

Market Analysis for China Energy Efficient Products

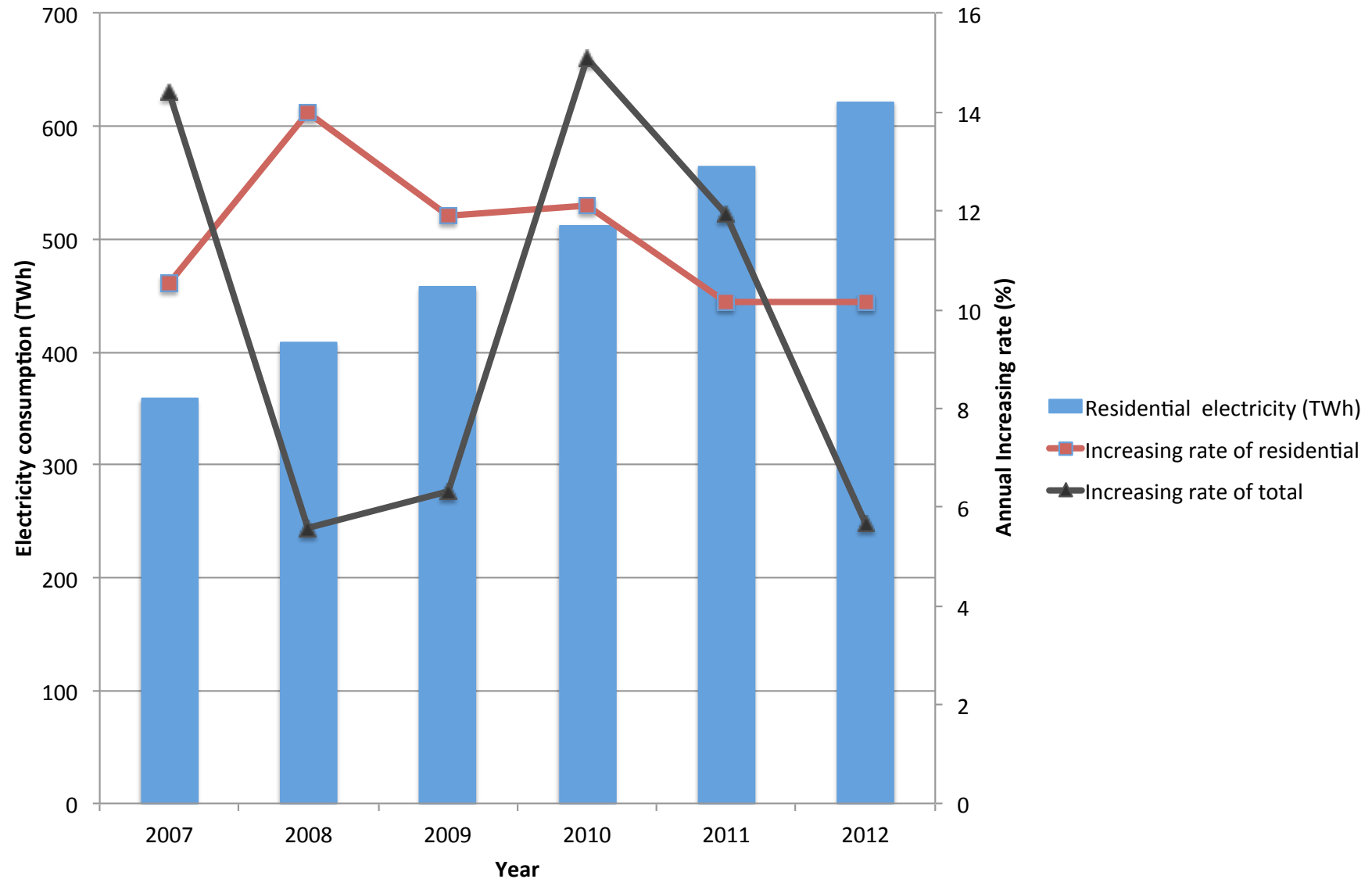
Hu Bo

Top10 China

- Jointly conducted by Top10 and CLASP
- Partly funded by Energy Foundation (EF)
- Selected 9 major energy using products
 - Household appliances (7)
 - Office equipment (2)
- Covering: standards, energy efficiency, price, rebate program, saving potential analysis.....
- The final report will be available soon

- General background
- Energy efficient products in China context
- Efficiency and sufficiency
- Efficiency and price
- Conclusions

