

Canadian-Danish Water Days 2010



Joint Export Promotion IWA World Water Montreal and Toronto, September 19-24th 2010

Joint Export Promotion in Canada focusing on water and waste water solutions from Denmark, such as;

- Water Resource Planning
- Water Supply, Water Treatment, Energy Optimisation, Loss Prevention
- Refurbishment of sewerage systems
- Waste Water Treatment

The promotion will held in connection with the International Water Association (IWA) World Congress & Exhibition which this year is taking place in Canada – one of the world's largest consumers of water pr. Capita and who holds 7% of the world's freshwater resources.

The Trade Council in Toronto, WTC and Danish Water Forum invites you to a joint export promotion in Canada for the Danish Water Sector.

The aim of this export promotion is to support the Danish Water Industry and companies that have relevant technology and knowledge of interest to Canada. We wish to establish a foundation for new business opportunities for Danish companies on the great and rising Canadian market.

To achieve this we will establish following modules:

- Joint booth with marketing material on IWA World Water Congress & Exhibition, with the possibility of participating in the conference if desire
- Seminar and b2b meetings in Montreal as well as a VIP networking reception, lead by Ambassador and Minister (Invited)
- Seminar and b2b meetings in Toronto as well as a reception, lead by Ambassador and Minister (Invited)

The seminars held in Montreal and Toronto, the Danish competencies will be presented in correlation to specific Canadian challenges, problems and projects. The seminars will establish the foundation for following match-making, b2b and networking with the Canadian players in the field.

The IWA Congress is internationally recognised. In addition to main Canadian players, the congress will attract a great deal of international key players.

The promotion is expected to be lead by the Danish Minister of Environment, Karen Ellemann or the Danish Minister of Climate Lykke Friis as well as the Danish Ambassador in Canada, Erik Lorenzen.



ADVANTAGES FOR YOUR COMPANY

- Kick-start or boost your position on the Canadian market
- Extensive joint marketing
- Extensive individual marketing and partner search
- Presentation of your company profile at the seminars
- Pre-booked meetings with 3-4 clients/partners, selected on the basis of your wants and needs
- Meetings with the Canadian and international players participating in workshops and at the IWA Congress
- Networking and knowledge sharing with other Danish companies that wish to enter the Canadian market as well as Danish companies that are already established on the market
- Contact to relevant Canadian key decision makers – private and public companies and institutions

JOINT EXPORT PROMOTION

The main theme is “The Danish Case” about energy efficiency and green technology related to the Water sector. The promotion will consist of 3 modules; Participation in IWA World Water Congress, Seminar in Montreal, and Seminar in Toronto.

IWA World Water Congress attracts a significant number of key players from the international water sector, as well as Canadian decision makers from public and private sector. The congress will constitute the basis for promotion to these contacts.

The participation in the congress will consist of a joint booth with marketing material, which will create a base for the companies from where they can partake in the congress, get connected and conduct meetings.

In addition to the congress we will set up targeted seminars in cooperation with Canadian partners in Montreal and Toronto – this will include both business enterprises and local municipalities as the majority of the Water sector is publicly managed.

The Danish companies can present their technologies and solutions to the issues related to water, and hereby create the foundation for future collaboration, knowledge sharing and export.

For all three modules, the Royal Danish Consulate will send out invitations and set up meetings, emphasise identifying potential partners for the participating Danish companies and create match-making as well as set up b2b meetings.

In order to market the Danish companies the best way possible, we will invite the relevant decision makers within the following target groups;

- Public administration and management
- Industry
- Entrepreneurs, advisors and developers
- Distributors, agents and other relevant businesses partners, cf. the wishes of the participants



PRELIMINARY PROGRAM

Detailed program will be developed in collaboration with the Danish and Canadian participants.

Day 1 – Sun 19 th of September	Day 2 – Mon 20 th of September	Day 3 – Tues 21 st of September	Day 4 – Wed 22 nd of September	Day 5 – Thu 23 rd of September	Day 6. Fri 24 th of September
Arrival Montreal	IWA World Water Congress and Exhibition	IWA World Water Congress and Exhibition	IWA World Water Congress and Exhibition	Focused seminar in Toronto with a presentation of: The Danish Water Sector Challenges in Toronto The Danish Companies	Matchmaking & B2B meetings Site visits
Welcome to Canada Briefing about the program of the week	Keynote plenary sessions Poster session (IWA specialist group meetings) Exhibition incl. Opening of The Danish Booth	Keynote plenary sessions Trade Day			
IWA World Water Congress and Exhibition Opening Ceremony Welcome reception	Focused seminar in Montreal with a presentation of: The Danish Water Sector Challenges in Montreal The Danish Companies	Matchmaking & B2B meetings Site visits	Departure to Toronto	Matchmaking & B2B meetings	Departure to Denmark
	Matchmaking & B2B meetings	VIP reception with Danish Minister & Ambassador (invited)		VIP reception with Danish Minister & Ambassador (invited)	

Price and Registration

The promotion is divided in to 3 modules that can be selected or deselected as desired. For more information, please refer to the enclosed registration form.

Registration before April 10th 2010

Registration to iks@wtc.dk or krisfr@um.dk

Please note that there will be information meetings held in both Aarhus and Copenhagen



ORGANISERS AND PARTNERS

The Trade Council, Toronto

The Royal Danish Consulate General and Trade Council in Toronto assist small-medium as well as larger companies in exporting and expanding their business operations in Canada.

This could be through preparation of market analyses, consultancy and establishing contacts for potential partners and new sales channels. Additionally the Trade Council participated in a number of marketing events, such as exhibitions, conventions and official joint promotions.

Water Training and Consultancy (WTC)

WTC is a Danish consultancy company with an international profile. WTC operates within the Water and Environmental Sector focusing in the area of partnership development, know-how and competence. WTC undertakes projects for private companies, public institutions, authorities, and donor organisations. WTC provides a personal service with emphasis on flexibility and quality. With many years of both theoretical and practical experience within Water & Environment the staff is highly qualified, and furthermore their national and international network is strong and comprises associated consultants and local specialists.

Danish Water Forum

Danish Water Forum is a network of Danish water stake holders aiming at highlighting Danish water expertise and knowledge and facilitating concerted actions. The competences and high standards of its members make DWF an excellent entry point to the Danish water sector and its services within all aspects of water industry, technology, science and management.

Local Partners

The Trade Council has an extensive and broad network of potential partners and advisors for the Danish companies, and in collaboration with the Danish companies we will define what partners you wish to partake in this joint promotion.

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