

INVITATION

Export Promotion in Myanmar August 26th – 30th, 2013

Myanmar-Danish Water Days



Make Myanmar your new export market along with Danish Water Services, Danish Water Technology Group, the Royal Danish Embassy and the Danish Consul to Myanmar

Myanmar (Burma) is a highly interesting market, which the world's donors and businesses are turning their attention towards. Myanmar is developing rapidly and is about to implement a process of democratization as well as opening up to other countries, which over the past 2 years has created unparalleled optimism and development.



Since being Asia's intellectual stronghold with a stable economy in the 1930's, Myanmar was controlled by a military regime during the period after the Second World War II that led the country into international isolation and economic decline. It is now regarded as one of the least developed countries in the world, and is simultaneously one of the important countries for the overall donor world to begin to focus strongly on with regard to ensuring a sustainable development. It is expected that in the coming years a massive development program will be launched – particularly in regard to the water utilities, which are often lacking, totally worn out and inefficient, and with wastewater treatment almost non-existent.

Over the course of the next 10 years Myanmar is expected to receive more than 2 billion USD annually for infrastructure, with the water and energy sectors being the initial focus areas.

Danish Water Services has already initiated a joint project in Myanmar. Thereby, Danish Water Services is one of the first international groups to sign an agreement with the authorities in the country's largest city, Yangon, to establish a Danish pilot project for NRW (Non Revenue Water). Our experience is that Danish water technology and know-how is a strong international brand and is preferred by both utilities and policy makers in Myanmar.

Myanmar is in need of massive renovation throughout the water sector. By participating in the Export Promotion Danish companies, consultants, manufacturers and contractors will have great possibilities to make business.

Benefits of active participation:

- Meet decision makers at both political and operational level in the water sector (representatives of the 14 states and the 12-15 largest cities in Myanmar will be invited)
- Get the opportunity to present your products and competencies to potential customers and partners
- Get an overview of market and the opportunities in Myanmar
- Prepare yourself by receiving a market research report on Myanmar prior to Export Promotion
- Include your company profile in the joint delegation brochure
- B2B meetings with local businesses who are potential partners, subcontractors and agents
- Meet representatives from WB and ADB to discuss project opportunities and financing in Myanmar
- Participate in site-visits to the Danish demonstration project pump station, etc. along with the Yangon City Development Committee (YCDC)
- Networking events (dinners, get-together events etc.) being arranged together with partners, colleagues and Myanmar decision makers



The final program will be sent out to all registered participants well before the event. Please feel free to contact us, in case you have any suggestions for the program.

You register here: www.dk-water.dk/myanmar

For more information, feel free to contact us:

Christian Søndrup, E: cs@danishwater.dk, T: + 45 63 17 32 02, Danish Water Services

Ilse Korsvang, E: ilse.korsvang@dk-export.dk, T: +45 87 20 44 77, Danish Water Technology Group

Bo Bjerregaard Rasmussen, E: borasm@um.dk, T: + +66 (0) 2343 1125, The Royal Danish Embassy, Bangkok

BACKGROUND INFORMATION

Danish Water Services is a network organization within the Danish water sector consisting of contractors, consultants, product suppliers and utilities. We collect, coordinate and communicate the newest technology, knowledge and expertise available from Danish companies and utilities to Asian and Eastern European countries in order to create new opportunities for our group of Danish companies.

Our core competence is to think energy optimization all the way through the water supply and wastewater systems – hereby generating substantial energy savings to our customers. We develop financial solutions in cooperation with a network of Danish companies and financial partners.

By using Danish technology and expertise we implement energy savings projects where the energy savings pays back the cost of the project (EPC projects). We implement turn-key solutions for all areas of the water and wastewater systems – consultancy services, pump solutions, frequency converters, SCADA systems, measurement, management and training, for new facilities or renovation and expansion of existing systems.

NRW project in Yangon

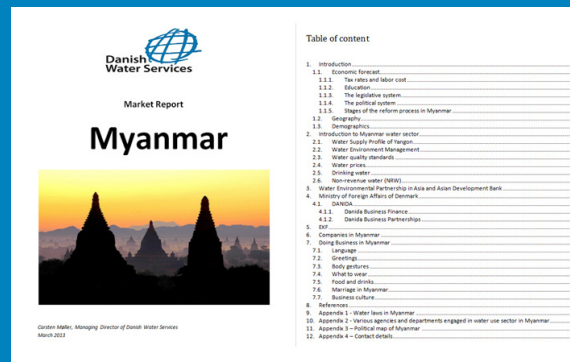
In March 2013 Burmese authorities YCDC, Yangon City Development Cooperation and the Water Company signed an agreement with Danish Water Services about NRW project in Yangon. The project is implemented in a public-private partnership, initially with VCS Denmark and Grontmij, which together with DWS will develop the project. A number of meetings have already been conducted with Danish companies willing to take part in the project with their products and services.



