

A wide-angle photograph of the Shanghai skyline at dusk, with numerous skyscrapers illuminated and reflected in the water. The sky is a mix of blue and orange.

CHINA WATER TREATMENT OPPORTUNITIES

FOR INTERNATIONAL WATER TECHNOLOGY COMPANIES

General Overview & Economy

China, officially known as the People's Republic of China (PRC), is a country in East Asia and the world's most populous country, with a population exceeding 1.4 billion.

Spanning approximately 9.6 million square kilometers, it is the world's third or fourth-largest country by area. The nation's geography is vast and diverse, ranging from the Gobi and Taklamakan deserts in the north to subtropical forests in the south. The Himalayas mark the southern border with India, while the eastern coastline meets the Pacific Ocean, featuring bustling cities like Shanghai and Beijing, and the iconic Yangtze and Yellow rivers flow through its expansive terrain.

Population and Education

China's population is characterized by its size and density, particularly concentrated in the eastern provinces. The country has been undergoing rapid urbanization, with more than 60% of the population now living in urban areas. This shift has significant implications for China's social structure and resource distribution.

Education has been a central pillar of China's development, with the government implementing reforms aimed at improving education quality and accessibility. Literacy rates have soared, and the number of people receiving tertiary education has increased dramatically. China produces a significant number of graduates in STEM fields, contributing to its growing technological and scientific sectors.



Economy & economic outlook: optimism despite challenges



China's economy has experienced remarkable growth, becoming the world's secondlargest by nominal GDP. This economic boom has been fuelled by manufacturing, exports, and more recently, a growing service sector.

However, the country faces challenges such as environmental pollution, income inequality, an aging population, the effects from the Covid-era slowdown and debt issues especially in the real estate sector, that could impact long-term sustainability.

Optimism about China's economy, despite its challenges, is well-founded due to several key factors.

Firstly, China's government has demonstrated a strong capacity for policy innovation and economic management, enabling it to navigate through both domestic and global economic uncertainties effectively. The country's rapid recovery from the COVID-19 pandemic, ahead of many other economies, showcases this resilience.

Secondly, China is making significant strides in transitioning from an export-led growth model to one focused on domestic consumption and high-tech industries, which promises a more sustainable economic future. Investments in technology, renewable energy, and infrastructure underpin this shift, positioning China as a leader in several future-oriented sectors.

Additionally, China's large and growing consumer market offers vast opportunities for domestic and foreign businesses alike.

While challenges such as demographic shifts and trade tensions exist, China's ongoing reforms, strategic investments, and economic size suggest a positive outlook for its economic resilience and growth potential.

The country's 14th Five-Year Plan (2021-2025) emphasizes quality growth, innovation, and sustainability, indicating a strategic shift towards a more balanced and environmentally friendly development model.

The International Monetary Fund (IMF) has upgraded its GDP growth forecasts for China for 2023 and 2024. It now expects China's economy to have grown by 5.4% in 2023, an increase from its previous forecast of 5%.

A Reuters poll conducted in September 2023 a slightly lower growth rate. The poll projected the Chinese economy to grow by 5.0% in 2023, a downward revision from an earlier 5.4% forecast.

S&P Global adjusted its forecast for China's economy in 2024 to 5.6%, based on the economy's faster-than-expected recovery and strong policy support, particularly in the area of industrial production.

China has become a global powerhouse through strategic economic policies, technological advancement, and infrastructural development over the past decade. Despite challenges, its focus on innovation, sustainability, and domestic consumption positions it for continued economic prominence and significant rebound potential, offering opportunities for foreign businesses.





China's water-related challenges

Like in many other areas around the world, China's water-related challenges are numerous and complex, reflecting its vast size, diverse geography, and rapid industrialisation. The key water-related challenges in China include:

Water Scarcity:

China faces significant water scarcity, particularly in the northern regions. Despite having the world's largest population, China has only about 7% of the world's fresh water. This scarcity is exacerbated by uneven geographical distribution of water resources, with the south having much more water than the arid north, as well as by climate change.

