

Silkeborg, 31<sup>st</sup> May 2012

To whom it may concern -

## Brazilian Danish Water Days On the occasion of the visit of TRH the Crown Prince Couple



### Brazilian Danish Water Days, 17 - 21 September 2012 São Paulo, Rio de Janeiro, and Belo Horizonte

It is with great pleasure, that we invite you to take part in the Brazilian Danish Water Days, which will be held in **São Paulo, Rio de Janeiro, and Belo Horizonte**. The event is organized in co-operation with the Danish Trade Councils in Brazil and the Danish company BrazBiz.

In each of the above three cities, we shall arrange a seminar where your company will have the opportunity to present itself with subsequent B2B-meetings. In addition, there will be site visits to two treatment plants.

#### The market

Brazil is the world's 6th largest economy, already ahead of Italy and the UK, and is expected to surpass France in the upcoming years. The Brazilian economy had a very quick recovery from the global financial crisis and is expected to grow by 3.5% to 4% in 2012.

Danish exports to Brazil have expanded rapidly in recent years and reached more than DKK 4.5 billion in 2011, doubling pre-crisis levels. The total Brazilian market size for water collection, purification and distribution reached around DKK 265 billion in 2010, recording 12% average annual growth since the year 2000. The Brazilian federal government has launched a package of more than DKK 198 billion to the water/wastewater sector until 2014. This is expected to offer great opportunities for companies working within all parts of the water sector.

#### The 3 cities

São Paulo, Rio de Janeiro, Belo Horizonte are the capitals of three of the biggest Brazilian states, a combined GDP of more than DKK 5 trillion, almost twice as much as the Argentinian GDP, and a population of nearly 20 million people. The State water companies in these cities do not only operate within these municipalities, they supply services to more than 48 million people in all three States. In partnership with the local State governments, service suppliers and other Brazilian water organisations, we will set up one seminar in each city under the headline of 'Brazilian-Danish Water Days'.

The seminars will be officially opened by HRH the Crown Prince of Denmark together with the each State Governor. You will have the opportunity to present a case story on your products towards a selected audience of private and public companies, as well as municipal officials from various agencies and administration levels.

We shall invite potential partners for distribution, installation/service at your request to ensure that you get the right connections for establishing or expanding your business.



## Benefits

- 3 full day seminars focusing on presenting Brazilian challenges and projects, and relevant Danish solutions. The seminars will have high level speakers from each of the three States, and also from the service suppliers of each State.

The seminars will establish the foundation for the following b2b-meetings, and networking with the Brazilian water sector stake holders.

- Networking opportunities with local stakeholders;
- Site visits to urban facilities in the cities;
- Your company will be presented in a brochure to be sent out together with invitations by the Trade Council in Brazil and the event will be marketed in co-operation with the local government and organisations;
- Welcome briefing and welcome breakfast with HRH The Crown Prince in São Paulo for one participant;
- Possibility to participate in Gala Dinner with TRH the Crown Prince Couple.

### Site Visits

We will organise site tours to two sewage treatment plants managed by SABESP and CEADE - respectively São Paulo and Rio de Janeiro's companies for water and wastewater treatment - This will provide you with an overview of the sector and also give you an opportunity to gain valuable insight of the Brazilian market.

### Gala Dinner in the presence of TRH the Crown Prince Couple in São Paulo

On the occasion of the royal visit to São Paulo, a gala dinner will be held in the prestigious Jockey Club, organised by the Danish-Brazilian Chamber of Commerce on Sep. 17<sup>th</sup>. By participating you get a great opportunity to strengthen your existing Brazilian contacts and to invite potential future customers or business partners. You will be able to buy seat(s) or to invite key persons for a table sitting 10 people.

### Price and registration

- |   |            |
|---|------------|
| ▪ The price for all activities in São Paulo, Rio de Janeiro and Belo Horizonte is                         | DKK 29,500 |
| ▪ Royal Gala Dinner in São Paulo/person (company representative and guests are not included in the above) | DKK 2,100  |

All prices are ex VAT, and subject to 11 companies participating and 50% support from the Trade Council of Denmark. Costs re. travel, hotel, insurance, etc are not included.

You register for participation at [www.dk-water.dk](http://www.dk-water.dk). Given the upcoming summer holiday, the deadline for registration is set for **21<sup>th</sup> June 2012**.

We are at your service for additional information, and hope that you will join us in exploring the great possibilities in Brazil.

Best regards

**Danish Trade Council**

**Nicolai Prytz**

Consul General  
Tel.: +55 11 2127-0750  
nicpry@um.dk

**BrazBiz**

**Dorthe Serles**

Export Dev. Consultant  
Mobile DK: +45 2721 0260  
Mobile BR: +55 11 8642 7770

**Danish Water Technology Group**

**Ilse Korsvang**

Business sector manager  
Dir. Tel. +45 8720 4477  
Mobile: +45 5089 4488  
ilse.korsvang@dk-export.dk



