

CIRCULARITY CITY DELEGATION

New York City

January 28-30, 2020

CIRCULARITY CITY PROGRAM

The program is tentative

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.

- How to navigate in the U.S. market – Danish Cleantech Hub
- How to position your product
- Market potential for circular economy solutions in the build environment

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

12.30pm **Lunch & Learn**

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: The office of one of New York's leading sustainability focused architectural and/or engineering companies

2.30pm **Site visit: Experience Potential Partners/Solutions in Action**

In the afternoon we will take a tour to see how far along New York is in terms of building performance and design. Destination(s) will be determined on participant interest. The visit will be a chance to get a firsthand insight into how things are currently done within different sectors – and explore how your solution may fit in.

Location: Midtown Manhattan



7.00pm

Delegation Dinner

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: Carrols Place, 157 Bleecker St, New York, NY 10012

DAY 2 - WEDNESDAY JANUARY 29, 2020

9.00am

Event: Circular Business Models – Learning from our Ancestors

Circularity City is hosting an exciting morning event focusing on the circular mindset and what we can learn from the past and how we can use it in the future. Afterwards, all participating companies will be invited to give a Pecha Kucha-style presentation in front of the 100 expected attendees.

Location: Center of Architecture, 536 LaGuardia Place, New York, NY 10012

12.30pm

Lunch & Learn

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: The office of one of New York's leading sustainability focused architectural and/or engineering companies

2.30pm

Workshop: Peer-to-Peer Learning on Successful Product Positioning

Circularity City will host a workshop for participating companies and locally based stakeholders. The participants will have the chance to share in groups their experiences on positioning their products in the U.S. market.

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



DAY 3 - THURSDAY JANUARY 30, 2030

9.00am Wholesale Customer Meeting

This meeting brings together service providers and potential customers. We will help to make introductions and kick-start the conversation.

Location: The Office of a Major Customer

12.30pm Lunch & Learn

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: The office of one of New York's leading sustainability focused architectural and/or engineering companies

2.30pm Bilateral Meetings

Use the afternoon to schedule bilateral meeting with partners and customers. We will do our outmost to help make introductions to our network beforehand.

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 your 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, but we can recommend a hotel close to the Urban Future Lab:

Aloft Hotel

216 Duffield Street

Brooklyn, New York 11201 USA

CITY TRANSPORTATION

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 Imke Myrick at immy@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.