Overexploitation of Water Resources:

The high demand for water in agriculture, industry, and by the growing urban population has led to the overexploitation of rivers, lakes, and underground aquifers. This overuse has caused environmental problems such as river depletion, ground subsidence, and reduced water quality.

Water Pollution:

Industrialisation and rapid urbanisation have led to severe water pollution. Many rivers and lakes are contaminated with industrial waste, agricultural runoff, and untreated sewage, making the water unsafe for human consumption and harmful to aquatic life.

Inefficient Water Usage:

Inefficient water use, especially in agriculture, which consumes about 60% of China's water, is a significant challenge. Traditional irrigation methods are often wasteful, and there is a need for more water-efficient technologies and practices.

Inadequate Water Infrastructure:

While China has invested heavily in water infrastructure, challenges remain in terms of distribution systems, particularly in rural areas. Inadequate infrastructure for water supply, treatment, and sewage contributes to water scarcity and pollution.

**Salination:**

The causes of salination in China are multifaceted, including natural factors like coastal saltwater intrusion and human activities such as over-irrigation and poor water management practices. Addressing this issue is crucial for China's sustainable development, particularly in terms of food security, water resource management, and environmental conservation.

Regional Disparities:

There is a significant disparity in water resource distribution and access between different regions of China. The water-rich south contrasts sharply with the arid north, leading to regional inequalities in water availability and quality.

Governance and Management Issues:

Effective governance and management of water resources are crucial but challenging due to the complexity of water issues, overlapping responsibilities of different government bodies, and the need for coordination between various stakeholders.

China's water related problems occur in each of the segments and sectors of the water treatment sector in China such as in

- the commercial & residential domain;
- in its water-related infrastructure;
- in industrial and agricultural water and waste water treatment;
- and in (process) control and monitoring

China's drive towards carbon neutrality

China has embarked on an ambitious climate change adaptation program and aims to be carbon neutral by 2060 with its peak in carbon emissions to be reached in 2030.

This policy is deemed a national strategic goal and many if not all environment related topics fall under the umbrella of this carbon reduction agenda: plans, policies, innovations that (can) demonstrate that they contribute to this overall goal can count on co-operation, facilitation, and financial support in one way or the other.

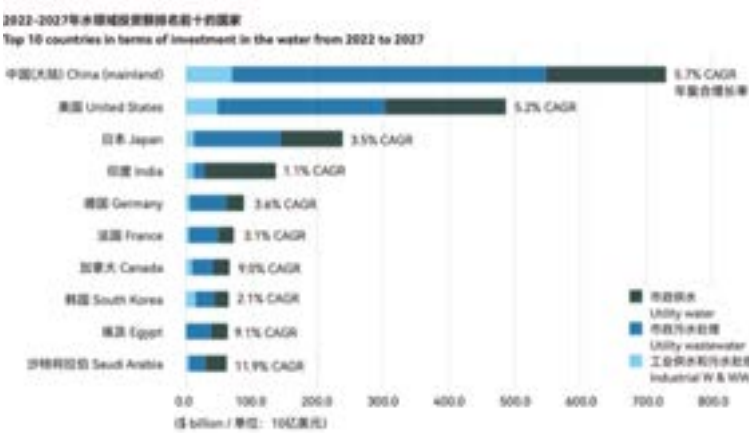
This also affects and offers opportunities for companies and other stakeholders involved in China's water treatment sector.

The water treatment and related tech industry as a whole can benefit from 'friendly' policies and regulations if its activities and innovations can be seen as contributing to the goals of carbon neutrality by 2060.



Water treatment and tech market

China's water treatment market, both Opex and Capex, is substantial and growing, driven by increasing industrialisation, urbanization, and environmental concerns. Several factors contribute to the growth of the water treatment market in China:



Government Regulations:

Stricter environmental regulations by the government to combat water pollution has increased the demand for solutions.

Urbanization:

Rapid urbanization has led to greater demand for clean and safe water for residential use.

Industrial Growth:

Water-intensive industries such as textiles, chemicals, and pharmaceuticals require efficient water treatment solutions to meet operational needs and regulatory standards.

