

Do you want to increase your sales on the Chinese water market?

Front-runner gives you a local presence on the Chinese water market that actively promotes your products and solutions to Chinese co-operation partners and customers of relevant projects.



Front-runner is a service to members of Danish Water Technology Group China. Benefit from a business network of 80 companies in Danish Export Association's Chinese networks.

Project search and partner evaluation

Based on your products and services, your Group Manager in Front-runner will help you locate potential projects and introduce your company to Chinese partners and customers. Also, you can get assistance with:

- Evaluation of your products/services potential on the Chinese market
- Chinese marketing and sales material
- Developing a plan of action – input to your strategy on the Chinese market
- First screening of potential clients and business partners
- Setting up meetings for you and participating in site visits on your behalf
- Follow up on potential partners and projects in China

Chinese customers and projects

To evaluate which sales channels in China are the most relevant to you, our Chinese representative will visit your company to learn more about your company, products and services. Knowing your customer target and main selling points, you will be presented to promising Chinese customers/ partners and projects for your company.



Danish Water Technology Group China:

- The network is based in Shanghai and headed by Mr. Ken Yan.
- Danish Water Technology Group China offers knowledge sharing, exchange of market updates and knowledge about projects in the Chinese water market.



How can you benefit from support in China?

Activities



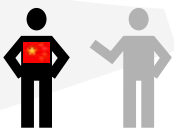
I cannot travel to China all the time. How do I meet my potential customers/partners and answer to inquiries? With the assistance of DWTG in China, you'll have a local market presence through the support and guidance of our Chinese group manager and the network of Danish companies. The DWTGC manager will participate in the meetings/conferences/seminars with Chinese companies and work on promoting your company. He will also assist in screening potential customers and business partners. After the initial feedback, you can then decide whether to travel to China or have us investigate the potential further.

Advice



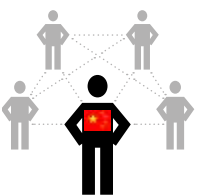
Where do I find market information I can trust? DWTG in China will assist you with any individual questions you might have in regards to analyzing the water market in China. With a solid technical background and experience in the water sector, our Chinese group manager can provide you with the latest market information and make sure you are updated on project biddings and market developments. Furthermore, we will make newsletters and water market reports accessible to you.

Promotion



How do I promote my company to Chinese stakeholders? DWTG in China will promote your company profile actively using communication channels such as websites, brochures, WeChat and Weibo. Furthermore, phone calls in Chinese to your stakeholders will ensure a close contact and direct promotion on the Chinese market. Taking part in several events, our group manager will exchange information with relevant Chinese companies and he is engaged to promote your company to the right people and in the right way.

Network



How can I get a stronger network in China? To support the development of your business in China, networking is a key aspect. In order for you to know about projects and how to approach Chinese companies, several events and activities in DWTGC are arranged during the year. With an existing membership group of +80 Danish companies, the Chinese networks in Danish Export Association, provide you with a strong network, where individual company solutions and total consortia/solutions are displayed and sold to a wide range of Chinese companies.



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Would you like to know more about Front-runner - Water?

Your local representation in China

Mr. Ken Yan is Group Manager of Danish Water Technology Group China and Front-runner. He has +7 years of sales experience from water companies in China and will be working actively to promote your products and solutions to Chinese co-operation partners and contractors of relevant projects.

In Front-runner you get

Local presence

- Company address at our Shanghai office
- Company phone answered in Chinese
- Joint marketing via website, brochure, WeChat and Weibo
- Access to desk and meeting facilities at our Shanghai office

Consultancy service

- Developing a plan of action
- Input to your strategy on the Chinese market
- Communication in Chinese
- Translation
- Culture, business system, supply chain and negotiation

Price

500 RMB/hour (plus expenses. Potentially milestone payments and project finder's fee).

Membership of Danish Water Technology Group China is a precondition.
Price is subject to changes.

