



## Danish Pavilion and promotion at ECWATECH 2014 in Moscow, Russia

### Contact:

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We are pleased to invite you to participate in the 11<sup>th</sup> International Trade Fair, ECWATECH 2014, to be held from 3 - 6 June 2014 at the Crocus Expo Center, Moscow, Russia.

ECWATECH is the largest water and wastewater event in Russia and CIS. In 2012, the statistics for ECWATECH were the following:

- 823 exhibitors, of who 511 were national exhibitors
  - 55% Moscow & Moscow Region
  - 37% Regions of Russia
  - 5% CIS and Baltic and
  - 3% Foreign.
- 11059 visitors, primarily from the sectors:
  - 25% Equipment or products for the sector
  - 13% Processing Industry
  - 13% Municipal Waterworks
  - 13% Engineering and Design
  - 11% Sales and distribution
  - 26% Construction, science/education, energy, government and others.

A Danish Pavilion with focus on water and wastewater of 54m<sup>2</sup> has been reserved, and we invite you to take part in a Danish pavilion:

- The pavilion will be divided into individual stands of 6 or 9 m<sup>2</sup> (including carpet, walls, furniture, lighting, standard electricity consumption, your company name.
- Together with our own stand builder, we will handle all practical issues with exhibition organizer in relation to stand construction, dismantling and any additional needs.
- The mutual area will always offer coffee/tea, cold beverages and snacks for you and your guests.
- Danish Water Technology will be present during the full event, ready to assist you.
- You will be part of the official catalogue, and have an English and a Russian page in the Danish Pavilion brochure, which will also contain ReThink Water white papers.
- We will assist you with travel and hotel arrangements.

Please see the full description in the enclosed programme.



## Facts on Russia

- 41.0 per cent of water supply networks are under urgent need of rehabilitation.
- 29.0 per cent of wastewater discharge networks are under urgent need of rehabilitation, 38.0 per cent of WWTP require refurbishment.
- The most serious water pollution occurs in the most densely populated regions as well as in industrial regions of Krasnodar and Stavropol' territories in the north of the Caucasus, Rostov and Novosibirsk oblast, the Republic of Chechnya, Vladivostok, Moscow and St. Petersburg.
- Russia's water resources are unevenly distributed in relation to the population. 80.0 per cent of Russian population lives in the western part of the country which has only 8.0 per cent of total river runoff and 10.0 per cent of total renewable annual groundwater resources.
- The total size of the Russian water and wastewater treatment equipment market is expected to double, reaching approx. 1,699.1 million USD (annual growth rate of 9.2 per cent) in 2017.
- The development of the industrial sector will contribute to growth in the water and wastewater market, especially in highly water related power, oil and gas and mining industries.
- Limited financial resources of water utilities constitute the main factor which hampers development of the market. However strong market drivers enable investments and catalyse growth of the Russian water and wastewater market significantly by progressive legislation, financing programs of Russian Government and growing international investment and loans by the World Bank, EBRD and other International Financing Institutions (IFIs).

## Conditions for participation:

We aim to get both locally established companies, companies selling to the market and newcomers along, therefore, you can participate in three ways:

- |                                                                                                                   |               |                 |
|-------------------------------------------------------------------------------------------------------------------|---------------|-----------------|
| - <b>Being part of the mutual stand area, with brochures and banners, and taking part in marketing activities</b> | <b>DKK</b>    | <b>11,600.-</b> |
| - <b>Having individual m2 at the pavilion for presenting own products</b>                                         | <b>DKK/m2</b> | <b>2,700.-</b>  |
| - <b>Having own stand, but taking part in all marketing activities, incl. reception, brochure, catalogue</b>      | <b>DKK</b>    | <b>3,000.-</b>  |

Coordination fee: 4,900 DKK per company for DWTG members, 9,800 DKK per company for non-members.

All prices are excl. co-ordination fee and VAT, and subject to 12 companies participating. Subsidy from the Trade Council in Denmark has been confirmed and deducted in the prices. Board and lodging is not included. In case of fewer participants, we will assess the situation, and come back to you concerning possible adjustment.

## Sign up by 24 January 2014 at [www.dk-water.dk](http://www.dk-water.dk)

We are at your service for any additional information.

Best regards

Ilse Korsvang, Danish Water Technology Group

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DANISH



WATER TECHNOLOGY GROUP  
DANISH EXPORT ASSOCIATION

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# >>>>>> Draft programme



June 2, Monday	
Time	
Morning/afternoon	Arrival at the hotel Building up the stand

June 3, Tuesday	
Time	
09.00 10.00 - 18.00	Prebriefing with the Trade Council Exhibition
Evening	Mutual dinner at restaurant in the centre of Moscow. Evening walk to Kremlin.

June 4, Wednesday	
Time	
10.00 - 18.00	Exhibition Reception at the booth arranged together with the Trade Council

June 5, Thursday	
Time	
10.00 - 18.00	Exhibition

June 6, Friday	
Time	
10.00 - 15.00	Exhibition Exhibition closes and stand breakdown

The programme may be adapted if you have special requests. Please call us



## >>>>>> Trade Council co-operation



Danish Water Technology Group is co-operating with the Trade Council in Sct. Petersburg on the event. The Trade Council offers various ways of support for starting up or strengthening your business in Russia. This applies a.o. to individual consultancy work; finding co-operation partners etc., Green Vitus Programme and the two below described facilities:

### **‘Danish-Russian Water Group’**

The increased focus on water and waste water treatment in the Russian society has led to several new initiatives within this sector.

This attention has led to the birth of a new branch within the ‘Energy and Environment Club’; *the new ‘Danish-Russian Water Group’*.

Recent activity in the sector has led to several new contracts and agreements on cooperation between Danish and Russian companies. Six priority areas within water supply and discharge systems have been identified; a protocol has recently been signed between the Minister Mrs. Ida Auken and the Vice-Governor M. P. Mokretsov on a framework for environmental cooperation between St. Petersburg Administration and Ministry for Environment of Denmark, and the ground for further Danish activity within the area of water and wastewater treatment in Russia is laid. The Trade Council Russia has as a result of this found that the time is right to create the ‘Danish-Russian Water Group’ as a branch of the Energy and Environment Club.

The Group is created to collect Danish companies specialized within the sector of water and wastewater treatment. This will ensure the best possible circumstances to create a strong network of Danish water and wastewater companies and collect complementary technologies, innovation, solutions and quality in one group to create the strongest and most profitable profile on the Russian market for water and wastewater treatment.

### **Let’s develop new projects together**

To promote these possibilities, Danish-Russian Water Group and Green Capacity will introduce the water and environment reference book. The book aims to show Russian utilities and industries how water and environment projects can be implemented and how projects with the shortest payback time can be planned and prioritized. These projects are the so-called “Low Hanging Fruits”.

The network Danish-Russian Water Group will in cooperation with Danish Water Technology Group and EKF, promote a financial scheme suitable for this type of projects in order to assist the Russian utilities and governments in implementing the energy efficiency strategy. The scheme is a simple and transparent method which allows a fast acceptance process based on local guarantees, the financing period can be up to 5 years, and the maximum amount is EUR 3m a project.

In order to develop new projects the Trade Council Russia will in cooperation with interested companies participating in ECWATECH help to develop 5-10 projects within the water sector. This will be based on feedback from potential participants and we will ask consultants to make prefeasibility studies to be presented at the ECWATECH seminar in cooperation with you and the potential beneficiaries.