Water Scarcity and Pollution:

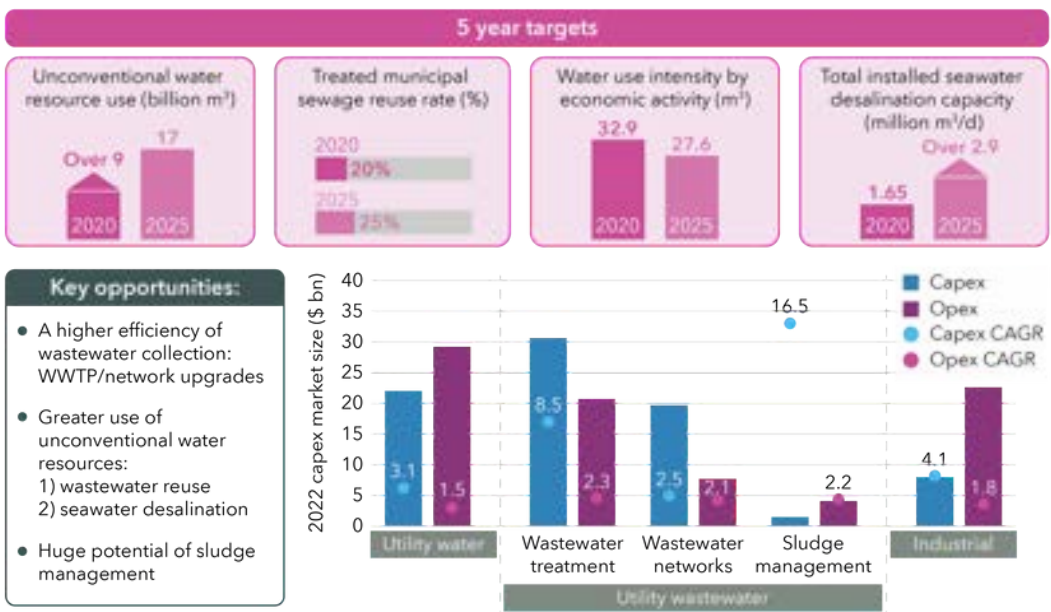
Water treatment is both an environmental concern and a socio-economic imperative.

Public-Private Partnerships:

The collaboration between public entities and private companies in water treatment projects is increasingly common, facilitating market growth.

Technological advancements:

Advancements in water treatment technologies, including recycling and reuse, desalination, and modern filtration methods, have expanded the market scope.



Source: Global Water Intelligence (GWI)

Key Stakeholders

The key stakeholders in China's water treatment market include a range of entities, each playing a critical role in the industry:

Government agencies and regulators:

They set policies, regulations, and standards for water quality and treatment processes, overseeing project implementation and ensuring environmental law compliance.

Water treatment companies:

A broad range of companies, like Beijing Capital Group Co., Ltd., BEWG, Suez, Veolia, and Aquatech International LLC are major commercial players. They provide technology, equipment, and services for water treatment and are involved in the design, construction, and operation of water treatment facilities.

Local municipalities and water authorities. These bodies manage local water resources, including the supply of drinking water and the treatment of wastewater. They often collaborate with private companies for the construction and operation of treatment facilities.

Environmental groups and NGOs:

Alters rainfall patterns and increases evaporation rates, reducing water availability and adds pressure on resource management.

Research and development institutions:

Worsens water pollution, as temperatures rise, fostering algal blooms and extreme weather events spreading contaminants.

Investors and financial institutions:

Climate change induced weather (heavy rainfall, floods, and droughts) can damage water infrastructure, leading to service disruptions and higher maintenance costs.

Industrial and commercial enterprises:

Water treatment is energy-intensive, and with increased demand due to climate change, China faces the challenge of reducing greenhouse gas emissions from energy production while meeting water treatment needs.

Consumers and the public:

Rising demand for innovative water treatment technologies, focusing on efficiency, resilience, and sustainability.

These stakeholders collectively shape the dynamics of China's water treatment market, influencing its development, efficiency, and sustainability.



