



# R'05-

## The 7<sup>th</sup> World Congress on Recovery, Recycling and Re-integration & China International 3R Exhibition

- The only international commercial conference and exhibition featured with 3R in China
- Examine future market trends in 3R availability and demand
- Learn about the latest technological innovations in 3R
- Unravel the complexity and development trend of 3R in China, a potential big marketplace in the world
- Meet decision makers of China governments concerned.
- A perfect opportunity for your PR in China, to promote a specific product, to improve brand awareness, and to establish or maintain necessary relationship with the government and community.
- Over 1000 international and domestic delegates, and 100 exhibitors are expected this year

### Introduction:

**About R'05** – 7th World Congress on Recovery, Recycling and Re-integration and China 3R Exhibition

R'05 intends to propose sustainable solutions and an effective dialogue between decision-makers and resource management professionals in industrial, political, academic, social, financial and environmental sectors. In 2005, this important event will address, for seventh time, the scientific, technological and practical issues associated with the environmental, economic and social implications of resource management. In addition, emphasis will be on technology and know-how transfer as well as on providing comprehensive global and local solutions for the efficient management of natural resources and recovery of material and waste. And in 2005, it will be the first time for this event launch into China, a country gearing up economic development. About 100 companies from various countries are expected to exhibit at the show. This is an opportunity

### Facts & Figures

◇ **Event:**

The 7<sup>th</sup> World Congress on Recovery,  
Recycling and Re-integration  
& China International 3R Exhibition

◇ **Date:**

Conference: September 25-29, 2005  
Exhibition: September 25-27, 2005

◇ **Venue:**

Beijing Friendship Hotel, Beijing, China

◇ **Hosted by:**

Chinese Academy of Sciences  
State Environmental Protection Administration  
Swiss Academy of Engineering Sciences

◇ **Organized by:**

Institute of Process Engineering  
Chinese Society of Particology  
Worldwide Exhibitions Service Co., Ltd

◇ **Supported by:**

National Natural Science Foundation of China

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you cannot afford to miss!

**Previous Records:** The event was launched in Geneva in 1993, and held consecutively in 1995 (Switzerland), 1997 (Switzerland), 1999 (Switzerland), 2000 (Canada) and 2002 (Switzerland).

### **Some Statistics of 3R industry in China:**

It is evident to the world that China's gross domestic product has grown by an annual average of 8.6 percent over the past 12 years, more than twice the global rate of expansion. No one can doubt China's emergence as major player in the global economy. By economists' prediction, China will become the No. 1 economy in the world in less than four decades.

Despite the fast economic development, it is necessary for China government to build an environment-friendly society by further strengthening its legal framework, relying on scientific advancement and strongly promoting recycling economy. As Zeng Peiyan, Chinese Vice Premier, said in December 2004, China's economic and social development is facing increasingly heavy pressure from environment and nature resources, marked by pollution and environmental degradation. It's time for China to take more measures to protect the country's deteriorating environment to contribute to the sustainable development of both China and the world.

- In China, recycling revenues are \$5.4 billion a year. The annual investment on environmental industry is increased by 15%.
- The concept of recycling economy will be included in the coming 11<sup>th</sup> Five-year Plan (2006-2010),. Special planning for energy saving, water saving and the integrated use of resources will be sped up. The development of recycling economy should be incorporated into the plan of national economy and social progress.
- In December 2004, the National Development and Reform Commission (NDRC), China's top economic planning body, drafted a regulation to prevent the stockpiling of electrical and electronics cast-offs, which will eventually submit it to the State Council, China's cabinet. According to the draft, NDRC and the Ministry of Finance plan to establish a special fund to defray some of the manufacturers' costs that rise from the programme.
- China is seeking ways to integrate water resource departments for the sake of future sustainable development. Beijing is planning to double its sewage treatment capacity by the year 2005 as part of its efforts to become a clean and environmental-friendly host of the 2008 Olympics. Seven more large sewage treatment plants involving a total investment of US\$870 million will be launched. And another US\$780 will be spent on 15 smaller projects.

