



# Energy & Environmental Export News

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U.S. DEPARTMENT OF COMMERCE, International Trade Administration

## Commerce Department Funds China Environmental Initiative

by Susan Simon

The U.S. Department of Commerce's Market Development Cooperator Program (MDCP) awarded a \$287,000 grant to the Institute for Environmental and Energy Technologies (ENTECH) at the University of Missouri-Columbia.

ENTECH is helping to centralize the presence of U.S. environmental technologies in the world's single largest emerging market—China. ENTECH will increase demand for products of U.S. manufacturers by introducing their technologies to environmental professionals in that country and opening an environmental technology center in Beijing.

Al Frink, assistant secretary of commerce for manufacturing and services, announced the award on October 31, 2005, at the Water Environment Federation's annual conference (WEFTEC 2005) in Washington, D.C. "The Commerce Department is pleased to partner with ENTECH on this project," Frink said. "This partnership reflects our commitment to opening new markets, developing better American jobs, and creating an environment for businesses to innovate, compete, and prosper."

The U.S. Department of Commerce—along with Washington, D.C.-based industry and country



U.S. Department of Commerce Assistant Secretary for Manufacturing and Services Al Frink (far right) officially presents the MDCP grant to ENTECH representatives Tom Clevenger (middle) and Brian Gauler (far left).

experts; China-based trade specialists; and officials from the International Business Centers in Missouri and other U.S. locations—will work with ENTECH to help environmental firms throughout the United States export their products and services to China.

The financial award and technical assistance are made available to ENTECH through the Commerce Department's MDCP, a public-private partnership that helps small and medium-sized U.S. firms expand exports that support jobs.

The program builds partnerships by providing financial and technical assistance to non-profit organizations involved in improving competitiveness and developing foreign markets.

For more information about the MDCP, visit [www.export.gov/mdcp](http://www.export.gov/mdcp).

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**Report on WEFTEC 2005**  
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## International District Energy Association Wins Grant

by Sarah Lopp

The International District Energy Association (IDEA) has been awarded nearly \$400,000 over three years by the U.S. Department of Commerce's Market Development Cooperator Program (MDCP). The grant will assist IDEA with its Emerging District Energy Market Access and Best Practices Initiative. IDEA is a non-profit organization based in Westborough, Mass. Approximately 42 percent of IDEA members are small and medium-sized equipment manufacturers, suppliers, or service providers.

District energy systems connect multiple energy users through a heating and cooling piping network that uses environmentally responsible energy sources. In addition to being energy efficient, district energy systems free up valuable build-

ing space by centralizing heating and cooling production equipment so that buildings no longer need their own air-conditioning and heating units. Skyrocketing energy prices and inadequate power supplies are factors that favor district energy because of its increased reliability, energy efficiency, and environmental benefits.

IDEA's Emerging District Energy Market Access and Best Practices Initiative includes the following goals:

- Developing market intelligence in target markets
- Developing and disseminating a district cooling best practices guidebook
- Developing international IDEA

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President Bush highlights district energy technologies along with then-Environmental Protection Agency Administrator Christine Todd Whitman, then-Secretary of Energy Spencer Abraham, and other government officials while unveiling his National Energy Policy in 2001.



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## Commerce Department Provides Export Assistance at WEFTEC 2005

by Ellen M. Bohon

The Office of Energy and Environmental Industries (OEEI) participated in the Water Environment Federation's 78th Annual Technical Exhibition and Conference (WEFTEC) in Washington, D.C., October 30 to November 2, 2005. OEEI supported a number of activities at the show, including a U.S. Export Pavilion and a "matchmaking" program to introduce U.S. exhibitors and attendees to foreign buyers. WEFTEC, run by the Commerce Department's Environmental Technologies Team, is the largest water and wastewater exhibition and conference in the United States, with approximately 870 exhibitors and 20,000 attendees.

More than 300 U.S. companies visited the U.S. Export Pavilion on the exhibition floor, where information on export promotion programs and foreign market research was available. Trade specialists from the U.S. Department of Commerce,

U.S. Census Bureau, U.S. Export-Import Bank, and Small Business Administration staffed the booth, providing export counseling to U.S. companies.

The U.S. Department of Commerce Environmental Technologies Team arranged more than 200 meetings between U.S. companies and foreign buyers from approximately 15 countries and also set up meetings with trade specialists from the U.S. and Foreign Commercial Service and from U.S. Agency for International Development (USAID) posts abroad. The Department of Commerce used a Web-based tool that allowed companies to register for meetings electronically.

The matchmaking program was a major success, and the Department of Commerce is considering plans to implement similar matchmaking programs at these upcoming envi-

ronmental industry events:

- **Waste Expo**, Las Vegas, Nev., April 4–7, 2006,
- **American Water Works Association, Annual Conference and Exposition**, San Antonio, Texas, June 11–15, 2006,
- **Air and Waste Management Association Conference**, New Orleans, La., June 20–23, 2006.

For updates on these events, visit [www.environment.ita.doc.gov](http://www.environment.ita.doc.gov).

