



## CEWP Webinar Series

### March 29<sup>th</sup> – China Water Market and Technology Outlook Report 2021

Expectations to the development of the Chinese Market for Water Technologies in the coming years are very high. For the years 2021 to 2025, additional growth of around 10% per year is foreseen, with predictions of becoming the World's largest market for water technology by 2025.

The challenges facing the Water Sector could to a very large extent be addressed, if already existing solutions were fully utilized. Although need for technological innovation still exists, the main needs are for systemic innovation reg water management and market functioning.

Opportunities look very different for international companies already established at the Chinese market, and those considering to do so. Several companies already established at the Chinese Market have shown to be able to grow in this market, delivering very strong economic results during the Pandemic, while companies considering to enter already before the Pandemic faced huge obstacles regarding travelling and market entry initiatives.

Learn more at this CEWP webinar. Download the China Water Market and Technology Outlook Report 2021 [here](#).

Link webinar: <https://rai-nl.zoom.us/j/98260961022?pwd=eGlIZVgrOW9XTlDaMytHNXFabnlEUT09>

Please register here: <https://da.surveymonkey.com/r/LVMD2NF>

### Program - Chinese Time/European Time

15:00/09:00	Welcome remarks - Henrik Dissing, CEWP
15:05/09:05	China Water Market and Technology Outlook Report 2021 – Henrik Dissing, CEWP <ul style="list-style-type: none"><li>- Market Expectations</li><li>- Technology Outlook and Market Niches</li><li>- Market Barriers</li><li>- Market Functioning</li><li>- Draft Policy Recommendations</li></ul>
15:45/09:45	Roundtable
16:00/10:00	China IP SME Helpdesk: Project Introduction - Helika Jorgensen, IP SME Helpdesk
16:15/10:15	Looking forward to Aqautech Shanghai – Liam Jia, EU SME Centre
16:25/10:25	Closing remarks, next webinars - Henrik Dissing CEWP