

Silkeborg, revised 28 June 2012

DANISH WATER TECHNOLOGY GROUP

To whom it may concern

Promotion event
Danish Water Companies to South Korea -
Program Dates revised



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

**Korean - Danish Water Days incl. IWA World Water Congress & Exhibition,
Seoul and Busan, South Korea, 14th - 20th September 2012**
To be headed by the Danish Minister for the Environment

We take pleasure in inviting you to take part in the Danish promotion in Seoul and around the World Water Congress and Exhibition in Busan, R.o.Korea. The event is organized in co-operation with Danish Water Forum and the Danish Embassy in Seoul.

The promotion will be led by the Danish Minister for the Environment Ida Auken as well as the Danish Ambassador to Korea Peter Lysholt Hansen.

The South Korean government has allocated 500 billion DKK over the next 10 years for converting its energy and environmental infrastructure. A national growth strategy has identified 15 industrial areas as the key to growth, and some of the main target areas are high-tech green cities, water treatment systems and renewable energy.

The IWA Congress is internationally recognised. In addition to main Korean players, the congress will attract a great deal of international key players, and the organisers expect 5000 delegates to attend the congress and exhibition.

To promote Danish companies and technologies towards the Korean and the international market, we invite you to take part in the following 3 optional modules:

Activities in Seoul - the Korean-Danish Green Growth Alliance Forum on Water

- A full day seminar focusing on presenting South Korean challenges and projects, and relevant Danish solutions.

The seminar will establish the foundation for the following b2b-meetings, and networking with the Korean water sector stake holders.

The day will be concluded by a VIP buffet dinner at the Ambassador's Residence.

The embassy will send out invitations incl. a brochure in English and Korean presenting your companies to potential clients as per your request, and the embassy data base. All activities will be marketed in the trade press.

- Site visits to relevant institutions/water facilities around Seoul.

Activities in Busan

Joint booth at IWA World Water Congress & Exhibition, with the possibility of participating in the conference. The Congress will attract both global and local water professionals, and the organisers are putting a lot of emphasis on the commercial side.

The Danish Minister for the Environment is expected to take part in the Congress and Exhibition, and will represent the Danish companies at the various occasions.

You can participate in two ways:

- **With your individual stand area and products**
- **With banner and brochures in the “mutual” stand area**

We will be arranging an Industry Forum: “Optimising the water sector - Danish solutions”. This will be advertised by the expo-organisers, and in all our material, and towards the trade press, decision-makers etc. You will have a 15 minute slot for presenting your products and experiences at the symposium.

Following this, we will arrange a networking reception at the pavilion, inviting the Forum participants as well as key players in the industry as per your requests.

Advantages

- As requested by the participants in IWA Congress 2010, our goal is to make a large, very presentable stand; thus, we have reserved 100 m2, and calculated extra budget for a professional design to attract more attention.
- 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)
- We will be present during the full event, ready to receive clients and assist you when you may be absent or occupied, set up meetings etc.
- Your company will be presented in a Danish Pavilion brochure in English and Korean to be sent out to a large number of potential cooperation partners prior to the exhibition.
- We have made a special agreement with the Korean Pavilion in order to set up B2B meetings with the Korean exhibitors. This may be particularly relevant for those of you, who are seeking distributors.
- The close contact with the Korean pavilion will also provide you with easy access to market knowledge.
- All participants in the pavilion will get discounted congress participation.

All congress coffee/tea and lunch breaks will be held in the IWA exhibition hall, meaning that the congress participants will frequently visit the hall.

Parallel to the IWA World Water Congress & Exhibition, the ENTECH (Environment & Energy Technology) exhibition for the Korean market will take place. Visitors from ENTECH will have access to the IWA exhibition. This increases the number of leads you can generate by exhibiting at the IWA exhibition. In 2010 the ENTECH attracted over 30.000 trade visitors. In 2010, the Entech attracted over 30,000 trade visitors. We shall be making special promotion material to be distributed at the Entech exhibition.

Local subsidiaries of Danish companies are most welcome to participate in this export promotion activity.

Enclosed please find the programme as well as a short report prepared by the embassy in Seoul.