For more information on WEFTEC 2005, please contact Ellen Bohon at (202) 482-0359 or, [ellen.bohon@mail.doc.gov](mailto:ellen.bohon@mail.doc.gov), or see [www.weftec.org](http://www.weftec.org).

### Facilitating Water and Wastewater Projects in Mexico

As part of the official program of the American Water Works Association (AWWA) Annual Conference and Exhibition, the Office of Energy and Environmental Technologies Industries and AWWA are organizing a workshop on water and wastewater projects in Mexico. The seminar will be held June 11, 2006, at the San Antonio Convention Center (San Antonio,

Texas), from 9:00 a.m. to 12:30 p.m. It will provide firms with first-hand information on water and wastewater projects in Mexico, financing options, and—most importantly—suggestions on how to get involved in the burgeoning Mexican market for water and wastewater treatment technologies. Featured speakers will include senior executives from several private-sector financing firms,

multinational water companies that have been successful in the region, and multilateral development banks, as well as key municipal officials. For further information as it becomes available, contact Ellen Bohon at tel. (202) 482-0359, or via e-mail at [ellen.bohon@mail.doc.gov](mailto:ellen.bohon@mail.doc.gov).

*MDCP Grant from page 2*

Chapter education and outreach programs

- Establishing an international segment on the IDEA Web site
- Organizing trade missions, workshops, and conferences
- Managing the program

MDCP is a competitive program that uses matching funds to build public-private partnerships. The program provides federal assis-

tance to non-profit export multipliers, such as states, trade associations, chambers of commerce, world trade centers, and other non-profit industry groups that are particularly effective in reaching small and medium-sized enterprises. MDCP awards help to underwrite the start-up costs of exciting new export marketing ventures, which these groups are

often reluctant to undertake without federal government support.

For more information on MDCP, see [www.export.gov/mdcp](http://www.export.gov/mdcp)

For more information on IDEA, see [www.districtenergy.org](http://www.districtenergy.org)

## **OEEI Participates in Coal Quality Workshop and Trade Show**

*by Shannon Fraser*

On October 19–20, 2005, the Office of Energy and Environmental Industries (OEEI) participated in the First Annual Coal Quality Workshop and Trade Show (Coal '05) in Huntington, W. Va. Organized by *Coal Age* magazine, the conference was attended by more than 50 companies and associations working in the coal preparation and mining industries. The two-day event included panel discussions and presentations on coal procurement, coal analysis and quality, improvements in coal plant efficiency, coal cleaning, and coal quality-control methods and measures.

Among the panel discussions and presentations was an analysis from the National Mining Association (NMA): “What the New Energy Bill Means to the U.S. Coal Industry.” Noting that the new energy bill (H.R. 3893 and S.1772) has redefined the term refinery to include facilities that use coal as a feedstock (including coal-to-liquids facilities), the NMA highlighted potential benefits to the U.S. coal industry through increased public-private partnerships.

Discussions about the rebound in the number of coal preparation plants in the United States highlighted the fact that domestic coal demand and higher coal prices have prompted more operators to build more plants and upgrade existing facilities. Of particular note is the shift in ownership of coal preparatory plants since 2000. Recent mergers and acquisitions have resulted in new company names and owners have emerged over the past five years. Demographically, the number of coal preparation plants in the United States has grown, with Kentucky leading (73 plants), followed by West Virginia (66 plants), Pennsylvania (35 plants), Virginia (25 plants), and Indiana (19 plants).

In conjunction with the presentations, the two-day event included a series of exhibitions conducted by companies that specialize in catalyst systems, conveyor belts, water pumps, coal crushers, coal centrifuges, coal analysis systems, engineering and construction, mining solutions, screens, coal

washing and preparation equipment, and slurry pumps.

During the event, OEEI staff met with trade association representatives, coal research and development experts, university researchers, and coal processing and equipment companies.

In subsequent discussions with panel members and presenters, as well as company representatives at the exhibit site, OEEI staff members exchanged information with representatives of the coal industry on improvements in coal plant efficiency, technology for coal cleaning, and methods for augmenting coal quality. OEEI also highlighted relevant U.S. government activities, programs, and areas of involvement.

The success of Coal '05 has spurred interest in a second event for fall 2006. For more information, contact Shannon Fraser at (202) 482-3609 or [shannon.fraser@mail.doc.gov](mailto:shannon.fraser@mail.doc.gov)

## Commerce Department and U.S. Senate Honor Severn Trent

by Ellen M. Bohon

On November 1, 2005, during WEFTEC 2005 in Washington, D.C., Al Frink, assistant secretary of Commerce for manufacturing and services, presented the U.S. Department of Commerce Export Achievement Award to Severn-Trent Services. The company also announced that it was recently honored by the U.S. Senate with a Certificate of Recognition. Both awards recognized the company for its work in successfully marketing its products and services in other countries.

Severn Trent received the Export Achievement Award for successfully entering at least one new international market with one of its products. The Department of Commerce cited the company's

success in marketing its ClorTec on-site sodium hypochlorite generating system in the United Arab Emirates and its Tetra SAF submerged aerated biological filtration system in China.

