

## INVITATION

### **Chinese-Danish Water Days 23-26 September 2008. Danish water and wastewater solutions for a growing China**

The Chinese water sector faces huge challenges in the near future. The economical growth in China is huge and due to the fast growing urbanisation, the need to ensure water supply, reduce consumption, optimise energy efficiency, treat sewage etc. is obvious.

Improvements in the water supply and sewage infrastructure is generally recognised both at the Central Government level but also on regional and municipal level. And laws and regulations to protect the environment are being updated and passed through on a more and more frequent basis.

With massive investments in water and sewage projects the market opportunities for Danish companies are enormous.

#### **Danish technology and solutions**

Danish companies are especially recognised within the following fields:

- Non-Revenue-Water (NRW) reduction programmes
- Energy efficiency in the water sector
- Advanced wastewater treatment
- Sludge treatment and handling
- Rehabilitation of water and sewage pipes, especially by No-Dig methods

#### **Chinese-Danish Water Days 2008**

On this background The Danish Consulate Generals in Guangzhou and Chongqing in cooperation with WTC ApS therefore invites Danish companies to take part in Water Days to take place from **23-26 September 2008 in Guangzhou and Chongqing**. The arrangement will include several activities of relevance to Danish companies:

- During seminars in both cities, participants will have a chance to present their products and services and to get in contact with key-players and discuss projects and cooperation
- As a part of the seminars, individual meeting programmes will be organised for each company
- During the event, the **Danish Water Network in China** will be established. At the meeting, establishment and set-up of the network will be discussed. Hereunder a possible partnership with Chongqing Municipality (more detail to follow).
- The new **B2B Environment** Programme supported By Danida will be launched in mid 2008. During the Water Days, the B2B programme will be introduced. For interested companies it will be possible to organise meetings with potentially interested local partners.

The participation fee in the total program is DKK 19.500 per company. This is on condition of 10 participants and 50% support from the Danish Trade Council.

Benny Hagelskjær  
E-mail: [bh@wtc.dk](mailto:bh@wtc.dk)  
Date: **26/05/2008**



### **Chinese Water Sector Info**

To get more information on the programme and a general overview of the water sector, please consult the attached short information paper. In addition, please check our website [www.wtc.dk](http://www.wtc.dk) for news on the Chinese water sector.

We do hope you find participation relevant and if you have any further questions, please feel free to contact WTC ApS (tel +45 8762 0400, e-mail [bh@wtc.dk](mailto:bh@wtc.dk)).

Best regards

Benny Hagelskjær  
WTC

**Chinese-Danish Water Days 23-26 September 2008**
**Programme Draft**

<b>Tuesday 23 September</b>	
During the morning	Arrival Guangzhou
13.30-17.00	Welcome to Guangzhou Short sight-seeing and briefing at the Consulate General Incl. Introduction to "mixed credits" and B2B-programme
18.00-22.00	Dinner hosted by the Consul Jens Martin Alsbirk
<b>Wednesday 24 September</b>	<b>Guangzhou</b>
08.30-09.00	Registration
09.00-10.00	<b>The future of water in Guangzhou:</b> <i>Speeches by</i> - Representative of the Consulate - Local Authorities - Keynote address. (/by Danish business representative): - Water resource management, Danish experiences– <i>planning, operation and maintenance.</i> - Workshop introduction
10.00-10.30	Coffee break and splitting up into workshops/seminars
10.30-12.30	<i>Presenting Danish technology and experiences to the Chinese Water Sector</i>  Workshop 1: (Topic to be decided. Workshop headlines would depend on the wishes of the Danish participants but could be within NRW-solutions, energy efficiency, pipe rehabilitation etc.) Presentation of Danish experiences, capabilities and technologies by the participating Danish companies Conclusion/summing up presentation.
10.30-12.30	Workshop 2: (Topic to be decided) Presentation of Danish experiences, capabilities and technologies by the participating Danish companies. Conclusion/summing up presentation.
12.30-13.30	Lunch
13.30 – 17.00	Pre-arranged individual meetings
<b>Thursday 25 September</b>	<b>Travel</b>
Morning	Travel to Chongqing
Afternoon	Welcome to Chongqing Short sight-seeing and briefing at the Trade Office
18.00-22.00	Dinner hosted by head of trade office Hans Halsskov



Friday 26 September	Chongqing
08.30-09.00	Registration
09.00-10.00	<p><b>The future of water in Chongqing:</b>  <i>Speeches by</i></p> <ul style="list-style-type: none"> <li>- Representative of the Consulate</li> <li>- Local Authorities</li> <li>- Keynote address. (/by Danish business representative):               <ul style="list-style-type: none"> <li>– Water resource management, Danish experiences– <i>planning, operation and maintenance.</i></li> <li>– Workshop introduction</li> </ul> </li> </ul>
10.00-10.30	Coffee break and splitting up into two workshops/seminars
10.30-12.30	<p><i>Presenting Danish technology and experiences to the Chinese Water Sector</i></p> <p>Workshop 1: (Topic to be decided)          Presentation of Danish experiences, capabilities and technologies by the participating Danish companies          Conclusion/summing up presentation.</p>
10.30-12.30	<p>Workshop 2: (Topic to be decided)          Presentation of Danish experiences, capabilities and technologies by the participating Danish companies.          Conclusion/summing up presentation.</p>
12.30-13.30	Lunch
13.30 – 17.00	Pre-arranged individual meetings
17.30 – 19.00	<p>Danish Water Network in China.          The Danish companies are invited to take part in the first meeting in the Danish Water Network in China which will take place at the Danish Consulate in Chongqing.          At the meeting, establishment and set-up of the network will be discussed. Hereunder a possible partnership with Chongqing Municipality (more detail to follow)</p>