Site visit in Myanmar: Carsten Møller together with Minister for Trade and Investments, Pia Olsen Dyhr

Market report – Myanmar

Myanmar market report includes information about the economic forecast, geography, demographics, water sector, WEPA, ADB, Ministry of Foreign Affairs of Denmark, DANIDA and EKF activities in the country. The market report names Danish companies operating in Myanmar and introduces business etiquette, as well as lists water laws, responsible authorities and departments in Myanmar water sector and contact details.



Each of the participating companies will be presented in the joint brochure, that will be handed out to all the participants and relevant authorities in Myanmar. A roll up poster with names of participating Danish companies will be also produced.

TENTATIVE PROGRAM, August 26-30, 2013

June 17	Preparation meeting in Denmark (14:00-16:00)	Who will we be meeting and what to expect How will the seminar, workshops, B2B meetings be organized Presentations and profiles Market report of the Myanmar water sector Expected outcome
Monday 26 (optional)	Arriving to Bangkok	Transport to Bangkok Lebua Hotel 17:00 Briefing at the residence of the Honorary Consul-General Mr. Normann Andersen. Presentation of the program How to do Business and experiences with Export to Myanmar Introduction to one of the biggest private collection of Buddhist Culture in Thailand One night in Bangkok including dinner at Mr. Andersens private residence
Tuesday 27 (Representatives from the private Business in the water sector)	Arriving to Yangon	06:00 Transport from Hotel to airport in Bangkok for the group travelling together 07:55 Flight to Yangon 09:30 Transport to hotel 10:30-11:00 Briefing of the participants that joins the event Tuesday 11:00-12:30 Discussions with representatives from ADB and WB 12:30-13:30 Light lunch together with ADB, WB and the Honorary Consul to Myanmar Mr. Ye Htut 15:00-15:30 Transportation to the Danish Embassy Office 15:30-16:30 Presentation of the Danish companies 16:30-17:00 The business sector in Myanmar and it possibilities 18:30-21:00 Networking Event - Cocktail party at the embassy with representatives from the Myanmar business sector
Wednesday 28 (The water sector in Myanmar, WB and ADB)	Two days event with the decision makers in the Myanmar water sector (Day 1)	09:00 Setting up the exhibition/posters 10:00-11:00 Official Opening of the Myanmar-Danish Water Days with opening speeches - The Danish Ambassador - Official representative from the Myanmar government - Key note speaker from Myanmar 11:00-13:00 Presentation of the Danish companies 13:00-14:00 Lunch 14:00-15:30 Continuation of the seminar 15:30-16:00 Coffee break 16:00-17:30 B2B meetings 18:30-22:30 Award dinner with the Myanmar water sector

TENTATIVE PROGRAM, August 26-30, 2013

Thursday 29	Two days event with the decision makers in the Myanmar water sector (Day 2)
	09:00-09:30 YCDC and DWS present the Danish demonstration project in Yangon
	09:30-10:00 How does the donor society foresee the future development in the Myanmar Water Sector
	10:00-13:00 B2B meetings
	13:00-13:15 Closing ceremony
	13:15-14:00 Light lunch
	14:30-17:00 Site visit to the DWS demonstration project including visit to a major pumping station. Discussions with YCDC about project possibilities in the water sector in Yangon.
	18:00 Debriefing at the hotel

Friday 30	Day of departure
	05:30-07:00 Visit to one of the wonders of the world Schedagon pagoda
	07:00-12:30 At free disposal
	12:30 Departure from hotel

REGISTRATION

Are you and your company interested in being a part of this tailor-made export promotion? Sign up now.

You will have the opportunity to participate in opening up a totally new market as well as meeting directly with potential new customers and partners.

The price of participating in Myanmar Danish Water Days is DKK 24.500,-/per company.

The price is ex VAT, and subject to 10 companies participating. Support from the Trade Council has been approved. In case, we have fewer participants, we will assess the situation and come back to you conc. adjustments. Travel and accommodation expenses are not included in the price.

By signing up you will also receive the report "Market Report – Myanmar" produced by Danish Water Services with help from the embassy in Bangkok and the Danish Consul in Myanmar. The report gives insight into the Myanmar market and the water sector and how to do business there. The report also contains a listing of the contact information to relevant decision makers in the largest cities.

You register here: www.dk-water.dk/myanmar

For more information, feel free to contact us:

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