## Brazilian-Danish Water Days 2012 - TRH the Crown Prince Couple Visit Draft Programme - timing may change

Sunday 16 September, São Paulo	
Morning and afternoon	Arrival to São Paulo. Transportation to Hotel Renaissance at own arrangement.
15.00-17.00	Briefing at the consulate <ul style="list-style-type: none"> <li>•Present situation in Brazil as to economy, politics, imports</li> <li>•Present situation on water sector/environmental issues</li> <li>•Information on business culture</li> <li>•Information on starting up business, establishing companies/distributors etc.</li> </ul>
20.30	Dinner at Brazilian barbecue restaurant - own expenses
Monday 17 September, São Paulo	
08.00-09.00	Breakfast meeting with HRH The Crown Prince - introduction to the delegation
11.00-15.00	<b>Brazilian-Danish Water Days Seminar - São Paulo</b>
11.00-11.20	<u>Opening ceremony:</u> 11.00-11.10 Welcome remarks by the HRH The Crown Prince 11.10-11.20 Welcome remarks by the Governor of São Paulo
11.20-11.40	An overview of the Brazilian water supply and waste water treatment sector. Presentation by the State of São Paulo. <i>name to be confirmed</i>
11.40-12.00	Company for Basic Sanitation and Water Supply of the State of São Paulo - SABESP's investment plans: challenges and new technologies. <i>name to be confirmed</i>
12.00-12.20	Innovative solutions for water, sewage and waste water treatment - the Danish way <i>Name to be confirmed</i>
12.20-12.40	Coffee-break - snacks and drinks
12.40-14.00	Danish water solutions. Presentations by Danish participating companies <i>10 min presentations from x companies</i>
14.00-15.00	Networking - snacks and drinks
15:00-18:00	Individually pre-arranged B2B meetings
20.30	OPTIONAL: Gala Dinner for Danish and Brazilian companies and local VIPs - organised by the Danish-Brazilian Chamber of Commerce in São Paulo  Address: Jockey Club São Paulo Av. Lineu de Paula Machado, 1263 - Morumbi, São Paulo, SP
Tuesday 18 September, São Paulo - Rio de Janeiro	
09.30	Check out of hotel
10.00-14.00	Meeting with SABESP - Company of Basic Sanitation of the State of São Paulo - and site visit at the Sewage Treatment Unit of Barueri
14.00	Departure for Congonhas Airport



16.40	Departure for Rio de Janeiro
17.38	Arrival at Santos Dumont Airport - Rio de Janeiro Departure from the airport to Hotel Windsor  Address: Hotel Windsor Avenida Atlântica, 1020, Copacabana, Rio de Janeiro
20.30	Mutual dinner - own costs
<b>Wednesday 19 September, Rio de Janeiro</b>	
09:00-12:00	Pre-arranged B2B meetings
12.30-16.20	<b>Brazilian-Danish Water Days Seminar - Rio de Janeiro</b>
12.30-12.50	<u>Opening ceremony:</u> 12.30-12.40 Welcome remarks by HRH The Crown Prince. 12.40-12.50 Welcome remarks by the Governor of Rio de Janeiro.
12.50-13.10	An overview of the investments of the State of Rio de Janeiro in water supply and sanitation - urbanisation and 2014/2016 events. Presentation by the State of Rio de Janeiro. <i>name to be confirmed</i>
13.10-13.30	Company of Basic Sanitation of the State of Rio de Janeiro - CEDAE's investment plans: challenges and new technologies. <i>name to be confirmed</i>
13.30-13.50	Innovative solutions for water, sewage and waste water treatment - the Danish way <i>Name to be confirmed</i>
13.50-14.00	Coffee-break
14.00-15.20	Danish water solutions. Presentations by Danish participating companies. <i>10 min presentations from x companies</i>
15.20-16.20	B2B Meetings
16.20-17.00	Networking - snacks and drinks
19.30	Reception with the Danish colony - organised by the Danish-Brazilian Chamber of Commerce in Rio de Janeiro
<b>Thursday 20 September, Rio de Janeiro - Belo Horizonte</b>	
08.30	Check out of hotel
09.00-12.00	Meeting with CEDAE - Company of Basic Sanitation of the State of Rio de Janeiro - and site visit at the Sewage Treatment Unit of Alegria
14.00	Departure for Santos Dumont Airport
16.02	Departure for Belo Horizonte
17.05	Arrival at Confins Airport - Belo Horizonte Departure from the airport to Hotel Ouro Minas  Location: Hotel Ouro Minas Avenida Cristiano Machado, 4001, Palmares, Belo Horizonte, MG
20.30	Dinner with the Governor of the State of Minas Gerais



Friday 21 September, Belo Horizonte	
08.45	Check out of hotel
10.30-14.30	<b>Brazilian-Danish Water Days seminar - Belo Horizonte</b>
10.30-10.50	<u>Opening ceremony:</u> 10.30-10.40 Welcome remarks by HRH The Crown Prince. 10.40-10.50 Welcome remarks by the Governor of Minas Gerais.
10.50-11.10	An overview of the investments of the State of Minas Gerais in water supply and sanitation. Presentation by the State of Minas Gerais. <i>name to be confirmed</i>
11.10-11.30	Company of Basic Sanitation of the State of Minas Gerais - COPASA's investment plans: challenges and new technologies. <i>name to be confirmed</i>
11.30-11.50	Innovative solutions for water, sewage and waste water treatment - the Danish way <i>To be confirmed</i>
11.50-12.00	Coffee-break - snacks and drinks
12.00-13.20	Danish water solutions. Presentations by Danish participating companies (10 min presentations from x companies)
13.20-14.20	Networking lunch
14:20-17:00	B2B meetings
17.00	Departure for Confins Airport
19.09	Departure for Rio de Janeiro
19.45	Arrival at Galeão International Airport. Flight to Copenhagen.

