

Danish Water Technology Group



Kina Workshop 9. marts 2017, Aarhus



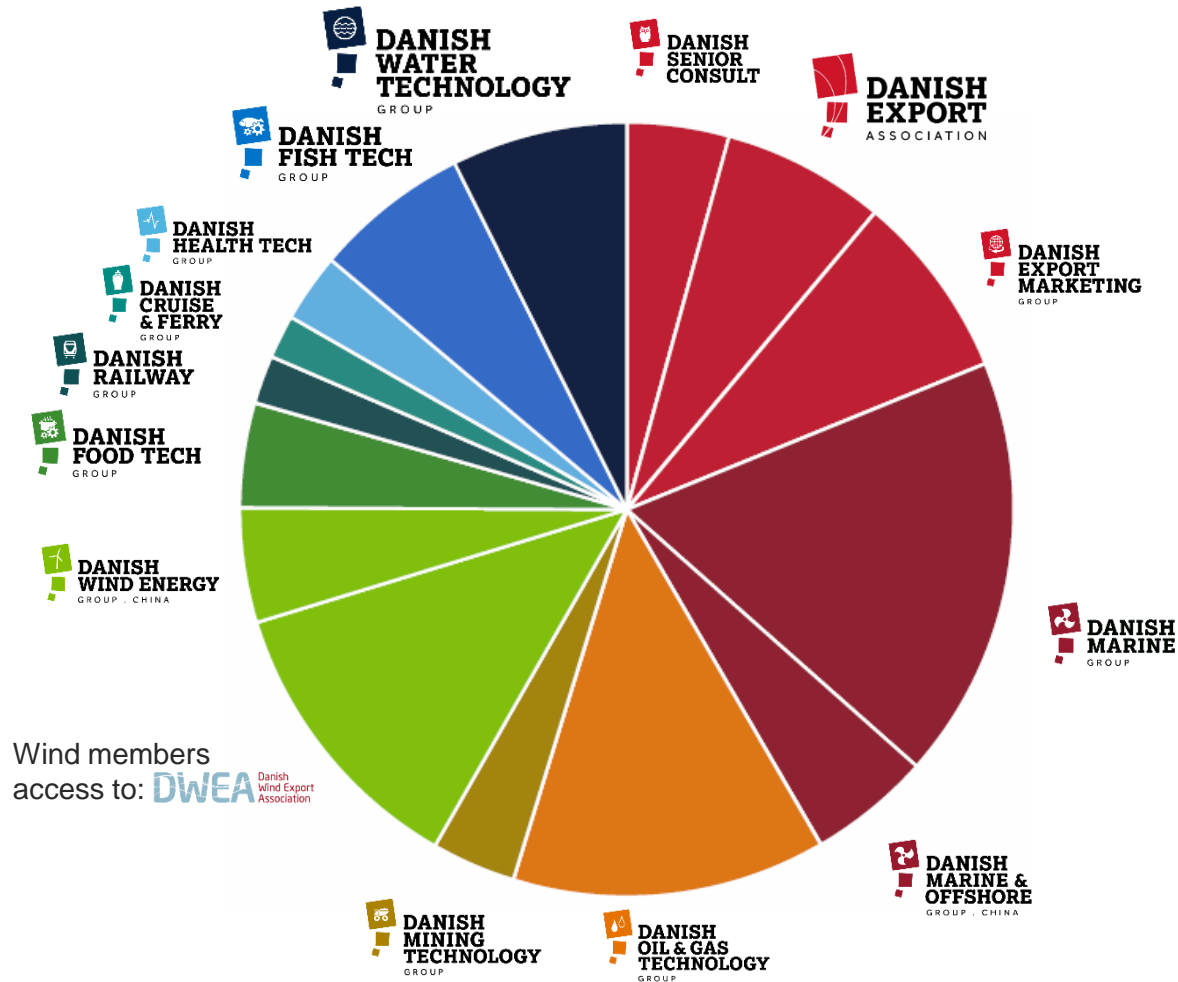
Agenda

- Eksportforeningen
- Danish Water Technology Group
- Danish Water Technology Group China

- Model - Frontrunner
 - Kommercielt B2B netværk med kontor i Shanghai, Kina

Eksportforeningen

Privat, Non-profit, 580 medlemmer/ejere



Wind members
access to: **DWEA** Danish Wind Export Association

Kort fortalt...



