



Feature No. 24: Beijing WorldWell Energy Technologies Co.



China's emergence as an economic powerhouse is proving to be a major environmental challenge as the country continues to consume energy at rapidly increasing rates. China accounts for 58% of the total energy consumption in the East Asian region, largely due to its burgeoning industrial sector. None of this was lost on Mr. Wang when he founded Beijing Worldwell Energy Technologies in 2000. Mr. Wang and his two business partners combined their engineering knowledge with experience in the steel industry to create a company that would take advantage of the increasing tension between China's energy needs and its unsustainable consumption by finding a solution for both.

Mr. Wang created this solution in the form of a fleet of climate control trucks. These vehicles boast an innovative design that utilizes the heat discarded by China's booming but inefficient industrial sector. Each truck has an apparatus that removes heat directly from machinery in industrial complexes such as steel plants, which waste up to 60 percent of the energy they consume. This is then trapped in a warm water system within the WorldWell truck and unloaded in nearby commercial buildings that have a contract with the company. Through this process, the company offers its clients a sustainable technology for climate control that carries less than half the cost of energy sourced from traditional petroleum. The company also has a competitive advantage in ensuring the uniqueness of its product through twenty patents; vehicles using similar technology can only maintain up to 35 degrees Celsius of heat as opposed to 80 degrees Celsius in WorldWell trucks.

The WorldWell business model is a strong value proposition that will boost the company's revenues as it begins to increase production. Each truck generates around 700,000 RMB in annual profits helping WorldWell reach an impressive 5 million RMB in sales last year. With this success, Mr. Wang is ready to increase his presence from three cities to 23 cities in the coming months. By 2009, he aims to expand the company's customer base to every major urban area in China. With its emphasis on original technology and a profitable solution to China's growing energy needs, Beijing WorldWell promises to deliver impressive returns as it expands operations in the coming years.



For more information about Beijing WorldWell, see the company's profile at www.new-ventures.org.

Written by Derek Newberry for the World Resources Institute ©2006 - The Rising Ventures Series features innovative small and medium businesses (SMEs) in emerging markets that deliver social and/or environmental benefits. These businesses have been identified through the New Ventures (www.new-ventures.org) and Development through Enterprise (www.nextbillion.net) projects. To view other Features in the Series, visit <http://www.new-ventures.org/risingventures>.