

Silkeborg, 12 December 2012

To the sales responsible for the Philippines



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

Danish Pavilion at Water Philippines 2013 EXPO 20. - 22. March 2013 in Manila

In 5 years time, 90% of the world's growth is expected to take place outside of Europe. Would you like to get easy access to one of the new growth markets with a population of +94 mill. People?

In that case, this may be an interesting offer for you. Danish Water Technology Group (Danish Export Association) in co-operation with the Trade Council of Denmark in Kuala Lumpur invite your company to take part in the Danish Pavilion at **Water Philippines 2013 Expo**. An easy way to be present at the most important exhibition at the market; get in touch with distributors and co-operation partners, and gain easy access to insider knowledge of the market.

Water Philippines Expo 2013 is the no. 1 international water, sanitation, industrial wastewater treatment and purification event in the Philippines. In 2011, the exhibition had more than 300 exhibitors from 35 countries. The 7 participants at the Danish pavilion in 2011 were very satisfied with the high rate of qualified visitors at the booth.

Water and wastewater management in the Philippines

With the Philippine population growing at 2% annually and now standing at +94 million, the Philippine government recognizes the urgent need for action. Energy and water and wastewater treatment is a top priority. As to the government organisation, the Local Water Utilities Administration (LUWA) will stop being its action as of 1 Jan. 2013, and this is expected to increase developments.

Key concerns in the Philippine water sector (Trade Council report available at www.dk-water.dk):

- Supply distribution issues within water supply coverage, Non Revenue Water
- Lack of cost recovery on investments/energy optimization/efficient operation
- Water deficits
- Widespread flooding caused by monsoon rains combined with tropical storms (substantial funds available)

The Danish Pavilion on Water Philippines 2013 Expo will be an excellent platform for Danish companies to contribute with their knowledge and product solutions. Participants may be Danish companies that are already fully or partially located in the country, as well as newcomers wishing to start exporting to the country. Business can be established in various ways, e.g. consultancy and engineering services, license agreements, tender participation, JVs/acquisitions and distributorships.

Advantages of participation:

The event will take place in Manila and you will benefit from:

- Individual stand area with carpet, furniture, lighting, company name, logo, as well as a depot, snacks, coffee etc. will be ready at your arrival. Additional furniture/AV etc. can be arranged as desired (own costs)
- We will take care of all practical issues conc. your participation, incl. registrations etc.
- We will be present during the full event, ready to receive clients, set up meetings and assist you
- Your company will be presented in the Exhibition catalogue
- A Danish Pavilion brochure will give you an extra window to present your products and your company
- The Embassy will send out invitations to potential partners/clients as per your request, and own data base. From last event we have a database of +400 contacts. The invitation will include the pavilion brochure

- We will provide you with a number of free tickets for distribution
- We will be sending out VIP invitations, giving guests access to the VIP lounge and registration counter. We shall invite water companies of selected regions in addition to the largest water companies.
- Further marketing of the pavilion coordinated by the embassies in Malaysia, Thailand, Vietnam, Singapore, and the Philippines - invitations to visit the pavilion
- A networking reception at the stand with key industry players will be arranged. The companies are welcome to invite potential clients.

Presently, we have reserved a stand-area of 54 m2. Our area will be distributed on a first-come-first-served basis.

Price

The price of **full participation is 28,500 DKK** ex VAT (based on 9m2/company). Additional m2 can be ordered. Price for participation with a brochure stand is **9,500 DKK** ex VAT.

The price is subject to 10 companies participating. We already have approval of 50% support from the Trade Council of Denmark. Costs re. travel, board and lodging and transportation of own equipment to/from the exhibition are not incl.

You register at www.dk-water.dk or by mailing to ilse.korsvang@dk-export.dk. The deadline for registration is **15th January 2013**.

If you have any extra requests to the programme, you are most welcome to contact us. We look forward to hearing from you.

Best regards
Danish Export Association

Trade Council of Denmark

Ilse Korsvang

Jaime Yong

**PS: The embassy can offer you an Export Start Package, 50 hours with attractive extra discounts
If you are interested, individual meetings with ADB can also be arranged (optional)**

Erik Scheibel,
Area Sales Manager,
Howden Water Technology A/S:

Howden Water Technology A/S participated in Water Philippines 2011:

"We had a huge success with really many, very qualified visitors at our booth and the events.

Our relation with Manila Water was initiated, and resulted in HWT getting our first order in the Philippines, which was the first Turbo Blower ever sold in the country.

The pavilion set up was perfectly arranged and we will definitely exhibit again in 2013"

Søren Schoubye,
Asean Sales Director,
Danfoss Drives:

Danfoss Drives was taking part in the Danish Pavilion at the WaterPhilippines 2011:

"I am happy to hear that the Danish stand at WaterPhilippines received the "Best Product" award.

I also have to say that as always the whole arrangement was very good and that the Danish Pavilion and Symposium attracted a lot of positive attention.

Well done and look forward to the next event in KL!"

DRAFT PROGRAMME – DANISH PAVILION AT WATER PHILIPPINES 2013

Monday 18th March 2013	
Morning and afternoon	Arrival in Manila and check-in at the hotel for companies with display of heavy equipment. (Own arrangement or through the Embassy)
Tuesday 19th March 2013	
09:00	Site visit to Wastewater Treatment Plant and/or Drinking Water Plant Manilad or Metropolitan Water Sewerage and Sanitation.
Afternoon	Danish Pavilion, arranging booths SMX Convention Center, Pasay, Manila
18:00	Pre-Briefing at the hotel Updates on the Philippine Water Sector Practicalities on programme
Wednesday 20th March 2013	
09:00	Danish Ambassador present at the Danish Pavilion when Minister opens the exhibition
(Time depending on organizers)	Official exhibition opening ceremony.
Afternoon	Reception at the stand Embassy will send out specific invitations
Thursday 21st March 2013	
09:00 - 18:00	Continuation of the Exhibition Potentially, speaking slot at the conference (depending on interest)
Friday 22nd March 2012	
09:30-18:00	Continuation of the Exhibition
16:30	Evaluation and tear down
	Departure for Denmark