

U-S-E Water - A True Networking Project

Bringing Danish Water Technology to China

U nite partners - S upport knowledge - E xpand business

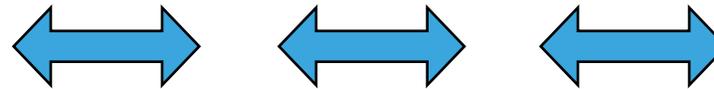
DEA Water China Companies in DK

- Industry Knowledge
- World Leading Technologies
- Products and services in all stages of Water



Goals of U-S-E Water

- To establish a strong cross-continent water network
- To make more Danish companies enter the Chinese market
- To increase joint sales of the Danish Water companies and Danish companies in China
- To establish a Danish demonstration plant in China to showcase state-of-the-art technologies



DEA Water China Companies in China

- Business Networks
- Potential Customers
- Great Local Industry Knowledge



Benefits of U-S-E Water for Danish Water Companies

- Enter a market with great growth potential
- Network with some of the biggest Danish multinationals in China
- Joint Danish Promotion – you are not alone
- Find the right partners /distributors /projects /customers in China
- Find the best solution to set up office in China through the support of our local office in Shanghai and use our Chinese water specialists as your reference.
- Low cost – the project is funded by Industriens Fond
- Support from Danish Export Association all the way
- In the end - increase your sales

Benefits of U-S-E Water for Danish Companies in China

- Network and share knowledge with other Danish companies in Denmark and in China
- Network with above and VCS regarding complementary products/-technologies
- Learn and be part of marketing of Danish state-of-the-art solutions
- Joint Danish Promotion – you are not alone
- In the end – increase your sales



PARTNERS:



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Unite partners - Support knowledge - Expand business

The Process

STEP 1
Screening Report

STEP 2
In Depth Market Report

STEP 3
Fact Finding Trip

STEP 4
Establish Cooperation

Service Package from DEA & DEA China

SERVICE 1
Consultancy Service

SERVICE 2
Administration Service

SERVICE 3
Marketing Service

SERVICE 4
Legal Aid
by assisting lawyer

Assistance with negotiation, communication and answering general questions.

Assistance with interpretation, administrative task, communication and documents.

Written translations of marketing materials (brochures, business cards, etc.) from English to Chinese.

Ensures that your legal needs and prerequisites for entering the Chinese market are met.

1. Company & DEA agree on content of report.
2. DEA China starts working and finish report.
3. Company makes decision on whether and how to move forward

1. Company and DEA China consider which region(s) and segment(s) they want to continue with, based on screening report.
2. DEA China to make In Depth Market Report defining the best possibilities for company.
3. Company makes decision on whether and how to move forward

1. Company and DEA China make description of potential partners/distributor.
2. DEA China search for e.g. 5 potential partners/distributors
3. DEA China and Company make first evaluation of potential distributors - potential background check
4. Company and DEA China to visit potential distributors/customers/exhibitions

1. Selection of potential distributor/partner and MOU's/ letter of intent.
2. Discussions on all details.
3. Decisions of company set-up.
4. Contract between partners.
5. Go-to-market strategy.
6. Mutual sales promotions - together with DEA China and other



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