



Is Water Business Export Business?

Friday 14th of October 2011, 8.30-14.30

Place: DHI, Agern Allé 5, 2970 Hørsholm.

<i>Time</i>	<i>Theme</i>	<i>Presentation by</i>
8.30 – 9.00	Registration Moderator: Jørn Rasmussen, Director R&D and Quality Management, DHI	
9.00 – 9.10	Welcome to DHI	Karsten Havnø, Managing Director, DHI Solutions
9.10 - 9.30	Minister for Trade and Investments	Pia Olsen Dyhr, Minister for Trade and Investments, Ministry of Foreign Affairs
9.30 - 9.50	Partnerships Challenges and Opportunities: Getting SME's on board	Jens Baadsgaard Pedersen, Chief Executive Officer, DanWater A/S
9.50 – 10.10	What does the water sector want to know about export? The field of export - who are the Danish players? Do we have a common business case? Is the organizational set up of the Danish Water sector suitable for partner finding? The need for knowledge from 'the people in the field': What sets the markets? What are the sustainability goals? What are the instruments?	Jens Holst-Nielsen, Market Director, DI
10.10 – 10.30	Private – public partnership within water energy Getting the water business defined and organised: How do we brand Denmark as a leading country in water?	Hans-Martin Friis Møller, Development Director, Water & Energy, Grontmij
10.30 – 11.00	Break	
11.00 – 11.25	Export Ambassador The role of an export ambassador and the help provided by the Trade Council to the Danish companies. Challenges and opportunities for the water business in India.	Uffe Ellemann-Jensen, Ambassador-at-Large for Trade and Investment with India, Ministry of Foreign Affairs

11.25-11.45	Danish Indian Demo Project A water business case in India	Peter Sand, Head of Section, Ministry of Foreign Affairs
11.45 – 12.05	Visions of a global player in the water business – How Danish companies can contribute to the development of the global Water Industry/ Market.	Ole Røsdahl, Chief Executive Officer, Krüger A/S
12.05 – 12.25	Challenges and opportunities for clean water in China Examples of cooperation opportunities with local advisors, technologies and water supply companies	Susanne Nors, Environment and Energy Advisor, The Danish Embassy in Beijing and Hans Halskov, Consul, Trade Commissioner, The Danish Trade Delegation in Chongqing
12.25 – 12.45	Environmental Technology Verification (ETV) Roll out of the business model for EU ETV. Perspective for worldwide mutual recognition. Examples from the North American market.	Mette Tjener Andersson, Project Manager, DHI and Charlotte Nytoft, Trade Advisor Water, Danish Trade Delegation, Atlanta
12.45 – 13.00	Round-off Main conclusions from presentations and questions as well as discussions	Jørn Rasmussen, Director R&D and Quality Management, DHI
13.00 – 14.30	Lunch and networking Networking between participants and Export Advisors	Elisabeth Manford, Global Team Leader – Energy & Environment – Trade Council, Ministry of Foreign Affairs