



Clean technologies, at the forefront of the Chinese environmental agenda



The first EU Gateway | Business Avenues mission to China led the selected European companies to Beijing on a [4-day business mission](#) [1] dedicated to a unique sector for the Chinese market, [Clean Technologies](#) [2].

Among these, [Europlasma](#) [3], a French group created in 1992, showcased its global clean technologies and clean energy solutions.

With 26 years of experience in plasma technology, Europlasma develops and markets disruptive technologies, which not only undertake the process of rendering inert and treating of hazardous waste (such as asbestos and radioactive waste), but also produce renewable energy.

EU Gateway | Business Avenues helped the French group **understand the idiosyncrasies of the Clean Technologies sector**, particularly those of the waste management sub-sector. The programme lent a helping hand and coached the company's representatives on how Chinese - especially state-owned - companies do business and how to turn the contacts made during the mission week into active leads.

Europlasma's Director of Sales & Marketing, Benedicte Amiel, acknowledges the programme for gaining valuable insights prior to and during the mission.

"The market study was very interesting to have a global view of the market. The export presentation enabled us to focus more on the sector that was interesting for my company." – Benedicte Amiel, Sales & Marketing Director, Europlasma Industries (France)

Both Chinese industrial companies and the central government are eager to be at the forefront of using plasma technology as an ecological solution to turn hazardous waste into inert, stable products that can be further valorised.

This growing interest means that China represents a terrific market opportunity for Europlasma, who had numerous business inquiries throughout the mission. 90% of the meetings held were with newly encountered contacts, Chinese companies looking to find promising environmental solutions. The contacts established then are expected to concretize into **formal agreements before the end of 2018.**



"Through EU Gateway | Business Avenues, we had the opportunity to come to China to showcase our products - we are now [CHINable](#) [4]." – Benedicte Amiel, Sales & Marketing Director, Europlasma Industries (France)

For Europlasma, EU Gateway | Business Avenues missions are a remarkable opportunity for European companies to access large and seemingly complex markets.

Getting **in-depth market analysis**, arranging **meetings with local companies** and **staying on budget** is time-consuming and challenging for companies who attempt to enter an unknown market on their own.

To all these challenges, EU Gateway | Business Avenues provides viable solutions.

The business mission to China allowed Europlasma to **take a first step onto the market, probe available challenges and opportunities, better understand what it takes to establish successful collaborations, plan and set partnerships into motion accordingly.**

Europlasma's next steps are now well defined, thanks to its attendance to the business mission.

First, the company is set to build its own warehouse in China in order to be more reactive with after-sale services, then follow-up the prospection process initiated during the mission, and have an active commercial prospection process throughout 2018, in order to sign more contracts.



“These business missions are an accelerator for business relationships and Europlasma will certainly be interested in applying again to other EU Gateway missions.” - Benedicte Amiel, Sales & Marketing Director, Europlasma Industries (France)

Finally, Europlasma intends to apply for future EU Gateway | Business Avenues missions in its sector geared towards South East Asia and Japan.

If green energy, environment & water technologies are markets your company is interested in, know you can be a part of the programme too. Find upcoming business missions for your sector in our [mission calendar](#) [5].



More info on eu-gateway.eu

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Links

[1] <https://www.eu-gateway.eu/business-missions/missions-calendar/clean-technologies-china>

[2] <https://www.eu-gateway.eu/content/clean-technologies>

[3] <http://www.europlasma.com/>

[4] <https://www.youtube.com/watch?v=VdRrj8VHiEU>

[5] <https://www.eu-gateway.eu/business-missions/missions-calendar>