



UDENRIGSMINISTERIET
The Trade Council

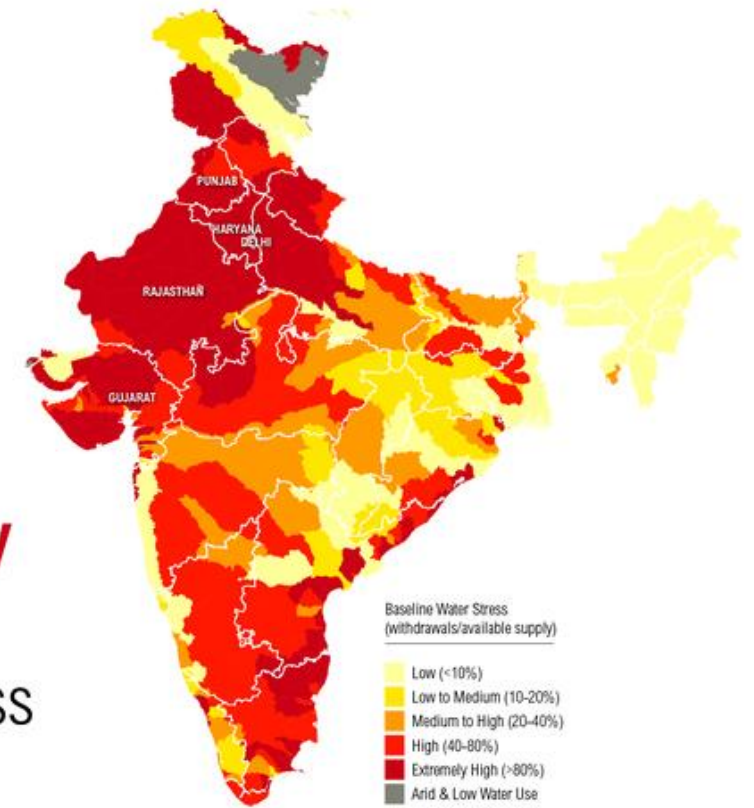
EMBASSY OF DENMARK, INDIA

DANISH WATER HUB IN INDIA

WATER SECTOR IN INDIA

- India is home to 16% of the world's population, living in just 2.4% of global land area with only 4% of the world's renewable water resources.
- A total of \$126 billion is needed over the next 20 years in order to upgrade India's water infrastructure. In order to meet these demands, the government of India has allocated \$1 trillion for plans in creating 100 smart cities and restore 500 other cities and towns over the next five years.
- The number of polluted rivers in India has doubled over the last five years.

54%
of India
Faces
**High to
Extremely
High**
Water Stress



www.indiawatertool.in

 WORLD RESOURCES INSTITUTE

PROPOSAL - DANISH WATER HUB (DWH)

1. **VISION** : Danish water utilities and Danish water technology providers are ahead when it comes to technology, planning and expertise. Danish water expertise, know-how and technology can help the Indian Water sector to become more efficient and help it modernize.
2. **VALUE PROPOSITION:** Bringing Danish water and waste water solutions to the forefront in the Indian landscape
3. **GOAL:** The objective is two fold- one is to create **business opportunities for Danish companies** across the chain and at the same time provide **Water development to benefit lives of millions.**
4. In India, Denmark is known as a producer of sustainable and innovative water solutions and advantage is available for the Water Hub disposal to harness.

**Branding
Coordination
Synergies
Relation Building
Stakeholder Engagement**

DWH will seek to strengthen the ties between Indian and Danish companies, scientific communities, policy makers and other stakeholders from the water industry.

Diplomatic relations of the Danish Trade Council can assist the consortium with accessing Indian officials and policy makers.

The DWH will give a special focus to the interface between Academia and Water Industries and will serve as a stand for informing, showcasing and promoting Danish contributions to science, research and innovation for sustainable water management in order to support Danish export possibilities in India.

