

Silkeborg, 2nd August 2012

To the Market responsible for Vietnam



## Danish Pavilion at VietWater, 6-8th Nov. 2012, Hanoi Vietnams no. 1 water & wastewater show

It is with great pleasure that Danish Water Technology Group in co-operation with the Royal Danish Embassy in Hanoi invite your company to take part **in the Danish Pavilion and Promotion at Vietwater 2012.**

VietWater 2012 will be the 4<sup>th</sup> edition of Vietnams No. 1 International Water, Wastewater and Industrial Wastewater Treatment & Purification Show and is one of Asia's most important and comprehensive water trade shows featuring innovative products and services. The exhibition and conference is attended by government officials, regulators, water and wastewater product manufacturers, industrial users, consultants and industry experts from all of Asia. In 2011, the VIETWATER was an outstanding success with a record of 8,027 buyers and trade visitors attending the three-day event.

### The Danish Pavilion

The participation in the Danish pavilion presents a number of advantages:

- We take care of all practical issues, incl. registrations etc.
- An individual stand area with carpet, furniture, lighting, your company name will be ready at your arrival. Additional furniture/AV etc. can be arranged as desired (own costs).
- You will be participating at a large stand which attracts more attention.
- The embassy and the Danish Water Technology Group will be present during the full event, ready to receive clients and assist you, when you are occupied, set up meetings etc.
- Your company will be presented in the exhibition catalogue.

### The Marketing activities; Danish Technology Symposium, networking and promotion

- We will be arranging a technical seminar presenting Danish Water Technology. This will be advertised by the expo-organisers, in our material, and widely by the embassy towards the trade press, decision-makers etc. You will have slot for presenting your products and experiences at the seminar.
- Your company will be presented in a Danish Pavilion brochure/leaflet,
- The embassy will send out invitations incl. Danish Pavilion brochure and a visitor ticket for the pavilion for potential clients as per all participants' request, and the embassy database. In addition you will receive visitor tickets. – Previous events have shown that the embassy work in this relation has given very good results for the companies.

- The embassy will send out VIP invitations for selected clients/potential clients to offer access to the exhibition' VIP lounge and VIP registration counter.

### The reception

- A network reception event will be arranged at the stand, with food and drinks in order to attract more visitors.

We have reserved a stand-area, and are in close dialogue with the exhibition organiser for the best possible conditions.

### Price and registration

You may participate at two levels; either full participation with an individual stand area, or participation with a brochure stand (no products) in the mutual area of the pavilion, as well as in the seminar, the promotion and the networking event.

- The price for **a stand in the pavilion** (9 m2 individual area) is **28,500 DKK ex VAT**. The area can be extended if desired. This includes the seminar, marketing package and the reception at the stand.
- The price for **a brochure stand, and the seminar, marketing package and reception** is **9,000 DKK ex VAT**.

The price is subject to 10 companies participating and 50% support from the Trade Council of Denmark, which has already been granted. Costs re. travel, board and lodging as well as insurance and transportation of own equipment to/from the exhibition are not included.

Please register at [www.dk-water.dk](http://www.dk-water.dk), or send an e-mail to [ilse.korsvang@dk-export.dk](mailto:ilse.korsvang@dk-export.dk). The deadline for registration is Thursday **30<sup>th</sup> August 2012**.

We are at your service for any additional information, and hope that the project will be of benefit to you.

Best regards  
Danish Water Technology Group  
(Danish Export Association)

Ilse Korsvang  
Business Sector Manager



Søren Schoubye, Asean  
Sales Director,  
Danfoss Drives:

Danfoss Drives was taking part in the Danish Pavilion at the  
WaterPhilippines 2012:

*"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!"*

## VietWater 2012 – Danish Pavilion and Promotion 6<sup>th</sup> to 8<sup>th</sup> November, 2012

### Preliminary Programme

<b>Sunday 4<sup>th</sup> November 2012</b>	
During the day	Arrival in Hanoi and check-in hotel (Own arrangement or using the special reservation made by the embassy)
<b>Monday, 5<sup>th</sup> November 2012</b>	
During the day	Set up booth at Exhibition Hall
1800	Pre-Briefing at the Embassy Updates on the Vietnam Water Sector Practicalities on programme
<b>Tuesday, 6<sup>th</sup> November 2012</b>	
0900 – 0930	Danish Ambassador's present at the Danish pavilion when Minister opens the exhibition
(Time depending on exhibition organiser)	Official opening ceremony
Depending on time slot allocated by Exhibition Organiser	<b>"Danish Technology Symposium"</b> Technology presentation by Danish participants. We have been given 45 min. of speaking time  (Depending on time slot allocated by exhibition organiser, this could also take place on the 2 <sup>nd</sup> day of the exhibition)
	Networking reception at the stand
<b>Wednesday, 7<sup>th</sup> November 2012</b>	
0900-1730	Continuation of exhibition
<b>Thursday, 8<sup>th</sup> November 2012</b>	
0900 – 1730	Continuation of exhibition
1930	Evaluation

The full programme from VietWater organisers on their conference is not available yet, - more information will follow.