

# ***The Development of Environmental Business in Liaoning Province***

**OIKAWA, Hideaki**

Chief Executive Officer, Across Japan Co., Ltd.

## **Summary**

On 20–22 October 2016 the “2016 Northeast Asia (Shenyang) International Environmental Protection Expo” was held at the Shenyang International Exhibition Center. With its staging in parallel with the “Northern Environment Forum” held within Shenyang Province on two occasions in the past, it became the first exhibition dedicated to the environment in northeastern China. The firms attending were small scale at approximately 100, but there were participants from Japan, Russia, the United States, the ROK, and the Netherlands, and Liaoning Province introduced itself as a representative center for Northeast Asia for environmental technology exchange. Zhu Jinghai, (then) Director General of Liaoning Provincial Environmental Protection Department, expressed his enthusiasm: “The Shanghai environment exposition in the south has reached its sixteenth year, but in the north I would like to make the Shenyang environment exposition grow so as to be on a par with it.”

Today, where Japan’s China boom has long far passed, there is much activity by the Japanese government and firms requesting business opportunities for the expansion of China’s environment market. In the background to this are that the environmental pollution spread by economic growth has become evident, that the Chinese government has poured effort into creating in rapid-fire style environmental protection policies, and also that past experience in cleaning up environmental pollution and technology has been accumulated by Japanese administrative bodies and firms. However, it cannot be said that the business matching between Japan and China in the environmental sector, which has a clear complementarity, has been going well.

In this paper, after observing the regular business market, I would like to summarize the situation for China’s environmental policy and Liaoning Province’s position, taking the example of the Chinese environmental business for Japanese firms, and in particular the actual situation of expansion into Liaoning Province, and focus on the challenges and attempt to explore the future prospects. In China’s “New Normal”, especially in Liaoning Province which bears the legacy of the planned economy, it is hoped that the business cooperation which Japanese firms have in Northeast Asia in the environmental protection sector will develop.

[Translated by ERINA]