Residential electricity keeps increasing

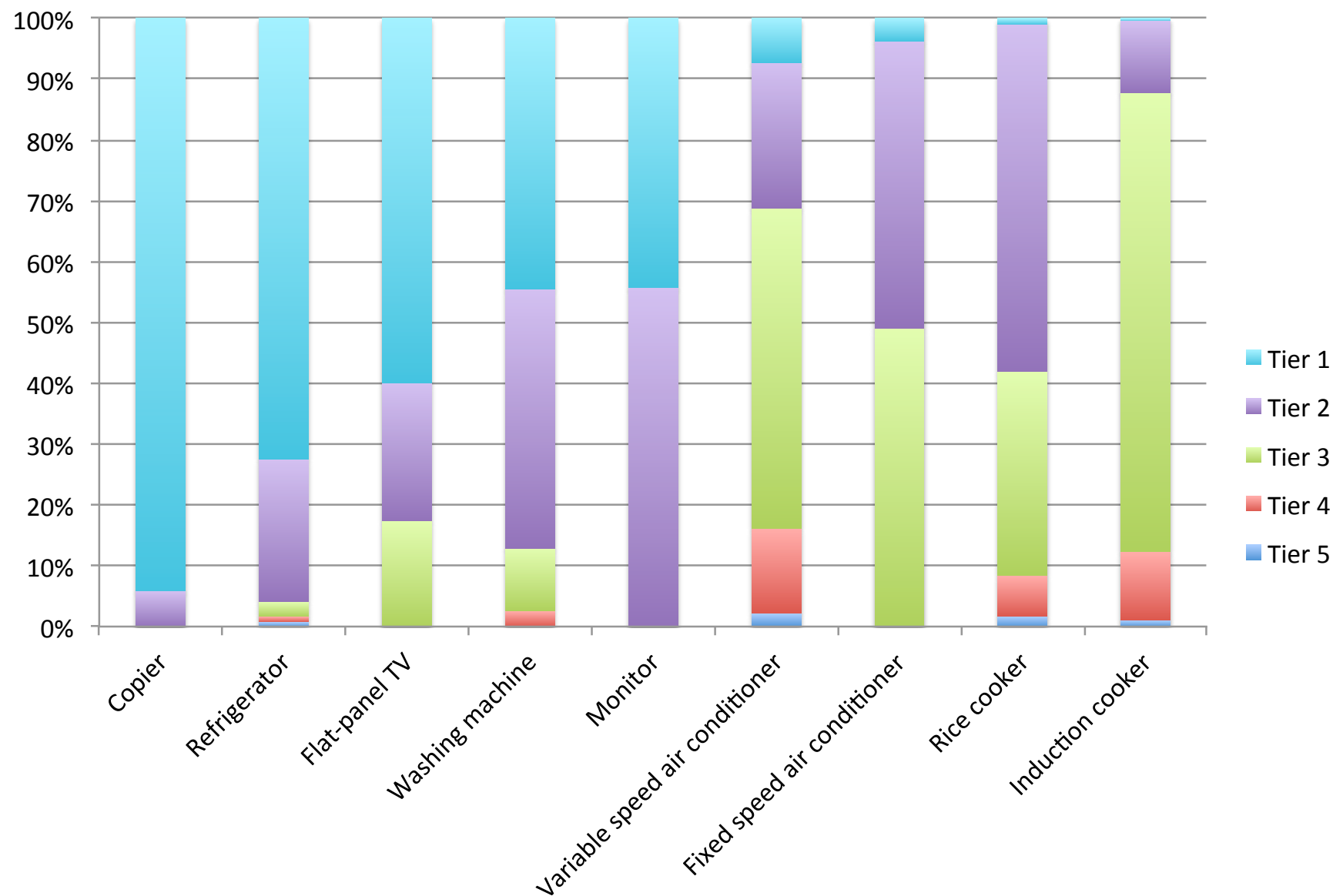


- Mandatory policies (push)
 - Minimum energy efficiency requirements (48)
 - Energy label (27)
- Voluntary policies (pull)
 - Energy conservation certification scheme
 - Government procurement for energy efficient products
 - Rebate programs
 - 3.3 Billion Euros from 1st June 2012 to 31st May 2013

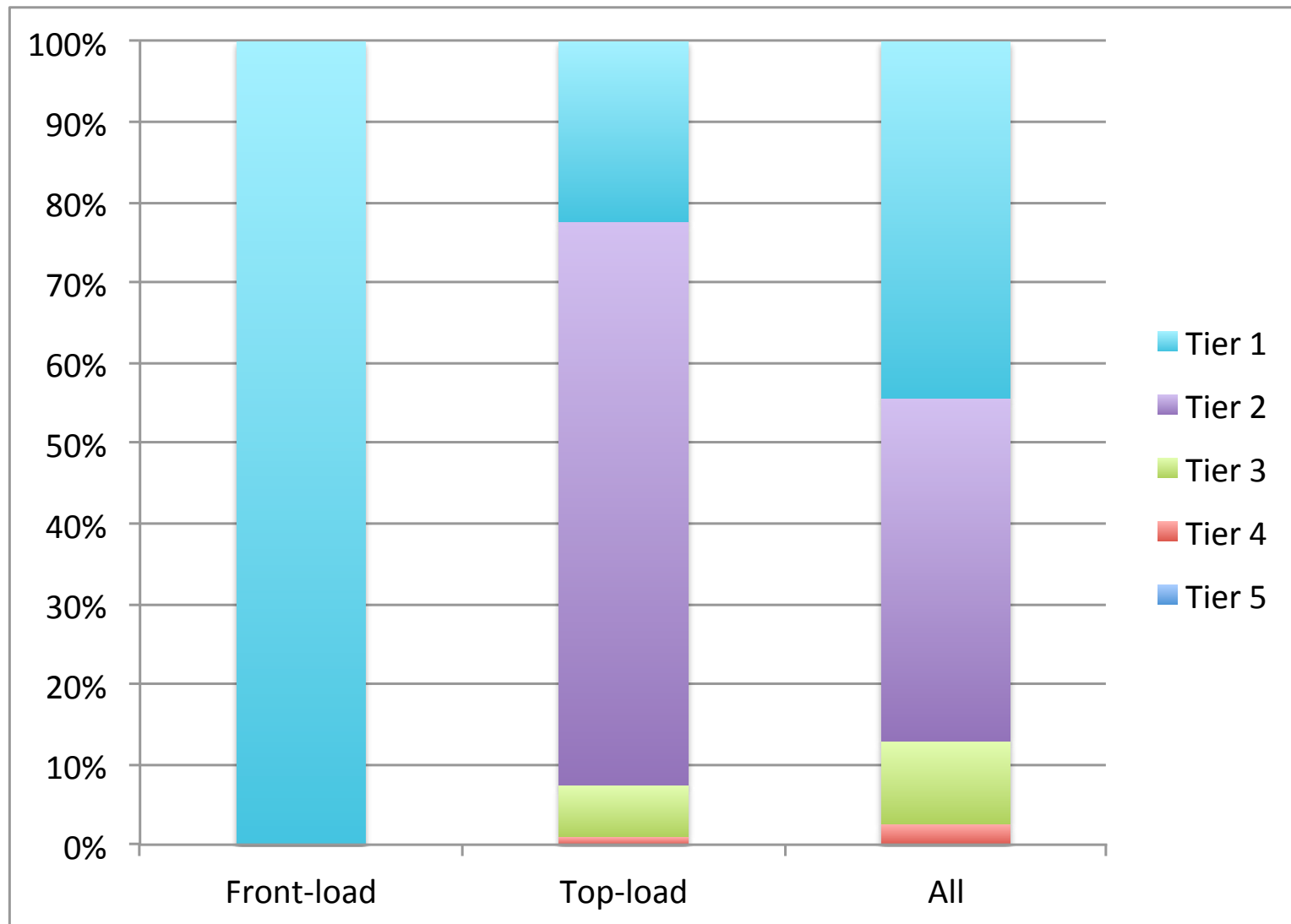
Energy efficiency standards are the basis