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**To ensure R'05 is of highest standard, the organizer will carry out a series of marketing and promotional activities that include:**

#### ***Press release***

Conduct publicity and promotions on the newspapers, magazines, broadcasting stations, TV, internet and related medias, to release show theme and the latest information on main activities, sponsors and exhibitors;

#### ***Advertisements***

Publish ads on such medias as the newspapers, TVs and internet and such outdoor medias as subways and automobile bodies to strengthen the awareness of the show for attracting more and extensive highlights;

### ***Direct mailing***

Show information shall, on the basis of powerful WES database, be sent to the target visitors by means of direct mailing and E-mail, and such services as fax receipt and telephone hotline for consultation shall be offered;

### ***Digital World Website***

Special website shall be set up to offer the latest show information, theme and introduction of zone, sponsors and to allow the visitors and medias accessible to the website;

### ***Show Publication***

Show publication shall be sole one detailing all the sponsors and exhibitors and introduction of the exhibits for the visitors to look up the information on show activities, exhibitors and exhibits, it is also the indispensable one for contacts and references in later purchase;

### ***Cooperative promotion***

Cooperation shall be made together with governmental departments, trade users' association and the like to send to the members under their jurisdiction the show information for invitation to participate in or visit such show.

## **TARGET VISITORS PROFILE**

### **In R'05, you will meet:**

1. Key persons of China governments concerned
2. Representatives of environmental protection departments concerned in various countries
3. Researchers, scientists, professionals of 3R
4. Factory Directors or Managers
5. Managers of Purchase Department
6. Technical Engineering

## **COST OF PARTICIPATION**

### **Package Stand: Minimum of 6**

#### **A-1. Minimum of 6m<sup>2</sup> at Package Stand USD300/ m<sup>2</sup>**

#### **A-2. Additional Open Side:**

- Two sides open: 5% upon the cost
- Three sides open: 7.5% upon the cost

#### **A-3. Basic fittings included:**

- Partition walls on three sides
- Fascia board with exhibitor's English and Chinese company name
- Carpet for the full area
- Information desk, 2 folding chairs, 220V electric socket, 2 spotlights

\*Electricity consumed other than standard lighting provided will be charged separately during the show period.

### **B. Specials – Chance in Chance:**

Order more than 18m<sup>2</sup> package stand, get 1/1 inside page B/W catalogue advertisement free of charge.

### C. Information Booth: refer to the right figure

Information booth is offered for companies who are too busy to send representatives to the exhibition.

#### C-1. For exhibitors:

- Mail catalogues and panels to WES
- E-mail or fax the brief company profile (Max.150 English words and correspondent Chinese text) to WES

Fax: +86-21-52340649      E-mail: R05@sh-wes.com

#### C-2. For Organizer:

- An assigned person hands out catalogues on the spot for exhibitors
- Print the brief profile of company in the catalogue of R05
- Return the questionnaire forms to exhibitor after R05
- Take the photos of information booth, and return to exhibitor ASAP after R05



#### C-3. Basic fittings included:

- One piece of partition wall (1 meter in width and 2.5 meter in height for each partition wall )
- Fascia board with exhibitor's English and Chinese company name
- 1 spotlight
- 2 Catalogue Holder (for Catalogue, and questionnaire)
- **Cost: USD600**
- **extra information booth for USD400 / each**

### D. Early-Bird Preferential:

Applicant companies confirm their participation by March 1<sup>st</sup>, 2005 will enjoy 10% discount of the stand cost.



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Beijing Friendship Hotel, Beijing, China  
Conference: 25-29 September 2005  
Trade show: 25-27 September 2005

**Application Form**

**Company:** \_\_\_\_\_

**Business Field:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Person to contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Agent office in China (if any):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Person to contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**We, the undersigned, reserve a booth/space as indicated below:**

**Package Stand (Minimum 6 sq m at USD300/ sq m with standard depth: 3m)**

**Width** \_\_\_\_\_ **m** × **Depth** \_\_\_\_\_ **2** \_\_\_\_\_ **m** × **USD 300/sq m** = **USD** \_\_\_\_\_

**\*Rate for special space location**

**1 side open = 1.0**

**2 sides open = 1.05**

**3 sides open = 1.1**

**4 sides open = 1.15**

**Authorized Signature & Stamp**

**Date**

This form should be returned to **WES** by fax **+86-21-52340649**