Water treatment & tech market sectors



China's water treatment market is diverse and multifaceted, reflecting the country's vast industrial landscape and varied environmental challenges.

The key sectors of the water treatment industry can be ranked in order of importance based on their impact on public health, environmental protection, and economic significance. These sectors are:

1. Municipal water treatment:

This sector is vital for public health, involving the treatment of drinking water for safety and the handling of sewage and urban wastewater. In China's densely populated urban areas, efficient municipal water treatment, including purification, disinfection, filtration, and sewage treatment, is crucial.

2. Industrial water treatment:

China's expansive industrial base (manufacturing, power generation, chemicals, and mining) makes industrial water treatment vital. Its focus on treating water used in industrial processes and managing industrial wastewater, involves technologies for recycling, treatment of effluents, and removal of contaminants.

3. Wastewater Recycling and Reuse:

As water scarcity persists, wastewater recycling becomes vital. This sector encompasses technologies for treating and reusing water within industries or municipalities, aiming to conserve resources and lessen environmental impact, particularly in water-intensive industries and urban areas.

4. Desalination:

Given the water scarcity in many parts of China, especially in the northern regions, desalination is a growing sector. It provides an alternative source of fresh water by converting seawater into potable water.

5. Rural Water Treatment:

This sector is critical for improving water quality and access in rural areas of China. It involves small-scale, often decentralized water treatment systems to ensure safe drinking water for rural populations, which are more vulnerable to waterborne diseases due to traditionally limited access to advanced water treatment systems. It often involves simpler, cost-effective technologies suitable for remote and less-developed areas.

6. Emerging Technologies and Smart Water Management:

This sector, while still developing, is gaining importance. It includes the use of advanced technologies such as AI, IoT, and big data for efficient water management, leakage detection, and predictive maintenance of water treatment infrastructure.

General Developments

China's water treatment industry has seen significant developments in recent years, driven by the country's growing industrialisation, urbanisation, and increased environmental awareness. Key developments in this industry include:

Government initiatives and regulations:

The Chinese government has launched various initiatives and stricter regulations aimed at improving water quality. Policies like the (former) "Water Ten Plan" are focused on reducing water pollution, enhancing water efficiency, and increasing wastewater treatment rates. These initiatives often come with substantial investments in water infrastructure.

In January 2022, China released a plan to improve the country's capability to safeguard its water security during the 14th Five-Year Plan period (2021-2025).

The plan, jointly released by the National Development and Reform Commission and the Ministry of Water Resources, is the first five-year plan (FYP) for water security to be implemented nationally.





Technological Advancements:

There has been a substantial focus on adopting advanced water treatment technologies. This includes membrane technology, ultrafiltration, reverse osmosis, and advanced oxidation processes. These are more efficient and effective in treating contaminated water and are increasingly used in both municipal and industrial sectors.

Increased Focus on Wastewater Recycling and Reuse:

Given the water scarcity issues, there is a growing emphasis on wastewater treatment and reuse. This conserves water resources and reduces the impact of wastewater discharge.

Desalination Projects:

China is investing in desalination technology to convert seawater into fresh water, particularly in arid and water-stressed regions. This development ensures a stable water supply in coastal areas.

Public-Private Partnerships (PPPs):

There is an increasing trend of PPPs in water treatment projects. Collaborations between government entities and private companies are instrumental in bringing in investment, expertise, and efficiency in managing water treatment projects.

Smart Water Management:

Integration of digital technologies like the Internet of Things (IoT), big data, and AI in water management systems is on the rise. These technologies help in monitoring water quality, detecting leaks, and optimising water distribution networks.

Environmental Protection Industry Growth:

The industry is part of China's broader environmental protection industry, which is a key area for economic development. Investments in this sector are encouraged, and it is seen as a significant contributor to sustainable development.

Market Consolidation & International Collaboration:

The market is experiencing consolidation with larger players expanding their market share. There's an increased openness to international collaboration, with foreign companies bringing in advanced technologies and expertise.