	洗衣机能效等级	波轮式全自动洗衣机和双桶洗衣机		
		单位功效耗电量 E_e (kWh/cycle/kg)	单位功效用水量 W_e (L/cycle/kg)	洗净比 C_e
High Efficient	1	≤ 0.011	≤ 14	≥ 0.90
	2	≤ 0.012	≤ 16	≥ 0.80
	3	≤ 0.015	≤ 20	
	4	≤ 0.017	≤ 24	
MEPS	5	≤ 0.022	≤ 28	

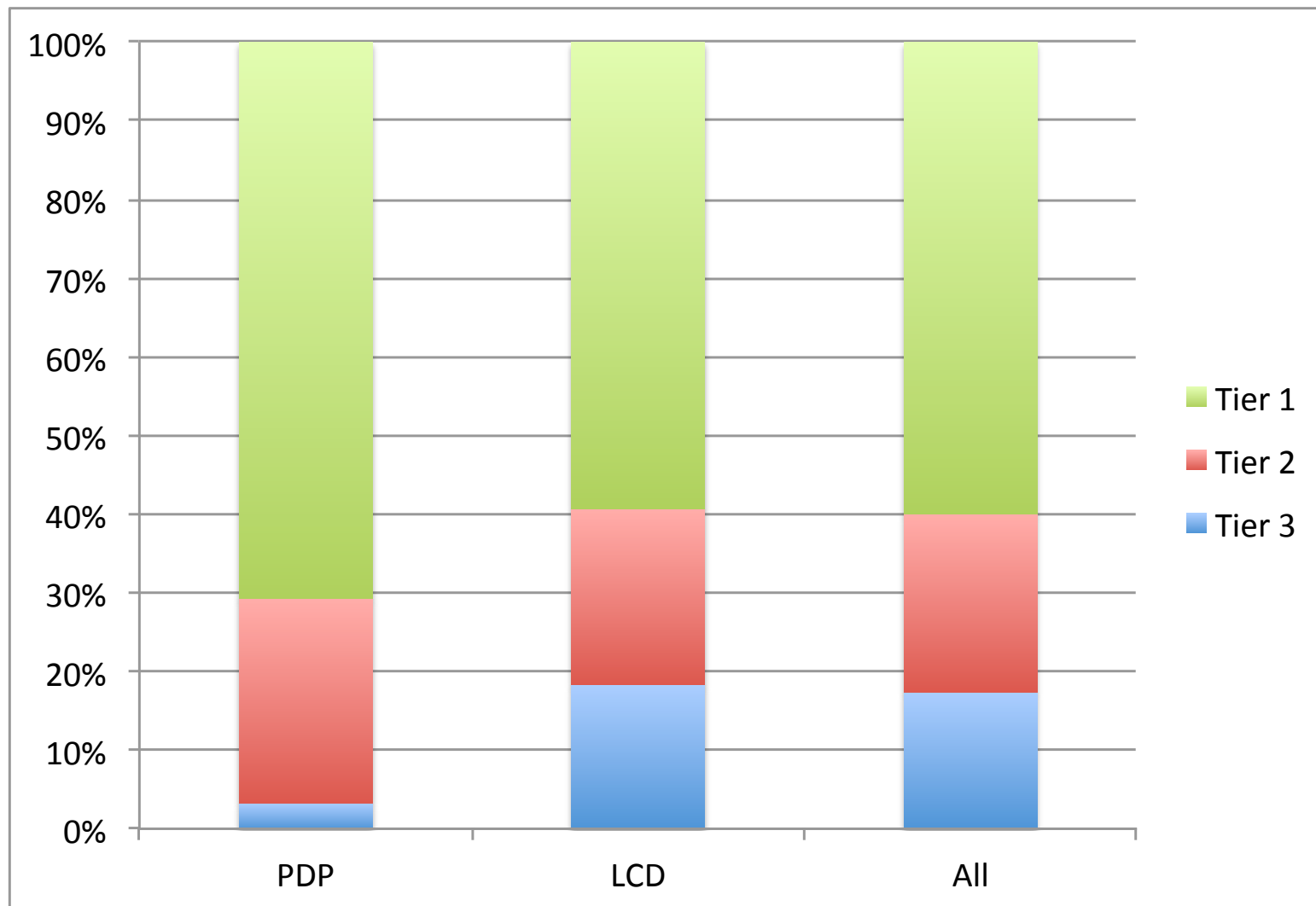
Energy efficiency tiers distribution



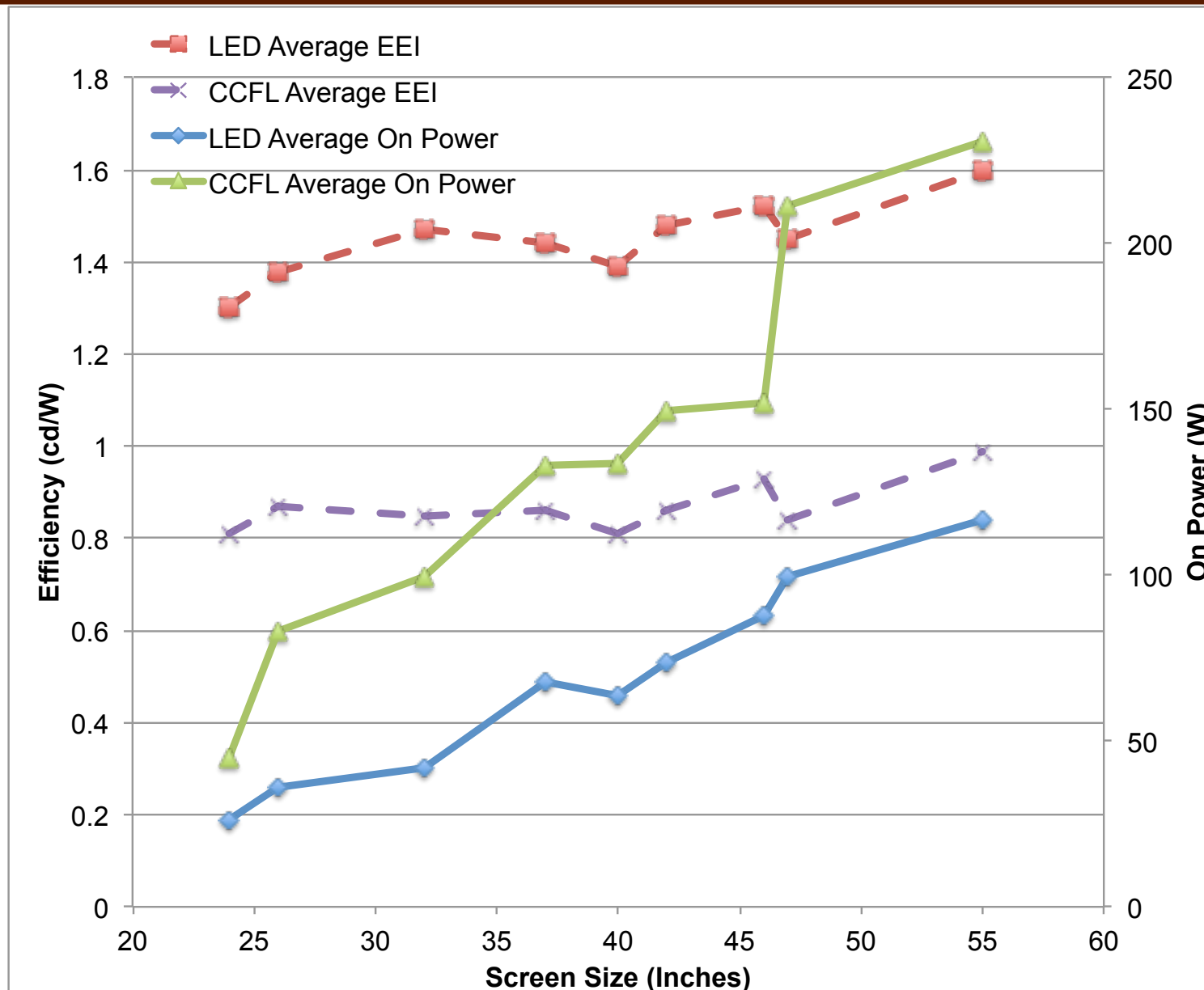
Tier 1 does not mean efficiency! – Washing machine



