

EXPORT ACTIVITIES NEW YORK & GERMANY

WHY EXPORT CIRCULAR SOLUTIONS?

In a few decades, most of the world's population will live in urban areas. This trend creates major challenges in providing sufficient resources to expand and rebuild cities. Conversely, it also provides ideal conditions for developing new ways to design, construct, and furnish our buildings, where all resources are being reused.

Circularity City will enable our corporate partners to take advantage of these trends and turn them into business opportunities. Circular economy, sustainability, and resource efficiency within the built environment are Danish trademarks, which both large and smaller companies can use to drive their respective business development and export adventures.

HOW WE ASSIST COMPANIES

Collaborative events, full day programs, and delegations are the cornerstones of this export program. Events will provide participating companies with a shared circular narrative and multiple platforms to create visibility of company specific circular solutions and products. Day programs and delegations allows both newcomers and established players to develop market insight, new partnerships, and customer relations. We welcome companies of all sizes and levels of export experience.

Companies with an interest in the U.S. market may also be eligible to get free individualized assistance as to enable strategic business development, market insights, meeting programs in New York and network expansion. This hand-held service can take place during shorter or longer periods, depending on the needs of the company. In Germany, limited individualized assistance is available, however, a collection of complementary export initiatives may be able to cover participants specific needs.

ABOUT CIRCULARITY CITY

Circularity City is a three-year development project (2017-2020) initiated by Central Denmark Region. The project aims to gather municipalities and private sector frontrunners within the region to display how circular cities can be built. The project will accumulate the knowledge produced in existing circular initiatives, creating new innovative solutions for the built environment, and works to create demand for these solutions both in Central Denmark Region and globally.

EVENT CALENDAR

To create a coherent series of events that enables tangible market access, New York and Germany have been selected as focus markets. For the same reasons, the following two tracks have been defined:

Track 1: Architecture & Buildings

Architects, product manufacturers, consultants, building material providers, contractors, etc.

Track 2: Interior Design

Product manufacturers, designers, material providers, architects, etc.

*The interior design track will focus solely on New York

Activities will in most cases be hosted in conjunction with larger local industry events. Some events will feature a limited number of speakers, while other event formats allow for the active participation of an unlimited number of companies. The following event plan is tentative, and will thus evolve as the export program progresses.

GERMANY

TRACK: Architecture & Buildings

2019

January 14-19: BAU in Munich [link](#)

Bi-annual world leading trade fair for architecture, materials, and systems. 2,100 exhibitors from 45 countries and +250,000 trade professionals visiting.

Circularity City will host an expo side event on "Circular City Districts". In addition, Circularity City will host a market briefing and assist participating companies with making the most of the expo activities.

June 19-22: Open Air Tech in Berlin [link](#)

Europe's leading interdisciplinary technology festival. 150+ thought-leaders from tech, art, and science share their vision on future developments.

Circularity City will host an interactive B2B stand for showcasing products on how to build more sustainable and eco-friendly cities inviting participants to co-design new innovations.

September: NORDBAU in Neumünster [link](#)

Expo focused on the North German market for building materials and components. 850 exhibitors from 15 countries and +65,000 trade professionals visiting.

Coinciding with the expo Circularity City will host a pitch event to showcase circular solutions and engage in a day program with local North German architects.

October/November: Nordic Architecture Events in Berlin

Circularity City in collaboration with Nordic partners will host a session about how to reuse wood from the building environment. Match making activities will also be planned including a industry reception.

NEW YORK

TRACK: Architecture & Buildings

TRACK: Interior Design

2018

May 7-10: Smart City NYC Expo [link](#)

Smaller version of the Barcelona conference focusing on US stakeholders within the smart city space. Circularity City will host panel session on "Innovative Procurement & Circular Invention". Possible to join Nordic delegation for discounted tickets and match-making sessions.

June 19-22: AIA Conference on Architecture [link](#)

US national conference with +23,000 attendees. Circularity City will host a workshop session on "Buildings as Material Banks".

May 11-23: NYCxDDesign [link](#)

NYC festival with +100 events celebrating design. Circularity City will host a panel discussing on "Design for Circularity" with local showroom.

October: CIRCULAR CITY DELEGATION during Archtober [link](#)

NYC's architecture and design Month with architecture tours, lectures, films, and exhibitions. Circularity City will organize a [delegation](#) from October 23-25, 2018. Below events will be part of the [full program](#).

October 24: What If We Could Redesign Everything

Circularity City will organize an official Archtober pitch event hosted at the Center for Architecture.

October 23: Next Generation Office Interior

Circularity City will organize a month-long furniture exhibition in collaboration with ARUP.

2019

March: Showcasing Circular Buildings at Circular City Week New York [link](#)

Circularity City will host an interactive workshop on "Making the Circular Building a Reality" focusing on the reuse of materials.

June: Circular Design Challenge

Circularity City will organize a design challenge in collaboration with local institutions: "Circular Product Innovation".

August: NY NOW [link](#)

Wholesale products and innovative designs tradeshow with +2,300 exhibitors. Circularity City will organize and collective event on "Enabling the Circular Furniture Movement".

2020

January: CIRCULAR CITY DELEGATION

Circularity City will organize a delegation from during late January. Below event will be part of the full program.

Upcycling of Buildings and Materials

Circularity City will host a panel session in collaboration with local organizations to feature upcycling solutions.

Lunch & Learn on Circular Interior Design

Circularity City will arrange a series of Lunch & Learns at local interior design and architectural companies.

March: Celebrating Circularity City - Opening Conference at Circular City Week New York

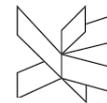
Circularity City will organize an official opening event featuring outcome and learnings from the project.

HOW TO JOIN

If your company could benefit from being part of Circularity City's export program, please do not hesitate to contact us. We welcome companies of all sizes and levels of export experience. Companies from all parts of the Denmark are eligible to participate.

It is possible to participate in either a single or multiple events. There is no participation fee! Activities in both markets will take place in English. Expenses related to travel, accommodation, and expo entrances will however not be covered.

IMPLEMENTED BY:



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*Minor
Change Group*



FINANCED BY:



GET IN TOUCH

For more info on Circularity City, and how to be part of the activities that takes place in Central Denmark Region, please visit

www.circularitycity.dk

USA

Tone Søndergaard
Strategy and Project Director
Phone: +1 917 912 7577
E-mail: tone@di.dk

Danish Cleantech Hub

C/O Urban Future Lab
15 Metrotech Center, 19th fl.
Brooklyn, NY 11201

Germany

Jakob Stolt
Senior Project Manager
Phone: +45 28 10 98 92
E-mail: jakob.stolt@climate-kic.org

Climate-KIC Nordic

Nils Koppels Allé Building 402,
1st floor
2800 Kongens Lyngby