

WATER BUSINESS - THE MEXICAN OPPORTUNITY -

March 4-5, 2010



The Danish Embassy in Mexico City and the Trade Council of Denmark is inviting Danish companies to explore their opportunities on the Mexican market for Water Technologies. Join the Mexican – Danish Water Days 2010 along with His Royal Highness, Prince Joachim and Her Royal Highness, Princess Marie.

Co-Organised with

- WTC ApS
- CONAGUA – National Water Commission

...and Supported by:

- Danish Water Forum
- Danish Water, Danish Industries
- SEMARNAT – Ministry of Environment and Natural Resources
- PROMEXICO – Mexican Investment Promotion Office

The Right Moment for Doing Business

The Mexican water services sector is currently experiencing an unprecedented focus by the public and the public servants, resulting in an increasing awareness on water and water services. The public attention is a direct result of recent occurrences like the lack of clean water access in Mexico City, provoked by 3 decades of negligence. Already initiatives are being taken; water consumption prices are being raised, and modernization projects are being implemented to meet the need for water efficiency and capacity amplification in some parts of Mexico, including water services for the 25 mill. inhabitants in the Valley of Mexico and Mexico City.

After many years of “dry-season” in terms of modernization Mexico no longer has the necessary experience and technology access to execute the projects at hand. This is where you make a difference!

REAP YOUR OPPORTUNITIES IN MEXICO

The Mexican Water Sector presents its actual and future projects. Meet your new agent and your potential clients.

The government is now responding actively to the much needed modernization of the water sector, by allocating financial resources and approving initiatives.

Through the Danish Embassy's contacts this commercial delegation is one of the international first-movers since the Mexico City water distribution stops in promoting foreign know-how and technology to the project leaders of federal, state and municipal levels in one go. Meet them all as participant in the Danish Commercial Water Delegation.

The Danish companies will have the opportunity to join a 2-day programme:

March 4, at the Diamond-rated Four Seasons Hotel, Gran Salón

Seminar attended by high-ranking representatives and project leaders from the Federal, State and Municipal governments, investment banks, leading Mexican private companies.

Business lunch with HRH Prince Joachim and HRH Princess Marie

- ✓ Do your own technical workshop
- ✓ Join the thematic discussion "round-tables"
- ✓ Promote your business with your own Product Display in the Lounge Area or, have the Embassy assist you in your own tailormade meeting programme.

March 5

Exclusive the Danish companies: Meetings and presentations at CONAGUA headquarters with federal project leaders, specialists and technicians. No press allowed. Show what you can do to the experts and federal decision-makers!

Visit to one of the worlds largest water potabilization plants, known as "Los Berros" (to be confirmed).



Water Purification Plant "Los Berros". Capacity: 20 m³/sec.

Join, and

- ✓ Get your own assessment of the market opportunities
- ✓ Learn about the actual and upcoming projects in Mexico
- ✓ Show and convince the right people of your product/solutions
- ✓ Meet and negotiate with your potential client or business partner.

Urban Water - Mexico City

A vast majority of Mexico City's close to 25 mill. inhabitants is currently living without sufficient water supply. Potential extreme flooding of vast urban areas is a serious and very possible reality caused by an obsolete storm draining system. Systems have not been modernized or amplified in capacity for 30 years ...during which the population of Mexico City has doubled!



Drilling head for a new 43 km drainage tunnel. Cap: 120 m³/s.

Remote Rural Areas

The water service infrastructure for remote rural areas has never been adequate nor sustainable although efforts have been made in order to deliver on the promise to provide the basic need of access to clean water. Make your move to create value for over 3000 remote communities.

Irrigation

The agricultural industry's access to irrigation is in some areas insufficient, irregular and at times based on pirated water connections, bringing pressure on the water infrastructure both financially and operationally.

Consumption & Consumer Behaviour

For a long time the consumer behaviour was based on the belief that water is abundant and should be a human right, rather than a service. Today, having experienced water distribution stops, the public opinion is changing towards a growing awareness about the scarcity and importance of clean water.

Financing

The federal public budget for expenditures within the water sector for 2010 has been proposed to USD 1.23 billion. 1/3 for maintenance and operation and 2/3 new projects and programs for reaching a sustainable and efficient water infrastructure and to avoid floodings.

Preliminar Programme

DAY 1 – WEDNESDAY MARCH 3 – ARRIVAL DAY

Place: Four Seasons Hotel restaurant

15:00 – 16:30 Briefing of the Danish Delegation participants by the Embassy of Denmark in Mexico City.

DAY 2 – THURSDAY MARCH 4 – SEMINAR DAY

Place: Four Seasons Hotel, Gran Salon:

08:00 – 08:45 Registration of participants

08:45 – 09:45 Welcome note by Mr. Luege, General Director for CONAGUA
Welcome note by Mr. Dahl-Hansen, Ambassador

09:00 – 09:35 Presentation: The Mexican Water Sector – a General Overview
Key note speaker: Mr. Luege, General Director for CONAGUA
Infrastructure, current situation and challenges for Urban, Remote Rural and Irrigation water on pricing, subsidiaries and water quality

09:35 – 09:45 Q&A

09:45 – 10:25 Presentation: Danish Water Infrastructure Model
Key note speaker: To be announced

10:25 – 10:35 Q&A

10:35 – 11:00 Coffee Break

11:00 – 11:35 Presentation: Grand Project of Valley of Mexico
Key note speaker: CONAGUA, to be announced

11:35 – 11:45 Q&A

11:45 – 12:20 Presentation: Danish success case
Key note speaker: To be announced

12:20 – 12:30 Q&A

12:30 – 12:50 Coffee Break

12:50 – 13:35 Presentation: Financing structure and existing programs. Investment, project funding and payment of costs for water services
Key note speaker: To be announced

13:35 – 13:45 Q&A

13:45 – 15:00 Business Lunch

14:00 – 15:00 Arrival of HRH Prince Joachim and HRH Princess Marie to join lunch

14:10 – 14:15 HRH Prince Joachim addresses the guests

15:00 – 18:00 Work Shops – to be defined with Danish participating companies

15:00 – 18:00 Individual meeting programme for Danish companies


15:00 – 18:00 Round-table discussions on selected topics headed by CONAGUA. Potable Water, Remote Rural Water Service, Agriculture, Financing Options and others to be announced

20:00 – 21:30 Informal dinner for the Danish Delegation participants (voluntary and at own expense)
Place: Restaurant Villa María

Preliminar Programme

FRIDAY MARCH 5

08:00	Pick-up at Four Seasons Hotel
09:00 – 14:00	Exclusive visit only for the Danish participating companies to the CONAGUA Headquarter. Company presentations from Danish companies followed by technical discussions with CONAGUA project leaders, specialists and technical managers. Place: CONAGUA
14:00 – 15:00	Lunch
15:00 – 18:00	Visit to Texcoco Potable Water Plant “Los Berros” servicing the 25 mill. inhabitants of Mexico City (to be confirmed).
18:00	End of program



The Trade Council of Denmark is a part of the Ministry of Foreign Affairs and is the official export and investment promotion agency of Denmark. The Trade Council benefits from around ninety Danish Embassies, Consulates General and Trade Commissions abroad. The Trade Council advises and assists Danish companies in their export activities and internationalization process according to the vision: We must be a partner preferred by enterprises in international trade and investment activities.

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