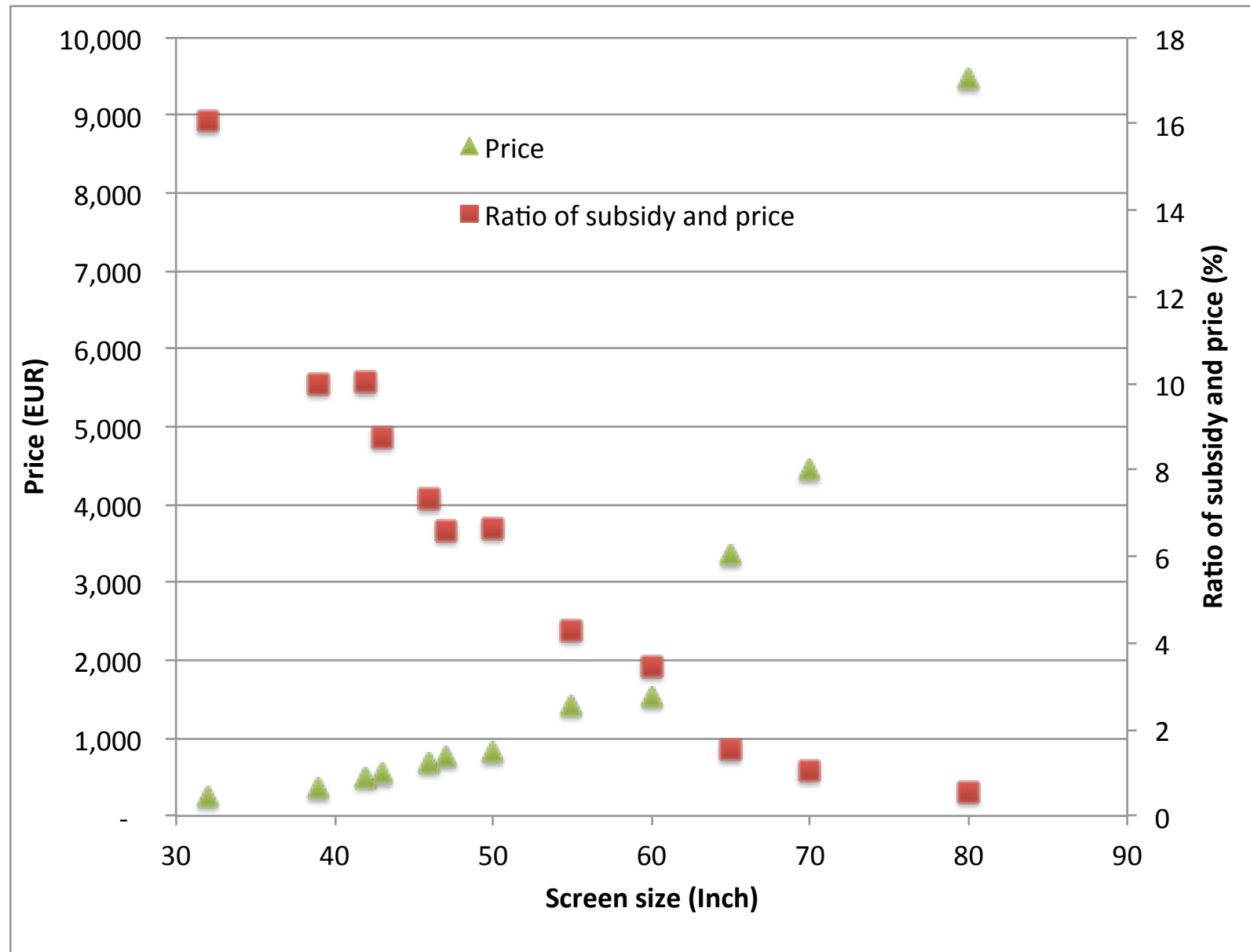
Tier 1 does not mean energy efficiency! – TV