Uddannelse

- Eksportsælger
- Kurser i eksportsalg
- Webinar
- Seminar
- Erfa-grupper



Eksportaktiviteter

- Danish Pavilion på fagmesser
- Markedsbesøg
- Indgående delegationer
- Eksportkonference

Netværk



580 virksomheder



Profilering/opdatering

- Nyhedsbreve / PR
- Landerapporter på 'Min Eksportforening'
- Eksportmagasin
- Press pack



Rådgivning

- Sparring med netværkskonsulent
- Coach-ordning
- Marketing support
- Kina kontor

DK's største arrangør af netværk, fremstød og kurser inden for eksport

Danish Water Technology Group

3
netværksmøder
årligt

Delegationsture

Fællestande

Netværk - 65 medlemmer



Involveret i bestyrelse/
rådgivningspanel ved:
Danish Water Forum
State of Green
Clean

Samarbejder med bl.a.:
Eksportrådet
Naturstyrelsen
Regioner
Danva



Danish Water Technology Group har gennemført fremstød til

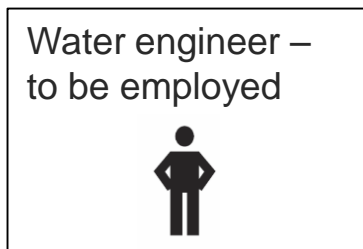
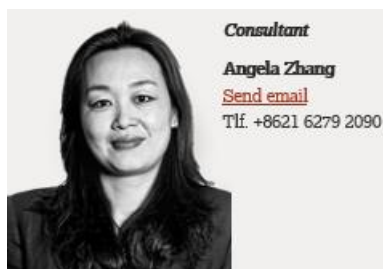


Sammen øger vi dansk eksport www.dk-water.dk

**Fremstød
2017/2018**

**Spain, Iran, Sverige, Kina, Tyskland, USA, Holland,
Serbien, Singapore**





- ✓ 3 ansatte
- ✓ Kontor i Shanghai
- ✓ Marine + vind netværk med hhv. 50 og 43 medlemmer
- ✓ Incubator-faciliteter

- ✓ Vandnetværk etableret
- ✓ Netværksråd etableret
- ✓ Fagspecialist for DWTGC ansættes
- ✓ Front-runner program opstartes

Uddannelse



Eksportaktiviteter



Profilering/opdatering



Rådgivning

**Alliance
level**

Danish Water Technology Group China

Will be marketing the group – both individual members companies and consortia/solutions.
Will be maturing leads, contacting and visiting potential clients
Will be assisting the consortia and individual company on request

**Consortia
/Solution
level**

Integrator 1:
Water works

Integrator 2:
Wastewater
Treatment

Integrator 3:
150% energy
production

Integrator 4:
Non revenue
water

Integrator 5

Potentially
Chinese
partners/contractors

**Member
level**

Member companies – including Integrators

**Co-operation
partners:**



Ministry of Environment and Food
Nature Agency



Trade Council

Strategic Sector Co-op.
Central Region and others
Twin cities/Mou'-partners,
State of Green,
CLEAN,
Universities,
Danva,
EKF,
IFU,
Markedsmodningsfonden,
MUDP,
KIF,
Investors
WTA USA,
DWITH Singapore,

Danish Water Technology Group China

- Joint marketing of your company and products/services and Danish solutions
- Bi-monthly newsletter
- Member meetings
- Knowledge exchange and network
- Database of main actors in the Chinese water sector.
- Access to national pavilions in China at member prices.
- Visits to utility companies, water authorities, entrepreneurs, R&D institutes etc
- Yearly member meeting together with the other DEA network groups in China
- Access to Danish Export Association's incubation office in Shanghai
- Admission to Front-runner: Water China.



Frontrunner China

Water engineer working out of DEA Shanghai office:

- Company address at our offices in Shanghai
- Company phone answered in Chinese
- Joint marketing via website, brochure, WeChat and Weibo
- Setting up meetings with potential clients and business partners
- Interpreting/advising during business meetings in China
- Access to desk and meeting facilities at the Shanghai office
- Monthly progress reports
- Assistance to solve tasks locally, e.g. maturing leads, elaborate on specifications, credit checks, checking details on clients, co-operation partners etc.



Tak for opmærksomheden



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50
YEARS IN
INTERNATIONAL
TRADE