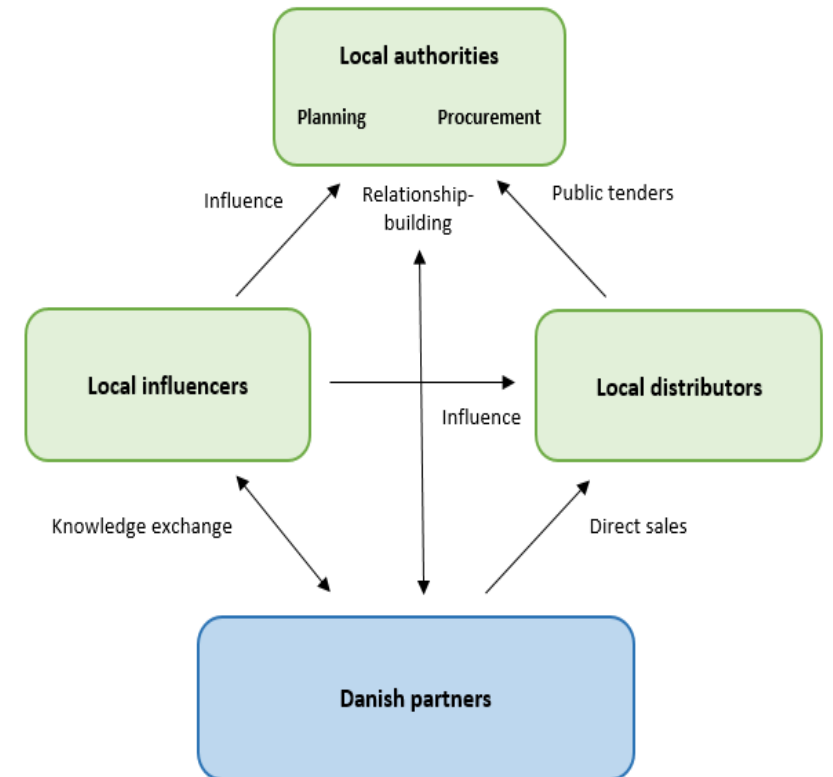
VALUE PROPOSITION

Creating platform for Danish companies to promote and showcase Danish water solutions and promote **Public Private Partnerships (PPPs)**

Assistance with the diplomatic relations with the Indian delegates and policy makers

Assistance for scientific communities in India and Denmark to engage

Facilitation of joint initiatives and bilateral projects between India and Denmark



Danish / Indian Partnership Model

Building transitions between Government, Multilaterals, Academia and Industry

PROMOTING PPP

SECTOR FOCUS

- Industrial Zero Liquid Discharge
- River Rejuvenation
- Non-Revenue Water
- Waste Water Treatment
- Climate Adaptation / Storm Water

STAKEHOLDERS



WHERE ARE THE OPPORTUNITIES FOR DANISH COMPANIES.

Promoting Public Private Partnerships

Collective promotion of DWH at all relevant forums, trade shows and conferences under one umbrella

Access to Funding Opportunities

Liaison with Multilateral organizations and other relevant financial instruments in India

Promotional Platforms

Web, Virtual office, participation in relevant trade shows
Lead generation and Branding

Individual Support

Identify concrete business opportunities
Market support and advice

Building Knowledge Database for Danish Water Hub

Sector specific details/updates
Links to Database
Multilateral and bilateral funding opportunities, initiating policy dialogue

EXPECTED OUTCOMES OF THE PROJECT

Danish Water Hub: Concept

Objectives

- Create business for Danish water and wastewater solution providers by developing a common place for companies and technologies to build partnerships; and find technical interventions for sustainable water management in India

Services Offered

- Knowledge Database
- Funding opportunities/ acces to Financial instruments
- Training to technicians/consultants etc.
- Water and wastewater management soultions
- Innovation and Research

Outcomes

- Joint promotion and Branding
- Access to decision makers
- Build Partnerships
- Access to business leads and concrete projects
- Connect Danish Solution(s) to Research and Innovation in India
- Access to Multilateral organisations in India



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EXPLORING PARTNERSHIPS WITH

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Thank You