Efficiency V.S. Sufficiency - TV



Subsidy has limited impacts on the larger TVs



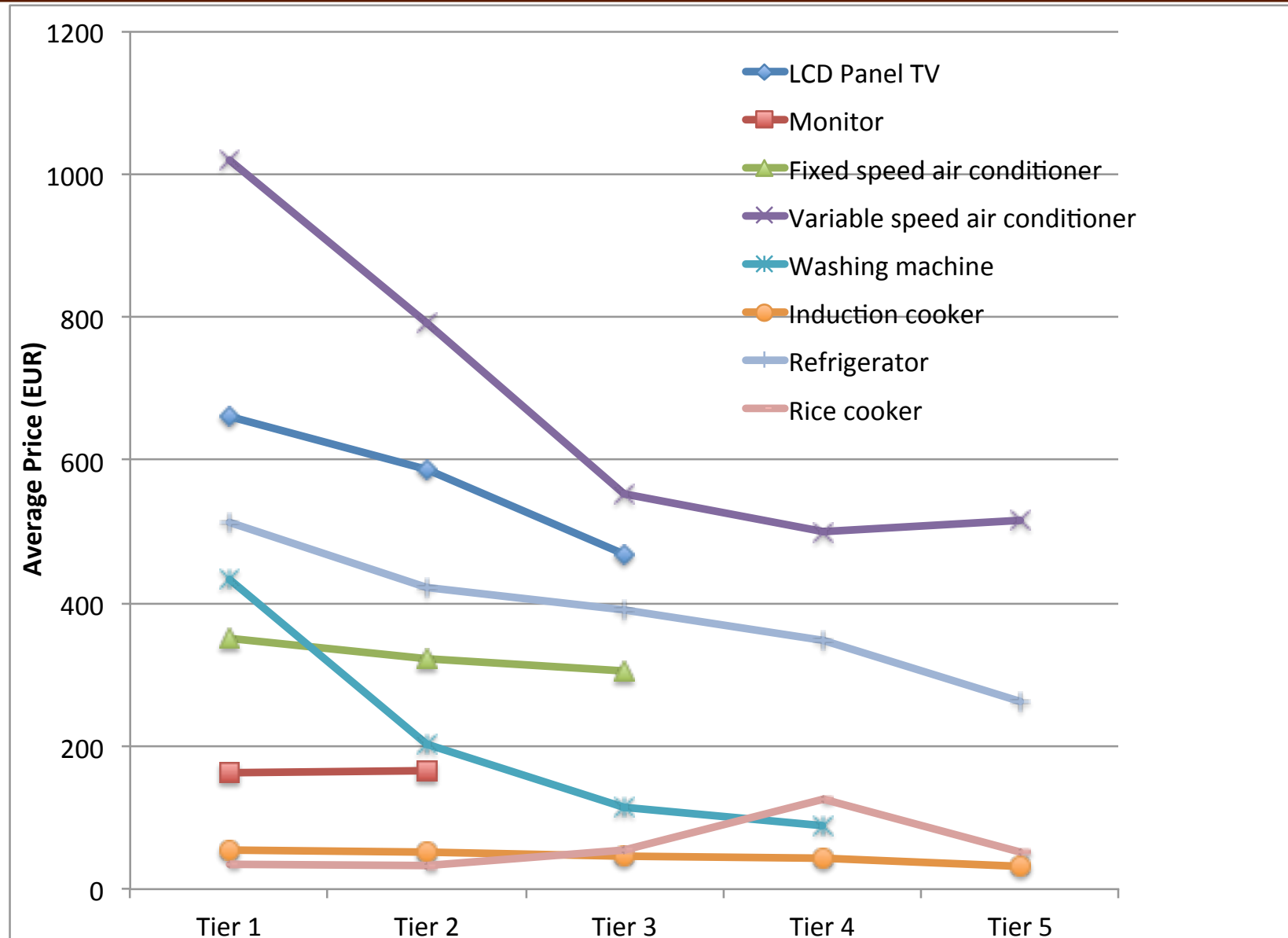
An extreme example

节能补贴
400元

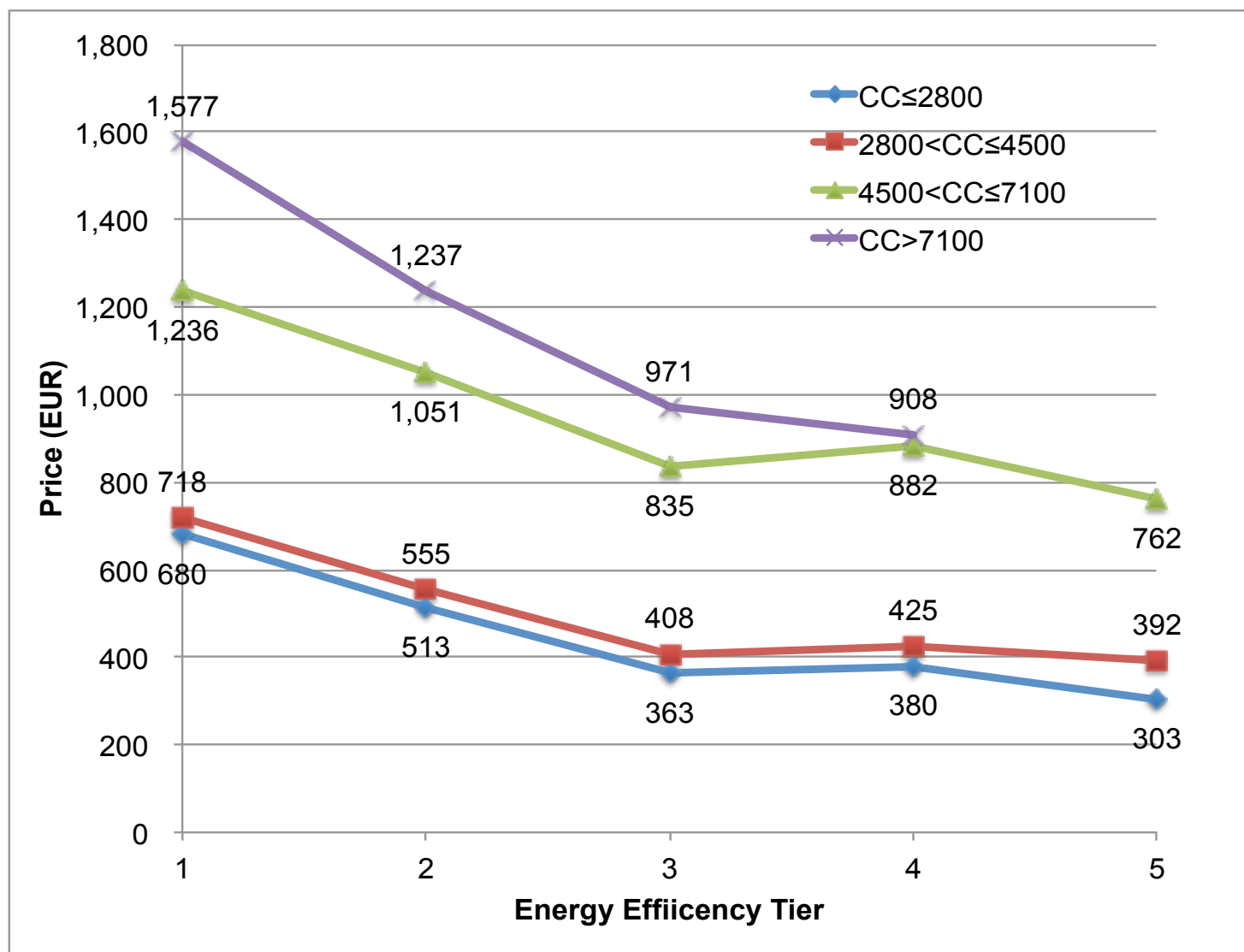


- 80 Inches
- Price: 8,750 Euros
- On Power: 255W
- EEI : 2.0 > 1.9
- **Subsidy: 50 Euros**

