



Water Camp, Germany

Water Pre-camp
28th February 2017

Water Camp 1 – Utilities
27th – 29th March 2017

Water Camp 2 – Industry
11th – 13th September 2017

Deutschland wartet auf dich!

Danish Water Technology Group, in cooperation with The Consulate General of Denmark in Munich, have the pleasure to invite you to participate in an exciting Water Camp to Southern Germany.

Test your product and market ideas and get valuable German feedback

Is my product ready for the German market or should it be customized? And to what price? Do my products need to be adapted to the certification rules and legislation in Germany? Should I use a distributor or find an agent? Do I....

A lot of questions should rightfully be asked when planning a market entry or further expansion to the German market. By joining our Water Camp you will get access to important public and private German stakeholders and collect significant information about the competitor level, marketing channels and receive individual feedback in regard to your next steps.

Water Camp 1 – Utilities

Pre-camp in Denmark

To secure a successful trip to Germany, we offer go-to market preparation to all of the participants. The content of the water pre-camp will include:

- Insight into the German market and the Danish / German cultural differences
- Pitching technique and how to present your company in Germany
- Discussion on sales material
- Planning of 1-1 meetings during the Water Camp

Our three-day programme to Munich will have focus on:

- Presentation of German water projects (Münchner Stadtentwässerung)
- Network meetings with engineering companies on management level
- Danish company pitch with feedback from German companies and experts
- Networking events with Bayern Invest and UmweltCluster Bayern
- Pre-arranged 1:1 meeting session with relevant local German companies

Sign up

Sign up online by clicking right here: <http://www.dk-export.dk/aktiviteter/water-camp,-germany-2017-1493/>

Deadline: January 15th 2017

Output

By participating in Water Camp 1 you can expect the following outputs:

- Knowledge concerning what resources are needed to penetrate the German market.
- Improvement of your search skills in order to find the right clients and partners
- Input as to how to create sales platforms for further expansion and/or start international export to Germany.
- Reduction of the risk of failure in the early phase of your export to Germany

Water Camp 2 – Industry

You will also have the opportunity to participate in a Water Camp 2 (Fall 2017). Focus will be on industry solutions and how to do business with the German water consuming industry.

More information on both the pre-camp and programme for Water Camp 2 will follow.

Price for Water Camp 1 – Utilities

DKK 4.950 incl. up to two persons per company + coordination fee per company.

Coordination fee per company:

4900 DKK members of DWTG
9800 DKK non-members

The price is excl. VAT, traveling expenses, board and lodging and subject to subsidy from the Trade Council of Denmark, and 15 companies participating.

In case of fewer participants, we will assess the situation, and come back to you concerning possible adjustments.

Contact

Should you need any additional information, please do not hesitate to contact us.

CONSULATE GENERAL
OF DENMARK



**DANISH
WATER
TECHNOLOGY**
GROUP

**INNOVATION CENTRE DENMARK
MUNICH**

Ilse Korsvang

Head of Group
Danish Water Technology Group
Telephone: +45 50 89 44 88
ilse.korsvang@dk-export.dk



Andreas Julskjær Pedersen

Junior Export Consultant
Danish Water Technology Group
Telephone: +45 22 62 16 91
andreas.julskjaer@dk-export.dk



Programme for Water Camp 1, Germany*

Monday 27/03/2017

Time	Activity
Morning	Arrival Munich Airport
09:15 – 10:00	Transport from Munich airport By bus (Approx. 45 min.)
10:00 – 10:45	Welcome to Munich by Consulate General of Denmark in Munich Review of the program and what to expect during your stay in Germany Short introduction to the South German market by Helle Meinertz, Consul General
10:45 – 12:15	Meeting with Münchner Stadtentwässerung Introduction to public sewerage and wastewater treatment incl. presentation of Munich projects.
12:15 – 13:30	Lunch and networking Incl. transport to lunch by bus or public transport
13:30 – 14:15	Transport to onsite visit By bus
14:15 – 15:45	Onsite visit: TUM (Technische Universität München) Presentation of research projects and a look into new technologies within wastewater treatment and renewable energy solutions. Location: Garching
15:45 – 16:30	Transport to the hotel By public transport
16:30 – 18:30	Hotel check-in Own time and transport to restaurant
18:30 - ??	Culture network dinner Presentation by Stig Olsen – Associate Professor at LMU (Ludwig-Maximilians-Universität) Perspectives on Danish – German culture mix

*Please, note that the programme is subject to change, and will be updated continuously up to the camp. If you have any comments or questions directly to the programme, please contact Ilse Korsvang: ilse.korsvang@dk-export.dk

Read more on our website: www.dk-water.com

(November 1, 2016).

Tuesday 28/03/2017

Time	Activity
09:00 – 10:00	Onsite visit: Danish water company operating in Southern Germany Case: how to adapt to the German market? Location: TBA
10:00 – 10:30	Transport By bus
10:30 – 12:00	Workshop: How to do business in Germany? Guidelines given by expert (TBA) or company (TBA) <ul style="list-style-type: none"> • Understand German certificate rules and legislation from DGW and TÜV • Typical business set up – focus on water sectors • Time for individual Q&A sessions
12:00 – 12:45	Networking lunch Location: TBA
12:45 – 13:30	Transport By bus
13:30 – 14:15	Meeting with UmweltCluster Bayern Focus on the coupling between industry, municipalities and company R&D
14:15 – 15:15	Company presentation - Danish solutions (strongholds) Feedback from selected German panel Followed up by a discussion of the needs of the German market
15:15 – 16:15	Individual 1:1 meetings Prearranged by the Danish Consulate General in Munich
16:15 – 16:45	Transport to hotel By bus
16:45 – 18:30	Arrival at hotel Own time and transport to restaurant
18:30 - ??	Bavarian networking dinner Participation from local Danish/German companies doing business in Southern Germany.

*Please, note that the programme is subject to change, and will be updated continuously up to the camp. If you have any comments or questions directly to the programme, please contact Ilse Korsvang: ilse.korsvang@dk-export.dk

Read more on our website: www.dk-water.com

(November 1, 2016).

Wednesday 29/03/2017

Time	Activity
08:30 – 09:00	Transport from hotel to Bayern Invest By bus
09:00 – 14:15	Meeting with Bayern Invest The German market and financial outlook. Presentation by Danish companies Feedback from selected German companies Coffee break and networking 1:1 meeting session Selected German engineer and consultant companies Networking lunch Camp conclusion and what's next? Internal debriefing
14:15 – 15:00	Transport to Munich airport By bus
15:00 – 17:00	Arrival airport and check-in
17:00 – 18:30	Departure from Munich airport
18:30	Arrival to Denmark

*Please, note that the programme is subject to change, and will be updated continuously up to the camp. If you have any comments or questions directly to the programme, please contact Ilse Korsvang: ilse.korsvang@dk-export.dk

Read more on our website: www.dk-water.com

(December 13, 2016).