



Danish Pavilion and Promotion during Singapore Intl Water Week, June 2014

It is with great pleasure that DWTG in co-operation with the Trade Council invite your company to join the Danish Pavilion and Marketing Activities around Water Expo during Singapore Int'l Water Week, 1 - 5 June.

Water Expo is one of the world's most important and comprehensive water trade shows, focusing on innovation, products, services, as well as case studies of water technologies across all industries.

Starting in 2008, the event has grown rapidly. Facts on Water Expo 2012:

- 19,000 visitors
- 23,000 m² of exhibition space
- 750 participating companies
- 24 pavilions

Singapore Intl Water Week (SIWW) is part of the strategic programme of the Singapore Government to grow the water industry and develop water technologies. This 6th SIWW will be held in conjunction with the 4th World Cities Summit and the 2nd CleanEnviron Summit at the Sands Expo and Convention center.

In SE Asia, Singapore is considered the no. 1 water hub in relation to new solutions and technologies, and participation in Singapore Water Expo gives access to distribution channels for Singapore, Malaysia, Thailand, Indonesia and other Asian as well as Middle East countries.

Furthermore, participation enables involvement in innovation projects and contact to potential partners and distributors, who are interested in selling Danish technology.

DWTG has pre-booked 72 m² for a Danish Pavilion, and we invite you to take part in the Danish pavilion, and/or the marketing events around the pavilion.

Danish Water Technology House SE Asia, which is initiated by Challenge:Water, is scheduled to be launched during the event, and we have invited a Danish Minister to take part in SIWW and the launching of the House.

Please see the enclosed programme for more details.

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> Water Expo at SIWW
Singapore
> 1 - 5 June 2014





Danish Pavilion and Promotion

- The pavilion will be divided into individual stands of 9 m² (including carpet, walls, furniture, lighting, standard electricity consumption, your company name and logo).
- Together with our stand builders, we will handle all practical issues with the exhibition organizer in relation to stand construction and dismantling and any additional needs.
- Your company will be presented in the official SIWW catalogue.
- Your company will be presented in the Danish Pavilion brochure, which will also contain ReThink Water white papers. This will be used for marketing before, during and after the show.
- DWTG will organise a Business Forum Seminar in cooperation with the organizers of SIWW, where the Danish companies can present relevant solutions (to be confirmed).
- A networking reception will be arranged at the pavilion.
- A VIP dinner will be arranged by the embassy, inviting key players in the industry as per your request (Limited access).
- The Embassy will send out invitations incl. pavilion brochure and a visitor ticket for the pavilion for potential clients as per your request. Previous events have shown that the embassy work in this relation has given very good results for the companies.
- The joint area will always offer coffee/tea, cold beverages and snacks for you and your guests. Danish Water Technology Group will be present during the full event, ready to assist you.
- If requested by you, we shall arrange one or two site visits to utility or relevant industry.
- DWTG will assist you with travel and hotel arrangements.

Conditions for participation

Individual stand in the Danish pavilion and full marketing activities:

Typically 9 m², which includes 1 table with chairs, 3 walls, brochure holder, name, power, light, depot etc.
At the price of 3850 DKK/m² ex VAT and ex coordination fee (subsidy deducted)

Brochure stand and full marketing activities:

Includes 1 wall and 1 brochure holder at mutual area with table and chairs.
At the price of 7800 DKK ex VAT and ex coordination fee (subsidy deducted)

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

Prices are subject to 10 companies participating. We have already obtained approval of support from the Trade Council in Denmark. Flight and hotel expenses are not included. In case of fewer participants, we will assess the situation, and come back to you concerning possible adjustment.

Sign up by 24th January 2014 at www.dk-water.dk

Co-financed by
Ministry of Foreign Affairs of Denmark
The Trade Council



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>>>>>> Draft programme



Hotel

June 1, Sunday:	
Time	
Morning	Arrival at the hotel Building up the stand
Evening	Official Opening Ceremony & Welcome Reception Water Convention Hot Issues Workshop TechXchange Workshop (By invitation only) Pre-briefing at hotel Updates on Singapore/SEA water sector Practicalities on programme
June 2, Monday:	
Time	
Morning	Water Expo Water Convention
Evening	Lee Kuan Yew Water Prize Award Ceremony & Banquet
June 3, Tuesday:	
Time	
Morning	Water Expo Water Convention
Afternoon	Technology symposium by Danish participants at the Business Forum (to be confirmed) VIP-dinner arranged by the Danish Embassy (to be confirmed, potentially with participation of Danish Minister)
June 4, Wednesday:	
Time	
Morning	Water Expo Water Convention
Evening	Opening of Danish Water Technology House in Singapore by Challenge:Water (potentially with participation of Danish Minister) (Timing to be confirmed) Networking reception at the pavilion. The embassy will be sending out invitations to potential co-operation partners as per your request. Official closing dinner
June 5, Thursday:	
Time	
	Potential site visit, as per your request Departure to Denmark



>>>>>> Programme/stand draft



PROGRAMME AT A GLANCE

	Morning	Afternoon	Evening	
Sunday 1 June	World Cities Summit Mayors Forum (By Invitation Only)		Opening Ceremony & Welcome Reception Guest-of-Honour: Mr Lee Hsien Loong, Prime Minister of Singapore	
	Water Convention Hot Issues Workshop			
	TechXchange Workshop (By Invitation Only)			
	United Nations Secretary General Advisory Board 22nd Meeting (By Invitation Only)			
	10th Asia Pacific Infrastructure Ministers Meeting (By Invitation Only)			
Monday 2 June	In-Conversation	Opening Plenary	Lee Kuan Yew Water Prize Award Ceremony & Banquet Guest-of-Honour: Dr Tony Tan, President of Singapore	
	Lee Kuan Yew World City Prize Lecture & Singapore Water Lecture			
	Water Convention CleanEnviro Summit Programme			
Water Expo, World Cities Summit City Showcase & WasteMET Asia				
Tuesday 3 June	60 Minutes with Water Leaders	Water Leaders Roundtable	Water Leaders Dialogues	Networking Events by Partners & Sponsors
	Water Convention Plenary	Water Convention Closing Session		
	Water Convention			
	Water Expo, World Cities Summit City Showcase & WasteMET Asia			
	World Cities Summit Programme CleanEnviro Summit Programme			
Wednesday 4 June	Youth Activities		Closing Dinner	
	Water Convention			
	Business Forums			
	Industrial Water Solutions Forum			
	Water Expo, World Cities Summit City Showcase & WasteMET Asia			
	World Cities Summit Programme CleanEnviro Summit Programme			
Thursday 5 June	Site Visits			

- Singapore International Water Week
- World Cities Summit
- CleanEnviro Summit Singapore
- Joint Programme
- Co-located Events

Example of pavilion