Green Financing and Sustainability Initiatives:

A rising trend in green financing and sustainability initiatives directs investments toward eco-friendly water treatment solutions, showcasing China's dedication to tackling water challenges and offering avenues for innovation, investment, and collaboration in the industry.

Tech developments in China's water treatment sector

Recent tech advancements in China's water treatment tackle significant challenges through innovation. Key developments include:

Membrane Technology:

There is a rise in membrane technologies like ultrafiltration, nano-filtration, and reverse osmosis. These methods effectively remove contaminants, pathogens, and salts, vital for desalination and wastewater treatment.

Advanced Oxidation Processes (AOPs):

AOPs, producing hydroxyl radicals, advance in water treatment. They effectively degrade organic pollutants, increasingly applied in industrial wastewater treatment where traditional methods fall short.

Biological Treatment Technologies:

Developments in biological treatment methods, including moving bed biofilm reactors (MBBR) and membrane bioreactors (MBR), are gaining traction. These technologies are more efficient and spacesaving compared to conventional methods, making them suitable for urban areas with limited space.

Ecological Treatment Methods:

Constructed wetlands and bio-filtration systems, are being explored for their sustainability and lower energy requirements. These methods are particularly useful for rural or remote areas.

Smart Water Management Systems:

The integration of digital technologies like the Internet of Things (IoT), artificial intelligence (AI), and big data analytics in water management systems is a significant development. These technologies enhance the efficiency of water distribution systems, improve water quality monitoring, and aid in predictive maintenance of infrastructure.

Desalination Technology:

Innovations in desalination technology, including more energy-efficient methods and the use of renewable energy sources, have been a focus. These advancements are essential for addressing water scarcity in coastal and arid regions.

Water Recycling and Reuse Technologies:

There has been a push towards developing more efficient water recycling and reuse systems. This includes technologies for grey-water treatment and the reuse of industrial wastewater, helping to conserve water resources.

Nanotechnology:

The use of nanotechnology in water treatment is emerging. This includes nano-filtration and the use of nanoparticles for the removal of pollutants, offering high efficiency and specificity in water treatment processes.

Market opportunities for foreign companies



Why Foreign Companies Should Want to Do Business With And In China

Foreign companies in the water treatment sector have compelling reasons to consider business opportunities in China, despite economic and other challenges.

China's rapid urbanization and industrial expansion have exacerbated water scarcity and pollution issues, driving an urgent need for effective water treatment solutions.

Recognizing this, the Chinese government has prioritized environmental protection and water quality improvement, introducing stringent regulations and incentives for pollution control and sustainable water management practices.

This regulatory environment, coupled with significant investments in environmental infrastructure, creates a substantial market demand for advanced water treatment technologies and services.

Furthermore, China's vast market offers unparalleled growth potential for international companies. By entering or expanding in the Chinese market, foreign water treatment firms can leverage their expertise to address critical environmental challenges.

They benefit from government support while contributing to global sustainability efforts.

To facilitate international business, the Chinese government has initiated a visa-waiver system for easy entry into the country for citizens of large number of European countries, as well as Malaysia. This, combined with the absence of any other entry regulations like health checks, makes it easier to travel to China than ever before.

Despite some hurdles, the strategic importance of China's market in the water treatment industry cannot be underestimated.

Reasons for foreign businesses to seek involvement

Rapid Market Growth:

According to GWI, China's water market is one of the fastestgrowing globally, with a compound annual growth rate (CAGR) significantly higher than the global average. This growth is fueled by industrial expansion, urbanization, and increasing environmental regulations, which together create a large and rapidly expanding market for water technologies.

Government Investment:

The Chinese government has committed billions of dollars to water infrastructure projects, aiming to improve water quality, increase water supply in water-scarce regions, and treat wastewater. For U.S. companies, this represents a substantial opportunity to participate in large-scale projects supported by significant government funding.

Innovation and Technology Adoption:

China is keen on adopting innovative water technologies to solve its water scarcity and pollution challenges. GWI highlights China's openness to advanced treatment technologies, water reuse systems, and smart water management solutions. U.S. companies, often at the forefront of water technology innovation, are well-positioned to meet this demand.

