lily Wang - Shanghai
(Chn-En)

Mobile + 86 13917557386
lwang@ecebforum.org

EUROPE DESK

Maura Lanfranconi - Lugano
(It-Fr-En)

Mobile + 41 79 2568514
mlanfranconi@ecebforum.org

SHANGYU Land Development

Roland Winkler - Shanghai
(Chn-En-D-Fr)

Mobile + 86 13764018692
rwinkler@ecebforum.org

PROJECT MANAGEMENT

Andrea Benazzo - Lugano/Shanghai
(It-Fr-En)

Swiss Mobile + 41 76 390 6188
China Mobile + 86 15800391590
abenazzo@ecebforum.org