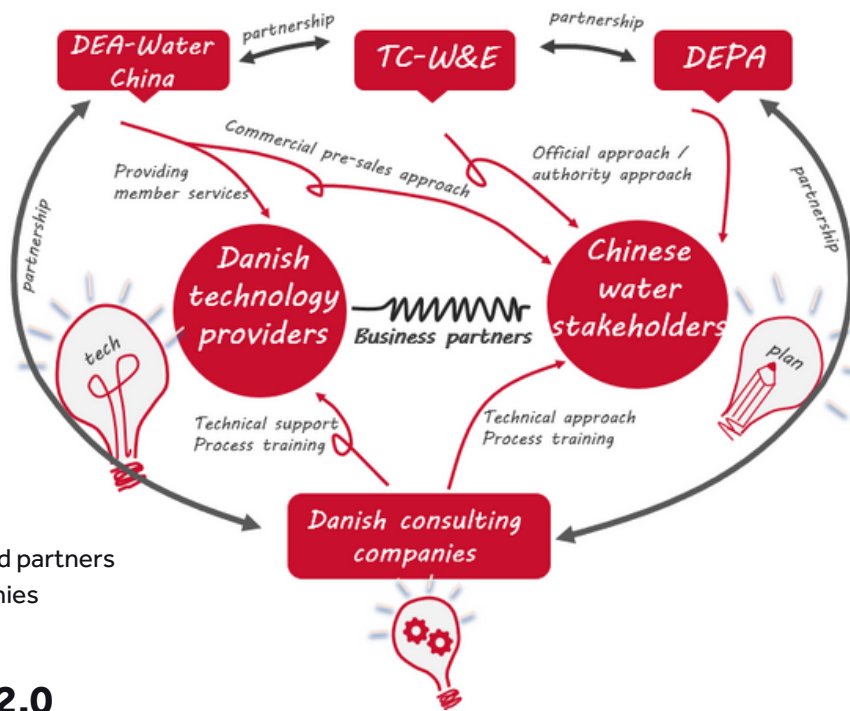


Would you like to sell to the huge Chinese water market?

INVITATION



Goals:

- 1 upgraded demo
- To create sales and partners for Danish companies

Project launch on Nov.30, 2022
See program [HERE](#).

U-S-E Water 2.0

Danish Export – Water China (DEA-Water China), Danish Environment Protection Agency (DEPA) and Trade Council's Water and Environment Team (TC-W&E) at the Embassy in Beijing have established a partnership on Water in China.

On the basis of this extremely strong partnership, and based on the good results created through DEA's U-S-E Water 1.0 in the past 4 years, we are ready to continue developing business opportunities in China for Danish water companies through U-S-E Water 2.0.

Activity Plan for 2022-2023



December 2022

Visits to Chinese water stakeholders
Member meeting at AVK Shanghai on Dec. 16.



January 2023

Workshops with Danish stakeholders



February 2023

Delegation Visit 1 - workshops in China



March 2023

Visits to Chinese water stakeholders



April 2023

IE Expo China



May 2023

Delegation Visit 2 - workshops in China



June - July 2023

Workshops with Danish stakeholders
Mid-term evaluation



August 2023

Delegation Visit 3 - to Denmark



September 2023

Delegation Visit 4 - workshops in China



October 2023

CIEPEC (expo)



November 2023

Delegation Visit 5 - workshops in China



December 2023

Final Seminar



2022--2023

Webinars will be carried out through out the year.

See program [HERE](#). The plan is subject to changes.

What **benefits** do you get?

Your **6 member services**

Network meetings

with highly skilled suppliers to share strong relations and experiences

1

Newsletters

with knowledge of water rules and policies, project info., industry insight

2

Promotion towards your potential customers

(through Chinese newsletters, website, and Wechat)

3

Helpdesk

to answer inquiries and assist with solving practical matters

4

Access to reports and data

in relation to Chinese water stakeholders and industry database with individual access through 'My Danish Export'

5

Webinars

with subjects in general information and industrial focus

6

Water China

As a basic member of Water China, you will get services 1-6 at the price of DKK 7,800 / year.

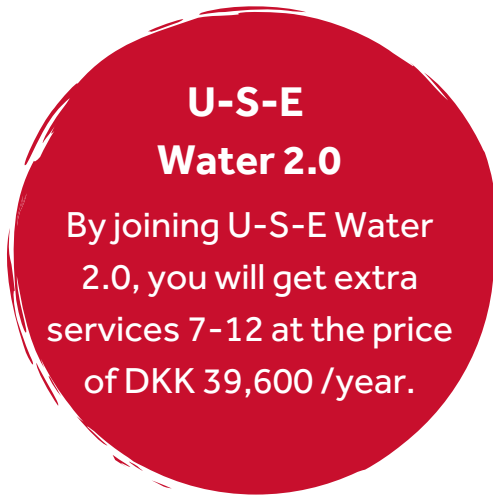
"Without the support from Danish Export Association, we would not be able to enter the Chinese market."

”

- Thomas Fleischer Christiansen,
International Sales Director,
Stjernholm A/S

Sign up for membership of Water China
[HERE](#) (only for new members)

Your extra 6 services



"Thanks to U-S-E Water project, the technical workshops in 2021 have had a very positive effect on the promotions and sales of our company in South China. Following these workshops, we have till now sold for about 2million CNY to Shenzhen Water, and 1.2million CNY to China Everbright Water. In addition, we have established partnership with two other connections, and I believe that there will be a breakthrough in the near future." ”

- Bao Chungang, Regional Sales Manager,
Danfoss Drives China

Sign up for U-S-E Water services and
activities [HERE](#).

Branding

Your company will be presented in all marketing materials through all channels made by the partnership (DEA & TC)

7

Pre-sales of your products

We will pave the way for you to sell to Chinese potential customers

8

Delegation visits

3 delegation visits included i.e. 15 workshops, and your company will be presented at all delegation visits to Chinese water stakeholders

9

Promotions

towards Chinese authorities throughout our visits and webinars

10

IE Expo China

Participation in the market package at the Danish Pavilion

11

Supporting startups

Helping with market entry & finding local distributors or partners

12

Can your company help China save water and achieve the Chinese Dual Carbon Goals?

The partnership on Water in China can be seen a follow up on previous years' activities carried out by DEA-Water China, DEPA and TC W&E. But now we are joining forces in a historically strong export initiative on Water in 2022-23.

The partnership has received funds to implement a number of relevant activities to support sales of Danish water technologies in China, with focus on Water Supply and Wastewater Treatment in major Chinese cities.

As in U-S-E Water 1.0, we will continue our work involving Chinese and Danish experts as well as the Danish utilities. The objective is to maintain and create new connections between large Chinese water companies and Danish suppliers to push sales. Through this and the work of DEPA, we will also support the Chinese utilities in living up to the strict requirements in the 14th Five-Year Plan on CO2 emissions and water savings. In addition, we will continue our work on creating a demo site for Danish water or wastewater technology and services.

Contact project leaders

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Through
U-S-E Water 1.0,
we have created sales for
+ 15 mil. DKK for
participating Danish
companies.

Case 1:

A successful joint sale of Danish products to Jinan WWTP in China - with a total amount of 7 million CNY
Read more [HERE](#).

Case 2:

Without being able to go to China, Stjernholm has made sales for 1.1 million DKK to China in 2022.
Read more [HERE](#).