Regulatory Environment Favoring Foreign Investment:

Recent changes in China's regulatory environment aim to attract foreign investment in environmental technologies, including water. Reduced barriers to entry and incentives for foreign companies make it easier for U.S. businesses to establish and expand their operations in China.

Partnership and Collaboration Opportunities:

There's a growing trend of collaboration between Chinese and international firms in the water sector. GWI points out that partnerships with local firms can offer U.S. companies valuable insights into the Chinese market, regulatory guidance, and access to local networks. These collaborations can help U.S. companies navigate the complexities of the Chinese market more effectively.

These reasons underscore the strategic importance of the Chinese market for U.S. water technology companies looking to expand globally. The combination of a large, growing market, substantial government investment, and a favourable environment for innovation and foreign investment presents a compelling case for U.S. businesses to enter or expand in China.

Concrete areas of opportunity for foreign businesses

Foreign water treatment technology companies looking to export to or invest in China have several opportunities, mainly driven by China's vast market size, ongoing environmental challenges, and the government's commitment to improving water quality and management. Key opportunities include:

Advanced Water Treatment Technologies:

China has a pressing need for advanced water treatment solutions due to severe water pollution and scarcity issues. Technologies like membrane filtration, advanced oxidation processes, and nanotechnology are in high demand, particularly for industrial and municipal wastewater treatment.

Water Recycling and Reuse:

With growing concerns about water scarcity, technologies that enable water recycling and reuse are highly sought after. This includes solutions for grey-water treatment, industrial water recycling, and technologies that improve the efficiency of existing water recycling systems.

Desalination Projects:

As water scarcity continues to be a challenge, especially in Northern China, opportunities exist in the desalination sector. Companies with expertise in energy-efficient and cost-effective desalination technologies can find significant market potential.

Smart Water Management Systems:

There is an increasing demand for smart water management solutions, including IoT-based monitoring systems, AI for predictive maintenance, and big data analytics for water resource management. These technologies can help in efficient water distribution, leak detection, and quality monitoring.

Rural and Decentralised Water Treatment:

Opportunities exist in providing smallscale, decentralised water treatment solutions suitable for rural or remote areas. These technologies need to be affordable, easy to operate, and effective in varying conditions.

Industrial Effluent Treatment:

Given the strict environmental regulations, industries in China are under pressure to treat and dispose of effluents properly. Foreign companies with specialised solutions for treating specific industrial wastewaters have a considerable market opportunity.

Public-Private Partnerships (PPPs):

The Chinese government encourages PPPs in environmental and infrastructure projects. Foreign companies can leverage these partnerships to enter the Chinese market, often benefiting from local insights and networks provided by their Chinese counterparts.

Eco-friendly and Sustainable Treatment Solutions:

As sustainability becomes a key concern, there is a growing interest in eco-friendly water treatment solutions, including biological treatment methods and natural filtration systems.

Regulatory Compliance and Consulting Services:

With complex and evolving environmental regulations, there is a need for expertise in regulatory compliance, environmental impact assessments, and consulting services.

IT Training and Education Services:

Providing training and education services related to the operation and maintenance of water treatment technologies is another area where foreign companies can contribute, given the rapid development of new technologies in this sector.

Overcoming Reluctance: Doing Business with China

Foreign (water treatment technology) companies sometimes express some reluctance in exporting to or investing in China due to several factors:

- Intellectual Property (IP) Concerns
- Market Access and Regulatory Barriers
- Competition with Domestic Companies
- Cultural and Business Practice Differences
- Economic and Trade Policies
- Environmental Compliance and Sustainability Standards
- Technological Adaptation

For sure, depending on the specific situation, some of these challenges may apply to individual foreign companies who are interested in the Chinese market. Having said that, there are definitely ways to overcome many of these challenges. One way is to make sure that you get to know China, the market, and the market conditions. This takes time, commitment, and actually visiting China and getting to know people there.

Your national diplomatic representatives, trade promotion agencies, Chambers of Commerce possess a lot of knowledge about the conditions related to doing business with China - so get in touch with them to pick their brains and secure their support.





