

CIRCULAR CITY DELEGATION

New York City

January 28-30, 2020

PROGRAM

DAY 1 - TUESDAY JANUARY 28, 2020

9.00am: **Welcome & Morning Briefing by New York Market Experts**
Gain insights into how to position your product/solution in the New York market and how to capitalize the market potential. Targeted to both companies that are new to the U.S. and those already established.

Location: Urban Future Lab, 370 Jay street, fl. 7., Brooklyn, NY 11201

12.30pm: **Lunch & Learn**
Primarily for building material/solutions providers
A Circularity City Lunch & Learn presentation will be developed based on the participating companies. The aim is to inspire one of the biggest architectural companies in New York to take an interest in circularity. The Lunch & Learn will allow participating companies to share their solution(s) with company employees.

Location: TBC

Collective Customer Meetings
Primarily for building interior/fit out providers
We will arrange two collective meetings that will allow participating companies to pitch their solutions directly to potential off takers such as architects, developers or engineers.

Location: TBC

2.00pm **Bilateral Meetings**
Use the afternoon to schedule bilateral meetings with partners and customers. Danish Cleantech Hub will also provide participants with an overview of relevant industry events taking place this afternoon.

Location: Throughout the city



7.00pm: **Delegation Dinner (optional)**

Join your fellow delegation participants for an evening out. This will be an occasion to share experiences and learn from your peers. The place has a great happy hour, so drinks before dinner for those who wish is also an option. The cost of the dinner must be covered by participants.

Location: TBC

DAY 2 - WEDNESDAY JANUARY 29, 2020

9.00am: **Event: Design for Circularity: What if You Could Redesign Everything?**

Circularity City is hosting an exciting morning event focusing on the circular mindset, methods and material choices. All participating companies will be invited to give a Pecha Kucha-style presentation in front of the 100 expected attendees.

Location: TBC

12.30pm: **Lunch & Learn**

Primarily for building material/solutions providers

A Circularity City Lunch & Learn presentation will be developed based on the participating companies. The Lunch & Learn will allow participating companies to share their solution(s) with Architectural companies.

Location: TBC

2.00pm: **Circular Furniture Workshop**

Primarily for building interior/fit out providers

Circularity City will host a workshop for participating companies and locally based stakeholders. A will be given task within circular furniture design challenges which the participants will try and solve in groups.

Location: TBC

Bilateral Meetings

Use the afternoon to schedule bilateral meetings with partners and customers. Danish Cleantech Hub will also provide participants with an overview of relevant industry events taking place this afternoon.

Location: Throughout the city



DAY 3 - THURSDAY JANUARY 30, 2030

12.30pm

Lunch & Learn

Primarily for building material/solutions providers

A Circularity City Lunch & Learn presentation will be developed based on the participating companies. The Lunch & Learn will allow participating companies to share their solution(s) with Architectural companies.

Location: TBC

Collective Customer Meetings

Primarily for building interior/fit out providers

We will arrange two collective meetings that will allow participating companies to pitch their solutions directly to potential off takers such as architects, developers or engineers.

Location: TBC

1.30am

Bilateral Meetings

Use the morning to schedule bilateral meeting with partners and customers. We will do our utmost to help make introductions to our network beforehand. We will also provide participants with an overview of relevant industry events taking place this afternoon.

Location: Throughout the city

5.00pm

End of the Official Program



PRACTICAL INFORMATION

PRICE

Thanks to the Central Denmark Region it is **FREE** to participate in this delegation. Travel costs, accommodation and other expenses not mentioned in the tentative program are not included in the price. The delegation dinner will also need to be covered by the participants.

THE PROGRAM

If the timeslots provided in the program for bilateral meetings are not sufficient, we can recommend arriving a day early or staying a day after the official program. Changes will likely happen to the program, but the timeslot reserved for bilateral meeting on Tuesday and Wednesday will not be altered. You can thus start the planning of your meetings already now. We will provide assistance with facilitating bilateral meetings to the extent possible.

Updated program and overview of external industry events will be provided as the planning moves ahead. The final program will be shared with all participants one week prior to arriving in New York.

EVENTS + LUNCH & LEARNS

These activities are organized by Danish Cleantech Hub and will provide participating companies with opportunities to present their solution(s). Events are planned so to give companies maximum exposure, but not all companies will not be able to present at all events.

Separate event briefs are created for each event and will be shared with the selected speakers. Please let us know what event you find most relevant to your company.

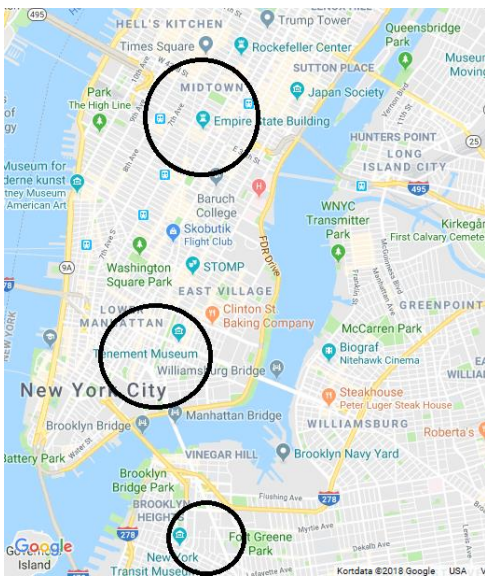
PREPERATIONS

Be ready with your elevator speech, so that you can present you solutions whenever an occasion arises. During meetings we will often ask every company to briefly introduce their solution(s). It can also be a good idea to bring a few samples for you have a physical product to present. We will also have a table with promotional material at every event, so bring a few additional flyers or business cards. No roll-ups.

If you are speaking at an event we will provide you with details regarding presentations.



HOTEL AND TRAVEL INFORMATION



You will have to book your own flight and hotel.

Delta, Norwegian and SAS have direct flight from Copenhagen. Both JFK airport and Newark airport are conveniently located.

We do not have a special deal with local hotels and prices fluctuates, so we advise using one of the many booking website. The map indicates three convenient areas to stay in. Midtown Manhattan, Lower Manhattan or Downtown Brooklyn.

Lift, Via and Uber are the most used car ride services, in addition to the yellow cabs. The subway system is also highly efficient especially during rush-hour traffic. We will be using the subway going around the city.

HOW TO REGISTER

Please register by writing an email to Tone Søndergaard at tone@di.dk. For questions please call +1 646 997 4019. Deadline for registration is Friday December 20, 2019.

Registration conditions are in accordance with Confederation of Danish Industry's [terms of participation](#) in Export Promotion Events.