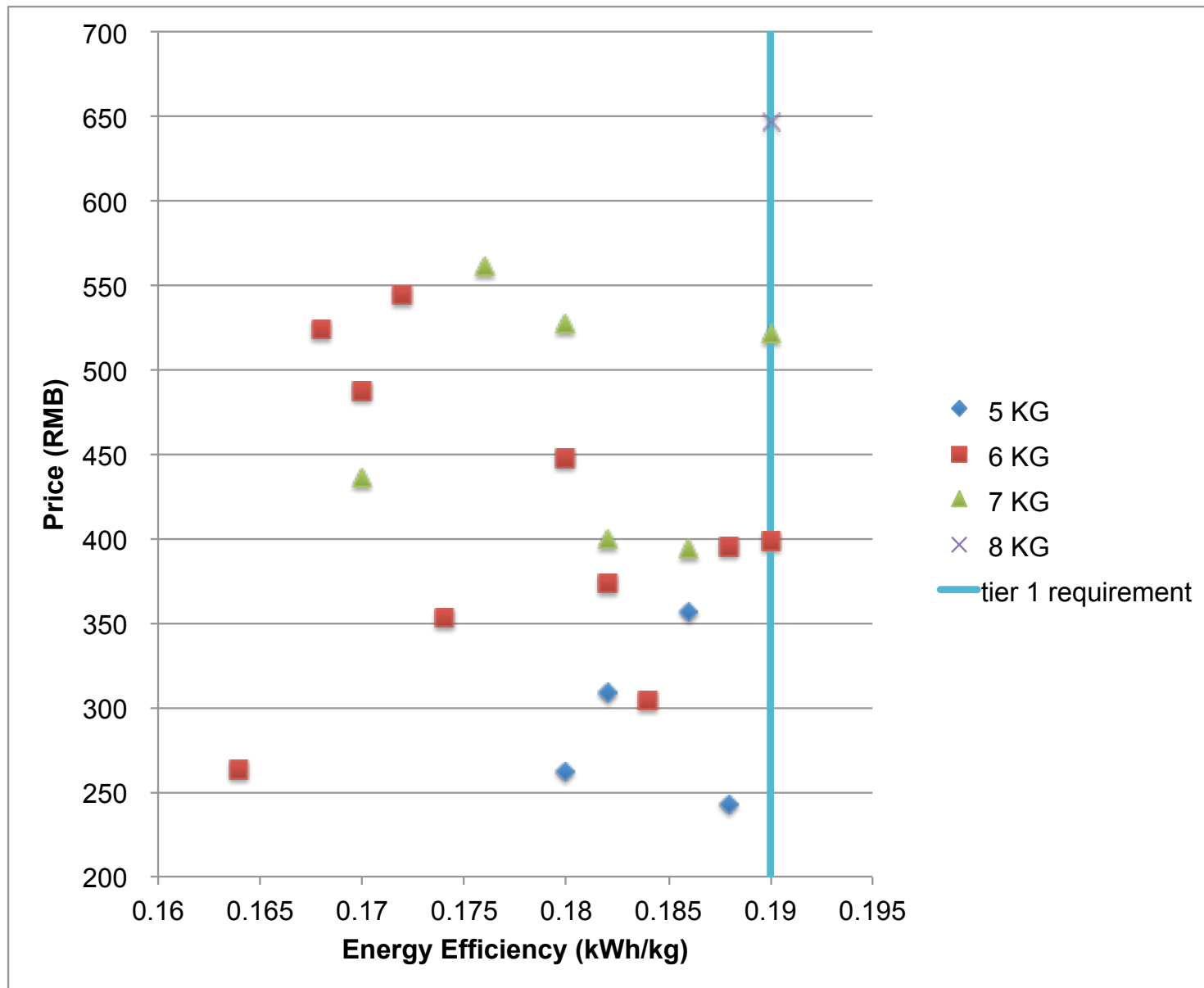
Price and energy efficiency tier



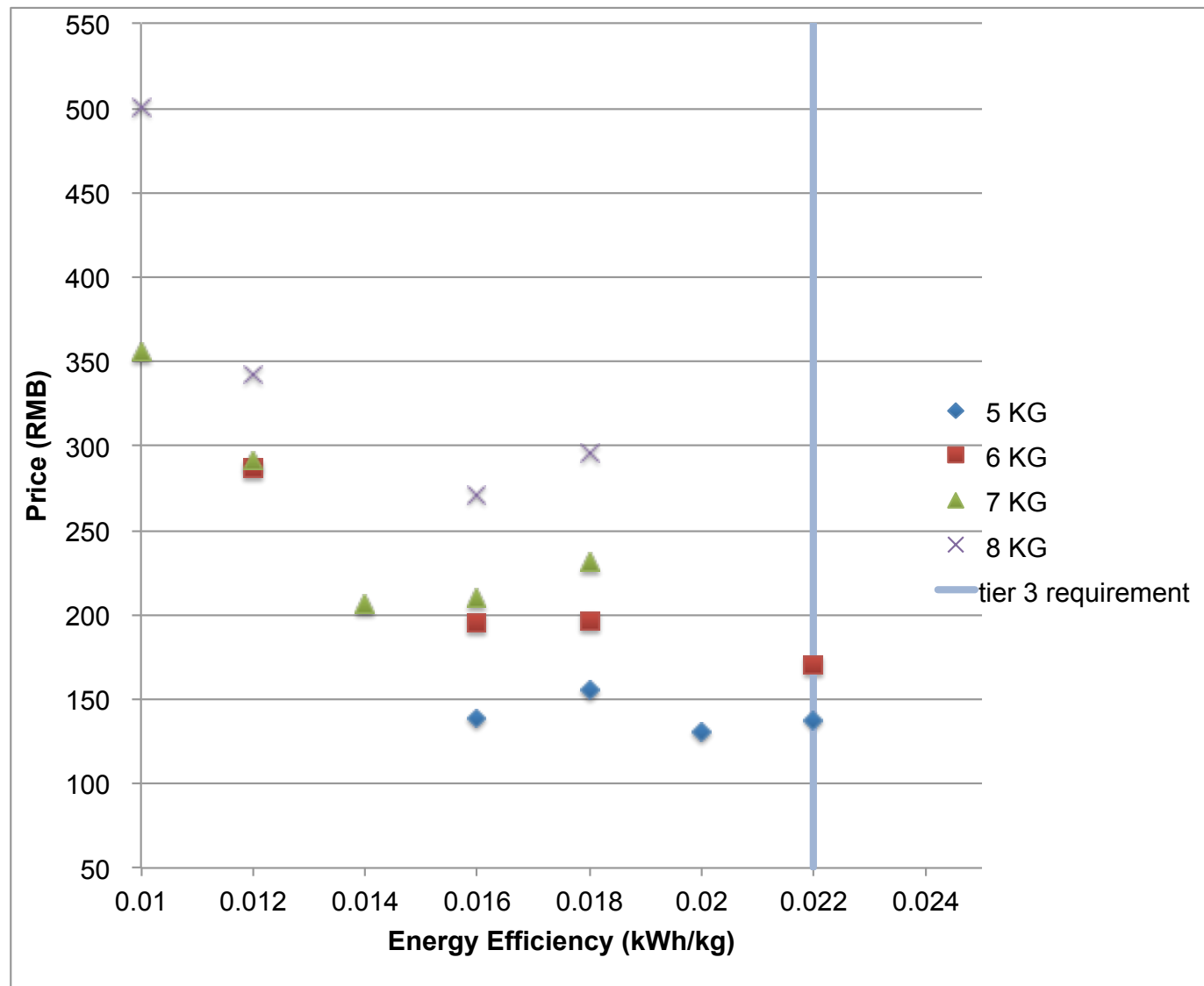
Variable speed air conditioner energy efficiency tier and price