When it comes to legal-related concerns: China has definitely made steps towards creating a more level legal playing field in China. It is no longer so that in any business related legal dispute, the foreign party will lose for sure. You are well advised to consult China business oriented legal experts to help you navigate any 'legal' challenges you may feel you are facing. RAI China has entered into an MOU with Shanghai Zhongyin Law Firm, that can provide tailor-made guidance, and who will also be present with a booth on Aquatech China 2024.

For sure, Chinese water treatment companies are competitive, but concerns about the quality of Chinese products, or perceived issues about the reliability with Chinese suppliers are also shared by Chinese buyers, who may actually favour foreign companies to deal with - reliability, a high level of technological advancement, and the power of a foreign brand may very well drive them towards doing business with foreign firms, rather than with local firms.

Cultural differences - for sure they are there. Get some advice on dealing with cultural differences, and as mentioned before, make sure you get to know the country and the people.

Invest time in building a relationship and mutual trust first, and do not expect to fly home with a multi-million dollar contract in your pocket after your first visit.

For foreign companies, success in the Chinese market often involves understanding local market dynamics, forming strategic partnerships or joint ventures with local firms, and adapting technologies and business strategies to meet local needs and regulations.

One way to get to know the market, the people, and build a network that will help you do business with and in China is to participate at RAI's Aquatech China trade show in December of 2024 - a trade show organised according to familiar standards in a welcoming setting. A perfect opportunity to dip your toes into the Chinese market place.

RAI's Aquatech China 2024 will be organised by RAI Amsterdam together with our own office in Shanghai - experienced, English-speaking staff who can either answer all your business questions by themselves, or get you connected to people and organisations, local and foreign, who can effectively help you navigate the Chinese market place.

Why RAI's Aquatech China 2024 is a not-to-be-missed event



Aquatech is a 50 years old brand of 120 years old professional Dutch trade show organiser RAI.

Besides Aquatech China, organised annually in Shanghai, RAI organizes bi-annually the world leading trade show Aquatech Amsterdam, Aquatech Mexico and the continuous Aquatech Online - and annually about 150 trade shows related to other industries and sectors.:

Location and Dates: RAI Aquatech China: 11-13 December, Shanghai

Check out <https://www.aquatechtrade.com/> for more information about RAI's Aquatech brand of trade shows.

RAI's Aquatech global brand mission

Providing a valuable global platform for international water related organisations – public and private – and contribute to solving the global water challenges.

Aquatech is generally acknowledged as:

- The worldwide leading B2B platform by bringing together supply, demand and expertise of water technology for managing the complete water cycle.
- A global community to build and maintain strategic partnerships, innovate, share insights and help each other excel in commercial and professional water endeavours.
- A platform where water technology experts and professionals come together to discuss global water issues, share their insights & expertise, and find solutions that manage, tackle and prevent these issues in the future

Key features:

Exclusive focus on water:

China's water challenges justify exclusive focus on water at exhibitions, attracting relevant attendees for productive interactions.

Innovation Focus:

We showcase cutting-edge water treatment tech, including smart solutions, sustainability innovations, and purification breakthroughs, rare at other events.



International Collaboration:

We foster strong international partnerships and participation. By inviting global leaders in water technology and management, Aquatech China offers a unique platform for cross-border knowledge exchange and collaboration, which may not be as prominent in other local events.

Comprehensive Conference Program:

Aquatech China 2024 will feature a robust conference program that covers a wide range of current and future-oriented topics in the water industry. Including, expert-led workshops, panel discussions, and keynote speeches addressing global water challenges, innovative solutions, policy developments, and market trends.

Start-up and Innovation Hub:

We will introduce a dedicated space for start-ups and innovators to present their ideas and products. This not only supports the growth of new businesses in the water sector but also brings fresh perspectives and solutions to the forefront of the industry.

Specialised Zones and Pavilions:

We establish dedicated zones for various sectors in the water industry like industrial treatment, urban management, and wastewater recycling. This focused approach draws a targeted audience, facilitating deeper sector exploration..