The use of liquid sodium hypochlorite in water and wastewater disinfection is increasing because of safety concerns associated with the use, storage, and transportation of chlorine gas, a more common disinfection method. The Tetra SAF product can be used for either secondary or tertiary treatment in retrofit or newly constructed wastewater applications.

Senator Dianne Feinstein, of California, awarded the company the U.S. Senate Certificate of

Recognition for successfully marketing its products and services in Mexico. Senator Feinstein cited the company's provision of membrane filtration solutions to the agricultural, beverage, and tourist industries. Severn Trent Services provides its UAT line of reverse osmosis, nanofiltration, and ultrafiltration systems and technologies to meet tap, brackish, and seawater requirements for a variety of municipal and industrial applications.

For information on how your company can apply for a U.S. Export Achievement Award, visit your local U.S. Department of Commerce International Business Center or see [www.export.gov](http://www.export.gov).

## REGIONAL HIGHLIGHT

### ETTAC Member Opens Wastewater Treatment Plant in China

On November 6, 2005, Han's Technologies, Inc. (HTI) of Oakland, Calif., kicked off the opening of two water treatment facilities in Guizhou Province, China. These facilities are the first two of six planned HTI water projects that will showcase fully automated U.S. environmental technology in China. In addition, on November 10, HTI finalized a separate agreement to build a wastewater facility in Zhejiang Province. Han's Technologies, Inc. is an engineering and management firm providing environmental planning and construction supervision to municipalities, industry, and private developers. The company is a

member of the Environmental Technologies Trade Advisory Committee (ETTAC), an advisory group to the U.S. government on expanding international environmental technologies trade and export. For more information on ETTAC, contact Joseph Ayoub at (202) 482-0313 or [joseph.ayoub@mail.doc.gov](mailto:joseph.ayoub@mail.doc.gov). For more information on U.S. environmental industries exports to China,



HTI facility in Guizhou Province, China.

contact Susan Simon at (202) 482-0713 or [susan.simon@mail.doc.gov](mailto:susan.simon@mail.doc.gov).

## UPCOMING EVENTS

### National Groundwater Association Annual Conference

December 13–16, 2006  
Cobb County, Ga.  
Contact: Ellen Bohon  
Tel: (202) 482-0359  
E-mail: [ellen.bohon@mail.doc.gov](mailto:ellen.bohon@mail.doc.gov)  
Web site: [www.ngwa.org](http://www.ngwa.org)

### Pollutec China

March 8–10, 2006  
Shanghai, China  
Contact: Susan Simon  
Tel: (202) 482-0713  
E-mail: [susan.simon@mail.doc.gov](mailto:susan.simon@mail.doc.gov)  
Web site: [www.pollutec-china.com](http://www.pollutec-china.com)

### Waste Expo

April 4–7, 2006  
Las Vegas, Nev.  
Contact: Susan Simon  
Tel: (202) 482-0713  
E-mail: [susan.simon@mail.doc.gov](mailto:susan.simon@mail.doc.gov)  
Web site: [www.wasteexpo.com](http://www.wasteexpo.com)

### POWER-GEN Renewable Energy Conference

April 10–12, 2006  
Las Vegas, Nev.  
Contact: Aaron Brickman  
Tel: (202) 482-1889  
E-mail: [aaron.brickman@mail.doc.gov](mailto:aaron.brickman@mail.doc.gov)  
Web site:  
<http://pgre06.events.pennnet.com>

### Institute of Clean Air Companies Annual Conference

April 19–26, 2006  
Horseshoe Bay, Texas  
[www.icac.com](http://www.icac.com)  
Contact: Marc Lemmond  
Tel: (202) 482-3889  
E-mail: [marc.lemmond@mail.doc.gov](mailto:marc.lemmond@mail.doc.gov)

### American Water Works Association Annual Conference and Exposition

June 11–15, 2006  
San Antonio, Texas  
Contact: Ellen Bohon  
Tel: (202) 482-0359  
E-mail: [ellen.bohon@mail.doc.gov](mailto:ellen.bohon@mail.doc.gov)  
Web site: [www.awwa.org](http://www.awwa.org)

### Air and Waste Management Association Annual Conference

June 20–23, 2006  
New Orleans, La.  
Contact: Marc Lemmond  
Tel: (202) 482-3889  
E-mail: [marc.lemmond@mail.doc.gov](mailto:marc.lemmond@mail.doc.gov)  
Web site: [www.awma.org](http://www.awma.org)

### Aquatech Amsterdam

September 26–29, 2006  
Amsterdam, The Netherlands  
Contact: Ellen Bohon  
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Web site:  
[www.aquatechtrade.com/amsterdam/](http://www.aquatechtrade.com/amsterdam/)

### WEFTEC 2006

October 21–25, 2006  
Dallas, Texas  
Contact: Ellen Bohon  
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Web site: [www.weftec.com](http://www.weftec.com)

