



Danish Pavilion at the International Water Summit in Abu Dhabi from 19 - 22 January 2015

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The United Arab Emirates (UAE) is investing massively in new water technologies within desalination, water safeguarding, wastewater and recycling. Danish technology and know-how suppliers are in high demand, and on request of some of our members, Danish Water Technology Group organizes a Danish pavilion at the International Water Summit, from 19-22 January, which is part of Abu Dhabi Sustainability Week.

The United Arab Emirates (UAE) is characterized by:

- A stable political environment
- Many free zones offering attractive concessions and investment incentives to foreign companies
- Massive investments in new technologies that safeguard water and reduce energy consumption

The UAE provides a strong example of the interconnection of energy and water in water-scarce regions. Generating energy requires water, and producing water uses energy. More than 70 percent of the nation's overall water production and processing costs results from the energy required to desalinate, transport, store, forward and distribute water, demonstrating the pressing need for new approaches to water management.

Being part of the Danish Pavilion at The International Water Summit is an obvious opportunity for you to create new contacts or to maintain and increase sales to the existing base in the Middle East.

Data from the International Water Summit/Sustainability Week 2014:

- Over 5,000 participants from the water industry, 7500 participants totally
- 88 different countries represented
- 140 delegations, incl. 70 ministers
- 3,400 attendees to the combined opening ceremony of IWS, WFES and EcoWaste
- 297 delegates
- More than 92 high level speakers





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Advantages of joining the Pavilion of Denmark:

- ✓ We have booked a 30 m2 pavilion right in the center of the hall. It will be fully equipped with carpet, walls, furniture, lighting, standard electricity consumption, and in a design, which both markets the overall Danish brand, and gives you minimum a full wall for your own individual presentation.
- ✓ If you are interested in a 9 m2 booth, this is also possible.
- ✓ 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 catalogue, and the IWS event planner
- ✓ Your company will be presented in the Danish Pavilion brochure, which will also contain ReThink Water white papers. The brochure will be used for marketing before, during and after the show.
- ✓ Complimentary access to the online Business Matchmaking Programm (3 meetings guaranteed at the exhibition and hosted by Reed Exhibitions
- ✓ One free conference pass/exhibitor. Free exhibitor badges to WFES/EcoWaste
- ✓ 2 complimentary invitations to the Official Cocktail Reception
- ✓ If you are interested, we will work together with the Danish embassy to send out invitation for the exhibitions, and arrange a reception or a VIP dinner (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.
- ✓ DWTG will assist you with travel and hotel arrangements.

Prices:

Part of the pavilion, incl. Brochure stand and all activities 19,900 DKK.
In case you want individual space, please contact us.

Coordination fee: 4,900 DKK/comp. DWTG members, 9,800 DKK/comp. non-members.

Prices are ex VAT, and subject to support from the Trade Council in Denmark. Flight and hotel expenses are not included.

Feel free to call or e-mail us, in case you need more information. You sign up by e-mail to Ilse Korsvang.

Best regards

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Draft Programme

18.01.15	Arrival to hotel <i>DWTG will arrive at the Danish Pavilion for final build-up</i>
19.01.15 10:00 - 13:00	Arrival. If desired, visit Danish Pavilion for setting up own equipment. Workshop: Workshop 1: Doing Business in the UAE Understanding the Tender & Selection Process
20.01.15 10:00 11:00 - 12:00 09:30 - 15:00 09:35 - 11:30 11:30 - 15:00 15:00 - 17:00 18:00	Intl. Water Summit - exhibition - opens - ADNEC, hall 3-4 Joint opening ceremony Abu Dhabi Sustainability Week - both water and energy - ADNEC, ICC, hall 1-2 <u>Conferences:</u> Water from the municipality perspective: <ul style="list-style-type: none"> - Water conservation and future water sustainability - GCC strategic direction - Parallel sessions during the afternoon on water Intl. Water Summit - exhibition - closes
21.01.15 10:00 09:00 - 18:00 09:30 - 15:30 18:00	Intl. Water Summit - exhibition - opens - ADNEC, hall 3-4 Intl. Water Summit, conf. B <u>Conferences:</u> Water from the industrial users perspective <ul style="list-style-type: none"> - Integrated Water Resource Management (IWRM) - Improving water sustainability - Parallel sessions during the afternoon on water/energy Intl. Water Summit - exhibition - closes
22.01.15 10:00 09:00 - 18:00 09:00 - 14:00 16:00 18:00	Intl. Water Summit - exhibition - opens - ADNEC, hall 3-4 Intl. Water Summit, conf. B <u>Conferences:</u> Water from the commercial buildings perspective <ul style="list-style-type: none"> - The nexus of water and energy in food Intl. Water Summit - exhibition - ends (dismantling and departure)
Stand dismantling: 22 January after 17:00 H	

*ADNEC, Abu Dhabi National Exhibition Centre, *ICC, International Convention Centre



Concept for standard decoration of pavilion - Danish Water Technology Group



The decoration of the actual pavilion depends on requests of the Danish exhibitors, actual size of the pavilion, transport costs, and potentially type of rented equipment.

For smaller stands, we rent local equipment.

Below: brochure layout for events