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Following activities are included in the overall programme:

Information activities General information on the Chinese water sector	<ul style="list-style-type: none"> <li>- Regular update of information</li> <li>- News clipping on regular basis</li> <li>- Identification and listing of relevant projects</li> <li>- Press release, China</li> <li>- List of invited persons from the Chinese water sector</li> </ul>
Seminars and individual meetings, Guangzhou and Chongqing	<ul style="list-style-type: none"> <li>- Contact to local and regional authorities</li> <li>- Identifying and contacting local key persons in relation to the seminars</li> <li>- Identifying and contacting local participants for the seminars</li> <li>- Coordination of logistics (visa invitations, local transport, accommodations, seminar facilities. Separate payment)</li> <li>- Seminar programme according to company wishes</li> <li>- Identifying and contacting local relevant meeting partners (based on selection criteria provided by the Danish companies)</li> <li>- Preparing report and proposal for consortia or individual follow-up activities</li> </ul>
Danish Water Network in China	<ul style="list-style-type: none"> <li>- <b>Danish Water Network in China</b> will be established. At the meeting, establishment and set-up of the network will be discussed. Hereunder a possible partnership with Chongqing Municipality (more detail to follow)</li> </ul>
Follow-up meeting between Danish companies, October 2008	<ul style="list-style-type: none"> <li>- Conclusive report and proposals for follow-up</li> </ul>

### Participation fee

The participation fee is DKK 19.500 per company. This is on condition of 10 participants and 50% support from the Danish Trade Council.

Participation fee is exclusive of individual travel costs.



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**Registration Form**

Contact Person: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

*Yes, we would like to participate in the event:* \_\_\_\_\_

**Participation fee**

The participation fee is DKK 19.500 per company. This is on condition of 10 participants and 50% support from the Danish Trade Council.

Participation fee is exclusive of individual travel costs.

**Please send or fax this form to WTC - Water Training & Consulting Aps, (fax +45 8762 0404).**

## **Chinese-Danish Water Days 2008. Danish water and wastewater solutions for a growing China**

### **Guangzhou:**

Guangzhou is the capital of Guangdong province, an engine of economic growth with annual growth rates around 10%. Guangdong province accounts for 12 % of China's GDP. It has experienced a remarkable transformation from being one of the poorest regions in China in the late 1970's to gradually becoming "the Factory of the World" and this rapid development has clearly taken its toll on the environment in the sensitive eco-systems and waterways of the Pearl River Delta.

After more than 30 years of double digit growth rates, there is an urgent need to ensure a more sustainable development. Waste water treatment receives the highest possible political attention (as witnessed by the Mayor of Guangzhou's annual swimming trip across the river in downtown Guangzhou, accompanied by 1200 volunteers). The political leaders have also realised the need to ensure adequate water supply and reduce consumption in the many booming cities in the Pearl River Delta.

During 2006, 208 projects within construction and supply of water and management of water conservancy was completed and put into use and additional 608 projects were under construction at the end of the year. 1,118 projects on water pollution control were completed, an investment of more than 38,000 million USD.

The provincial government of Guangdong has passed several environmental laws and regulations, the latest ones to protect drinking water and ensure treatment of sewage. The area is probably the richest and most polluted area of China and with massive current and future planned investments in water, the market opportunities for Danish companies within all aspects of water technology and management are considerable.

In 2006 WTC and TCD-China hosted the first Chinese-Danish Water Day in Guangzhou. The event was very well attended both by representatives from the business sector and by provincial and municipal representatives not only from Guangzhou but also from some of the other huge cities in the Pearl River Delta (Shenzhen, Dongguan, Foshan, Shaoguan etc.).

### **Chongqing:**

1. CQ is one of only 4 municipalities in China reporting directly to the Central government. The Municipality status of CQ makes it easier to get approval for larger city projects than in other cities where a city will report to the Provincial Government.

2. One-stop local Government to access projects that both includes a vibrant city area and a vast rural area. Chongqing encompasses 82,000 km<sup>2</sup>, twice the size of Denmark. Urbanisation is about 45% of the 32 million population of the Municipality. Urbanisation is still taking place at a rapid speed - some estimates go up to 70% in the coming 10 years. The local governments challenge is to handle this process smoothly, also from an environmental and infrastructure point of view.



3. The 'Go West' policy of the Central Chinese government, introduced in 1999, has CQ as its absolute key focus area for investments and support. The development of CQ must prove to the rest of China that the Central Government is supporting the development of ALL of China, and not just the east coast cities. The former Minister of Commerce (Mr. Bo Xilai) has just now taken the position in CQ as Party Secretary, yet another sign that the Central Government means business in CQ.

4. Denmark has one of only five foreign consulates in CQ. This means that the local government is very accessible. At the same time CQ generally does not have the same attention from other countries and companies as more developed cities in China, i.e. competition is lower!

5. Costs of land, labour and utilities often lower than in east coastal cities.