



W T C

Water Training & Consulting aps

Torvegade 4, 1.

DK - 8450 Hammel

Tel. + 45 8762 0400

Fax + 45 8762 0404

E-mail [wtc@wtc.dk](mailto:wtc@wtc.dk)

[www.wtc.dk](http://www.wtc.dk)

To whom it may concern

**Danida B2B Business delegation to Bangladesh from 4–7 December 2010  
"Energy and Environment B2B Partnership"**

Benny Hagelskjær  
E-mail: [bh@wtc.dk](mailto:bh@wtc.dk)  
Date: 25/08/2010

In cooperation with Danida and the Royal Danish Embassy in Dhaka, we have the pleasure of inviting your company to participate in a delegation trip to Bangladesh.

Focus will be on establishment of long term business cooperation with Bangladeshi companies within the field of environment and energy – renewable energy, water, waste water, solid waste etc.

The event is part of Danida's Business-to-Business Program (B2B) which covers 90% of the participating companies' travel and accommodation expenses.

For the participating companies, the Embassy will carry out partner search and match-making with local companies in advance. Moreover, WTC will assist and share B2B project experiences with companies who consider participating, as well as support in applying for the financial support and in planning the travel and further logistics.

**Why Bangladesh?**

- With approx. 160 million inhabitants, Bangladesh is the 7th largest country in the world. Besides, during the last 10 years, the country has succeeded in maintaining a considerable growth of approx. 6% per year. In 2009, the growth was approx. 5.7%
- One of the reasons for the positive economic development in Bangladesh is the very low level of production costs. Bangladesh is often compared with Vietnam 15 – 20 years ago and the government's goal is to develop the country into a middle-income country before 2021.
- The economic growth together with the important industrialization creates a huge demand for new and innovative technology within the field of environment and energy.
- Bangladesh will be seriously affected by the climate changes. Thus, focus is on implementing appropriate solutions and many donor organizations are investing and giving high priority to the climate area. This obviously gives good business opportunities for suppliers of renewable energy solutions within all sectors, such as sun, wind, biomass, biogas etc.



- Pollution of rivers and drinking water and not least lack of energy is today some of the very serious threats against the continuous economic growth in Bangladesh. Therefore, there are good opportunities for delivery of energy efficient water treatment, waste water treatment etc.

### **Renewable energy, water/waste water, solid waste area**

Danish know-how and technology within the environmental area and energy can make a big difference in Bangladesh, seeing that the demand for sustainable solutions are highly requested and with the right partners, future business possibilities are very positive.

The easiest way to enter the market is through a local partner, who besides relevant market know-how, in many cases also may offer access to local production, implementation and/or service solutions. Establishment of cooperation and transfer of the necessary know-how and technology to the local partner can be supported by Danida's B2B programme.

### **Participate in the delegation with 90% support for your travel expenses**

Danida supports 90% of the company's travel costs, hotel and other expenses related to the delegation visit. Furthermore, WTC assists in the preparation of the trip, including support regarding the project set-up and preparation of application for financial support. WTC may also assist in partner meetings in Bangladesh and the preparation of further application material, if a company wants to continue with the B2B-programme.

WTC has many years of experience with B2B-projects and has previously carried out similar events, e.g. in Ghana with much success. In Ghana more than half of the participating 13 companies found a partner and are now running a B2B project.

### **Programme**

The event in Bangladesh will take place in the period 4th–7th December 2010 (Sunday is working day in Bangladesh).

Before the event, the Danish participants will receive company profiles of the local participants. This gives the opportunity for the companies to prepare in advance and get an idea of the possibilities.

The first day of the programme will be introduction to Bangladesh and project visits. This will provide the Danish companies with some understanding of Bangladesh before meeting the potential local partners. Together with the potential partner companies, the Danish participants will then take part in the match-making event, which is carried out on the second day of the programme. The following two days are planned for further meetings and company visits.

Attached, please find the draft programme. Please also check WTC's website for updated information on the event, including sector descriptions [www.wtc.dk](http://www.wtc.dk).

We hope that you could be interested in knowing more about the opportunities and participating in the event. If you have any questions, please contact Ilse Korsvang or the undersigned on +45 8762 0400, alternatively [bh@wtc.dk](mailto:bh@wtc.dk). B2B-coordinator Morten Lyng, Royal Danish Embassy in Dhaka can also be contacted at [morlyn@um.dk](mailto:morlyn@um.dk).

Best regards

Benny Hagelskjær /  
WTC

Morten Lyng  
B2B Unit, Royal Danish Embassy Dhaka



**“Energy, Water and Environment Partnership 4-7 December 2010”. Danida B2B Delegation**

**Draft Programme**

<b>Date</b>	<b>Programme</b>	<b>Location</b>
<b>Saturday 4<sup>th</sup> December</b>		
8:00-11:00	Arrival and check in at Westin Hotel (arrival with Emirates or previous day arrival with alternative airline)	
11.00	Departure from hotel to Embassy for introduction and welcome by the Ambassador: <ul style="list-style-type: none"> <li>• Political situation</li> <li>• Economic situation</li> <li>• Short on energy, water and waste</li> <li>• Programme for the week</li> </ul>	Embassy
13:00	Departure and site visit: <ul style="list-style-type: none"> <li>• Waste project,</li> <li>• Water project and/or</li> <li>• Solar renewable project</li> </ul>	Dhaka
19:00-20.00	Return and fresh-up at hotel	Westin
20:00	Departure for Energy and CleanTech dinner w. representatives from local authorities/companies. Discussion on sector and finance opportunities (B2B, Mixed Credits, IFU, EKF, CDM etc.)	Nordic Club
<b>Sunday 5<sup>th</sup> December</b>		
10.30-12.30	Workshop on Energy and CleanTech with local companies <ul style="list-style-type: none"> <li>• Welcome and introduction</li> <li>• B2B Case story. Partnership between (local partner) and (Danish partner)</li> <li>• What can Danish companies offer within environment and energy (WTC)</li> <li>• Investing in environment and energy in Bangladesh by (local representative)</li> <li>• 5 min. individual company presentations</li> </ul>	Westin
12.30-13.30	Lunch	Westin
13.30-14.30	Official opening of matchmaking event <ul style="list-style-type: none"> <li>• Welcome by Ambassador</li> <li>• President of Foreign Investment Chamber of Commerce and Industry</li> </ul>	Westin



W T C

<b>Date</b>	<b>Programme</b>	<b>Location</b>
14.30-19.00	<ul style="list-style-type: none"><li>• Energy Advisor to the Prime Minister</li><li>• Secretary to Minister of Environment</li><li>• Bangladeshi Minister of Commerce</li><li>• Vote of Thanks</li></ul> Bilateral match-making meetings (Tea break 16.00-16:30)	Westin
20.00-22.00	Optional Delegation Dinner at Saltz	Saltz
Monday 6 <sup>th</sup> December		
All day	Follow-up and further individual meetings and company visits between Danish participants and Bangladeshi companies. Embassy and WTC to organize logistics.	Dhaka
Tuesday 7 <sup>th</sup> December		
09.00-17.00	Follow-up and further individual meetings and company visits between Danish participants and Bangladeshi companies. Embassy and WTC to organize logistics.	Dhaka
18.00-20.00	Debriefing dinner at the Ambassador's residence	Ambassador's residence
20.00	Departure for airport	
21.40	Departure with Emirates (or next day departure with alternative airline)	