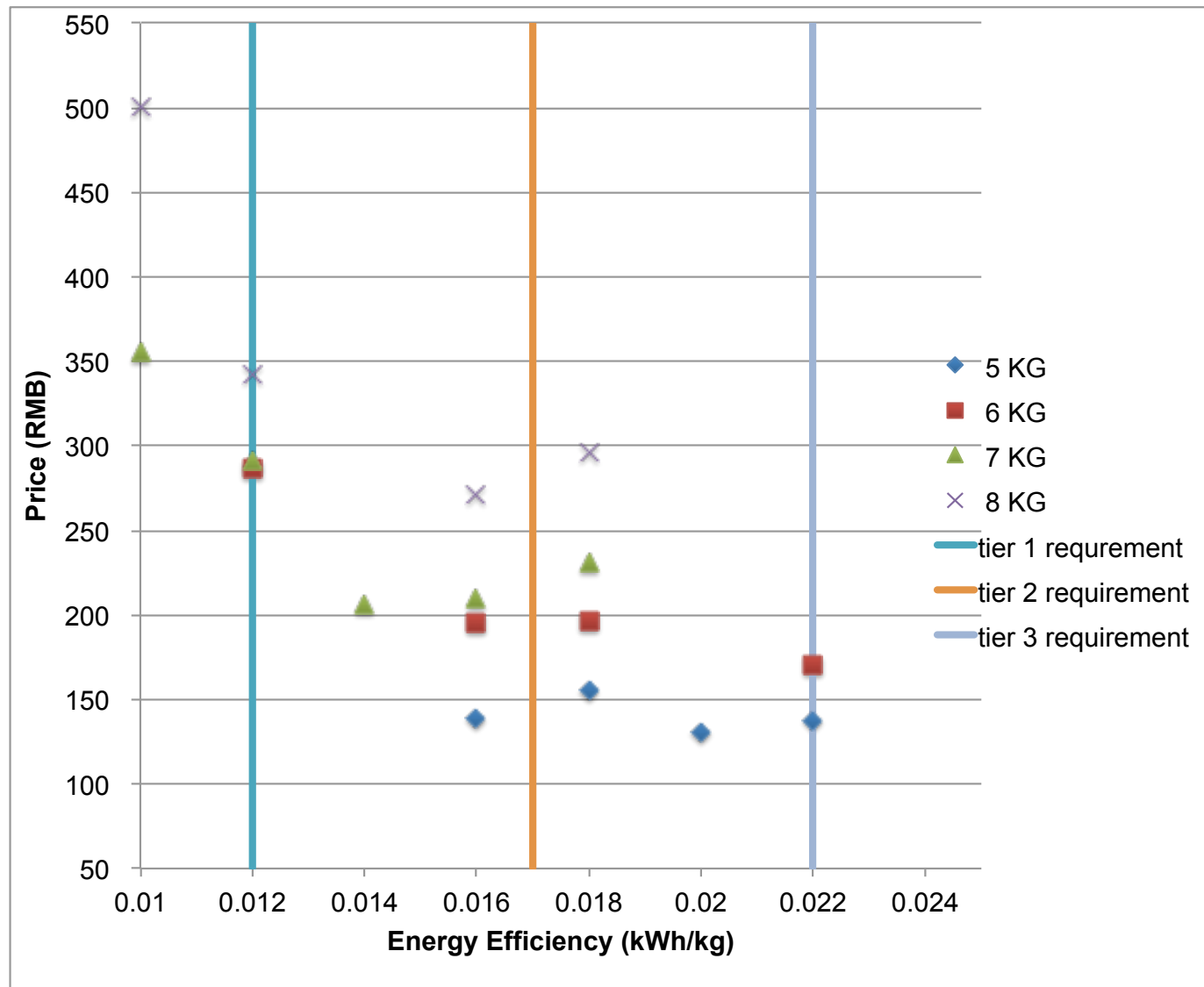
Washing machine – front-load



Washing machine – top-load



Washing machine – top-load



- Revising for some energy efficiency standards is needed. Refrigerator, washing machine, variable speed air conditioners and copiers are under development
- Stop the subsidy for the low efficiency technologies, such as Plasma TVs, electrical water heaters, etc
- Stop the subsidy for the over sized and priced products
- Guide the manufacturers and retailers not overpricing the high efficient products

Thank you!

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