Price and registration

- The price for all activities in Seoul is DKK 14,600
- The price for all activities at IWA incl. a brochure stand is DKK 17,600
- The price for Seoul +IWA and brochure stand is DKK 27,400
- The price for all activities at IWA incl. a 9 m2 stand is DKK 28,800
- The price for Seoul + IWA incl. a 9 m2 stand is DKK 38,600
 Further m2 can be booked at DKK 2900 /m2

We can offer you the conference passes at the price of 1120 EUR minus discount = EUR 645

All prices are ex VAT, and subject to 11 companies participating and 50% support from the Trade Council of Denmark. Costs re. insurance, travel, board and lodging as well as transportation of own equipment to/from the exhibition are not included.

Please register at www.dk-water.dk immediately.

We are at your service for additional information, and look forward to hearing from you.

Best regards

Ilse Korsvang

Business sector manager

Dir. Tel. +45 8720 4477
Mobil +45 5089 4488
ilse.korsvang@dk-export.dk



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 Water-Philippines 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!"

Tentative programme Korean Danish Water Days - 13-20 Sept.2012

(NB: timing may be changed. Please let us know if you have special requests or if you have connections which may be used to the benefit of the group)

Sunday 16 September 2012	
Morning & afternoon	Danish Pavilion, arranging booth Opt. meetings with Korean companies, organized through Korean Pavilion at IWA
16:30-18:00	Opening ceremony IWA 2012 Busan World Water Congress and Exhibiton at the BEXCO
18:00-19:00	IWA Welcome reception
Monday 17 September 2012	
09:30-18:00	Exhibition open
19:00-21:00	Reception Young Water Professionals, organized by IWA
Tuesday 18 September 2012	
09:30-18:00	Exhibition open
18:30	Cultural show, organized by IWA
Wednesday 19 September 2012	
09:30-18:00	Exhibition open
Thursday 20 September 2012	
09:30-15:00	Exhibition open
16:00-17:30	Closing session and Harremoes lecture
	Travel to Seoul Arrival in Seoul and check-in at the hotel
Friday 21 September 2012	
09:00-10:15	Korean-Danish Green Growth Alliance Forum on Water: <ul style="list-style-type: none"> • Welcome remarks by the Danish Ambassador • Congratulatory remarks by Chairman of the Presidential Committee on Green Growth in Korea • Presentation by Head of the Danish delegation • Presentation by Korean water utility company
10:15-10:30	Coffee
10:30-12:00	<ul style="list-style-type: none"> • Presentations by Korean stakeholders and Danish participating companies
Afternoon	<p>Transfer to venue for site visit (see below for further details)</p> <p>Site visit including lunch</p> <p>The Minister and Danish business delegation jointly make a site visit selected based on concrete interests by the Minister and/or the Danish business delegation, the latter being an opportunity for the business delegation - with the support of the minister - to access a site and meet persons otherwise difficult to reach and with the potential to support future commercial opportunities. The specific interests of the delegation will depend on the participating companies, but could revolve around some of the following issues/possibilities (transfer times up to 1 hour from Seoul):</p> <ol style="list-style-type: none"> Seoul Metropolitan area water supply system The system provides domestic and industrial water to the Seoul metropolitan area including Seoul and 4 satellite cities to meet the rapidly increased demand around the area. The total capacity of water supply is 8.285.000 m³/day. Public-private partnerships focusing on global water market There are Korean plans to establish public-private partnerships to develop opportunities on the global water market. Provided plans are sufficiently concrete an opportunity might be set up to discuss - with the inclusion of the Danish companies - how such partnerships could include further Danish-Korean cooperation, benefitting from globally recognized Danish water competencies.

<p>Evening</p>	<p>c) Four Rivers Restoration Project Restoration project including dredging and building of reservoirs along the four major tributaries to secure water resources, protect against flooding, improve water quality, create public spaces and develop local communities</p> <p>d) Gyeong-In Waterway Project Links transportation hubs Incheon and Gimpo, providing flood control and leisure areas as well as green option for transportation of goods due to significantly reduced environmental impact of waterway transportation rather than road or rail alternatives.</p> <p>e) Soyanggang Multi-purpose Dam Part of the Four Rivers Restoration Project this dam is a major part of efforts to control flooding along the Han River that crosses Seoul as well as securing water resources to the area and generating energy (200.000 KW)</p> <p>f) Sihwa Lake Tidal Power Plant The world's largest tidal power plant with an annual oil substitution effect of 862,000 barrels and annual CO2 emission reduction of 315,000 tons.</p> <p>Dinner at the Ambassador's Residence</p>
----------------	---