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To whom it may concern

Join the group - Danish Water and Wastewater Solutions to the US – Roadshow to 3 cities + the US Defense from 19 - 24th June 2011

It is with great pleasure, that WTC in co-operation with the Trade Council of Denmark in Chicago invite you to take part in an export promotion towards the following cities in the US; **New York, Chicago, and Washington**, as well as towards **the US Defense**.

The export promotion will give you a unique possibility to learn about the characteristics and needs of this fast growing market, and to identify and meet co-operation partners, customers and other stakeholders in order to start up or expand your sales.

The green sustainability mindset is emerging in the US – increase your sales now

The US government is now responding actively to the much needed modernization of the water and wastewater sector, by allocating financial resources and approving initiatives across the US. The government has especially allocated resources to the sector in the north-eastern parts of the US.

Why these cities – and why the US Defense?

The US market is actually 50 fragmented markets (states) with different characteristics. To succeed in selling, it is therefore very important to focus on selected areas. Another very important issue for rapid entry is to be able to draw on existing networks. Therefore, we have decided on the above mentioned cities, all in the north-east, which have realised their needs and have the means to invest, and in which we can benefit from the Ministry of Foreign Affairs' contact network in the US.

The US Defense can be seen as one "community" with central decision making and very large requirements. Via the Defense Industrial Attaché at the Danish embassy, you will be offered the unique possibility to get in touch with the relevant decision makers for the large budgets in question.

How will teaming up in a Danish company group support your sales?

US clients tell, that they want to buy solutions, not single products. Thus, our idea is to form one or two groups, who complement and support each other in selling, both as to products/services and activities. The program in question here is activity no 1, which is planned to be followed by more events later in 2011 and 2012.

From WTC's many other promotions during the past 10 years, the feedback is that the Danish companies benefit widely from the internal knowledge and network sharing.

How may you influence the event?

We welcome your input as to the programme and the potential invitees. We plan to make a joint presentation brochure including pitch and case stories, as well as co-operate before the event in order to create the most effective and catchy presentations.

How do you participate?

You register by sending the registration form completed and signed to WTC, iks@wtc.dk, or fax +45 8762 0404. The participation fee is 33.000 DKK ex VAT. Please see the enclosed registration form for conditions. The deadline for registration is **22 Feb. 2011**.

Please call us or e-mail us in case you need any further information. We look forward to seeing you.

Best regards

Charlotte Nytoft, Trade Council USA, E&E Team

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The "NWC Defense" roadshow - step one for the group

The programme will cover New York/New Jersey, Washington, Chicago and the US Defense.

Market/sector information

As part of the promotion, the Trade Council will use their sources to supply you with all available information on the US market in general, the US water and wastewater market, and the selected areas specifically.

This applies to structure, business set up, planning, funding, connections etc.

Mutual presentation and brochure

Get your company introduced to the market together with other companies through all the marketing made by the Trade Councils (TC) and Embassy, This will be in the form of invitations, brochure, website, and personal contact covering the Danish solutions.

Visits Water/WasteWater Treatment plants

Visit interesting WTP/WWTP's within the network of TC and learn about the US way of working.

- ✓ Experience on the methods used today in the US for water and wastewater treatment, distribution etc.
- ✓ Get answers to questions on US water/wastewater facilities from 'on location' experts.
- ✓ Start building a network with local water/wastewater people

Meeting the US Defense

Thanks to the Danish Defense representation at the Danish Embassy in Washington, we are able to offer you the chance to meet decision makers from the US Defense.

The present need for renovating e.g. wastewater treatment plants in US Defense areas is huge, and the decision processes are made centrally, so this offer is a unique sales opportunity for you.

Seminars and B2B meetings

We shall invite high-ranking representatives and project leaders from the federal, state and municipal governments, investment bankers, leading US private companies including developers, contractors and other potential co-operation partners and customers.

In addition, we shall conclude the seminars by B2B meeting programs.

If decided relevant by the group, we shall also prepare for:

- ✓ Technical workshops
- ✓ Thematic "round-table" discussions

Receptions

Networking events attended by high-ranking representatives and project leaders from the federal, state and municipal governments, investment bankers, and US private companies.

- ✓ Introduction to possible business partners
- ✓ Build your network in the water/wastewater industry in US
- ✓ Promote your business through conversations and displayed brochures

Evaluation

We shall conclude the week's programme by discussing lessons learned and what should be next step. How can TC and WTC help you move forward?

- ✓ Discussing lessons learned
- ✓ Explore possible business relationships and knowledge sharing between the participating Danish companies
- ✓ One-on-one meetings with the Trade Council's senior advisors to develop the individual pipeline of your companies

An overview on the Opportunities for Danish Wastewater Solutions in the US market, prepared by the Trade Council in Atlanta is enclosed.

If relevant for you, you might combine your visit with one of the following events;

<http://www.awwa.org/ACE11/index.cfm>

American Water Works Ass. annual conference and exhibition 12-16th June 2011 in Washington

<http://www.wef.org/CollectionSystems/>

Water Environment Federation; Collection systems 2011 – Rehab or roulette – 12-15th June 2011 in Raleigh

Draft Programme

(to be adapted in accordance with your requests *)

Danish Water and Wastewater Solutions to the US - 19 – 24th June 2011

DAY 1 – SUNDAY 19TH JUNE – ARRIVAL NEW YORK

Morning/ Noon	Accommodation at Hotel
Afternoon	Briefing about the following week's programme
Evening	Joint welcome dinner

DAY 2 – MONDAY 20TH JUNE – NEW YORK/NEW JERSEY

Morning/ Noon	Market information by Trade Council and sector experts; Doing business in the US water sector and how to address it successfully. State and structure of sector, purchasing, financing, BOOT, BOT, problems/pains
Afternoon	Tentative site visit to Water Treatment and Wastewater treatment plant

DAY 3 – TUESDAY 21TH JUNE – NEW YORK

Morning/ Noon	Seminar & B2B meetings
Afternoon	Reception and networking
Evening	Dinner (optional) Travel to Chicago and check in at hotel

DAY 4 – WEDNESDAY 22ND JUNE – CHICAGO

Morning/ Noon	Seminar & B2B meetings
Afternoon (if possible)	Tentative visit to Water Treatment or Wastewater treatment plant or institution
Evening	Reception and networking

DAY 5 – THURSDAY 23RD JUNE – WASHINGTON

Morning/ Noon	Travel to Washington and check in, Tentative visit to leading engineering firm
Late Afternoon	Meeting with representatives from Pentagon at the embassy. Short presentations and one-to-one meetings.
Evening	Reception and networking at the Danish Embassy, with representatives from the US Defense

DAY 6 – FRIDAY 24TH JUNE – WASHINGTON - DEPARTURE

Morning/ Noon	Information and Q&A with NCPPP (or CWSRF or EPA). Evaluation with the full group, the trade council and WTC. What were the experiences, how do we move on from here? What other activities should be planned? Possibility for one-on-one meetings with embassy
Afternoon	Departure – Denmark



Courtesy of: <http://www.atlantawatershed.org/projects/index.htm>