Sustainability Initiatives:

Aquatech China is positioned as a leader in promoting sustainable practices within the industry. We achieve this by showcasing ecofriendly technologies, organising sessions on sustainable water management, and implementing green practices in the event's operations.

Networking Opportunities:

We provide exceptional networking platforms such as B2B meetings, networking lounges, and online platforms for attendees to connect with industry leaders, potential clients, and collaborators. These opportunities will be enhanced with the use of digital tools and apps to facilitate connections.

Customised Visitor Experiences:

We will utilise digital tools and personalised agendas to enhance visitor experience. This could involve a mobile app that helps attendees plan their visit, schedule meetings, and navigate the event efficiently.

Post-Event Engagement:

We will maintain engagement with participants after the event through follow-up content, webinars, and continued access to digital resources. This helps in building a year-round community rather than limiting interactions to the event days.

Benefits for International Participants

To enhance the benefits of participating at Aquatech China 2024 for foreign sellers as well as buyers of water tech, Aquatech China adopts a multifaceted approach:

We Utilise International Partnerships and Outreach:

We collaborate with international trade organisations and embassies to promote the event and form partnerships with foreign industry associations to attract and support their members.

We Support your Marketing and Communication Strategies:

We help you understand local marketing channels like WeChat to reach local audiences.

We Offer Tailored Services for International Exhibitors and Visitors:

Provide logistical support, such as assistance with customs, shipping, and accommodation. Organise B2B matchmaking sessions specifically for international and local companies.

Leverage China's Market Potential:

Aquatech China provides access to the vast and growing Chinese market in water technology. Provide market insights and trends specific to China during the exhibition.

Showcase Cutting-Edge Technology and Innovations:

We feature the display of the latest global and local innovations in water treatment to appeal to a tech-savvy audience. We organise seminars and workshops on high-tech led by international experts.

Ensure High-Quality Event Management:

Maintain high standards for event organisation, including venue quality, scheduling, and visitor experience. Ensure a diverse mix of exhibitors and visitors to foster a global exchange of ideas and business opportunities.

Address Language and Cultural Barriers:

Offer translation services and bilingual materials to facilitate communication. Provide cultural orientation sessions to help foreign exhibitors understand the local business environment and etiquette.

We Help You Navigate Regulatory Challenges:

We assist foreign exhibitors and buyers in understanding and complying with local regulations and business practices. Provide guidance on intellectual property rights protection in China by connecting you to the right experts.

Aquatech China 2024 Venue: SNIEC, Shanghai Pudong

For 2024 RAI has been able to secure the modern and attractive Shanghai New International Expo Center (SNIEC) as the venue for Aquatech China 2024.

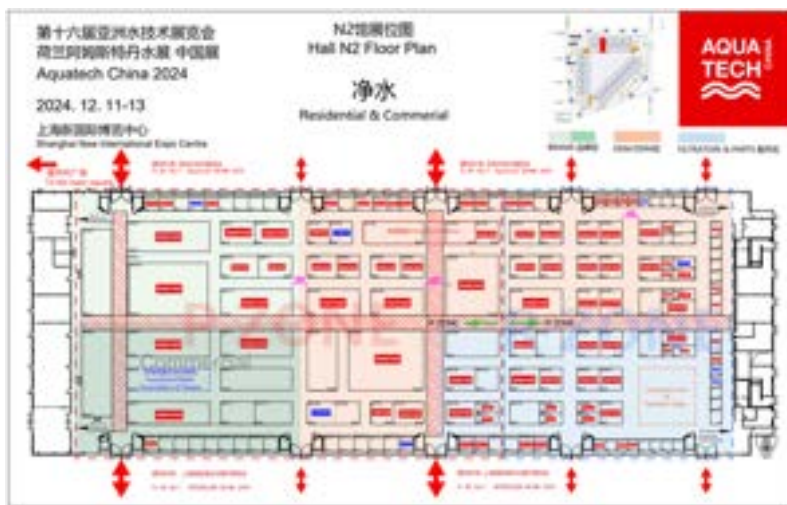
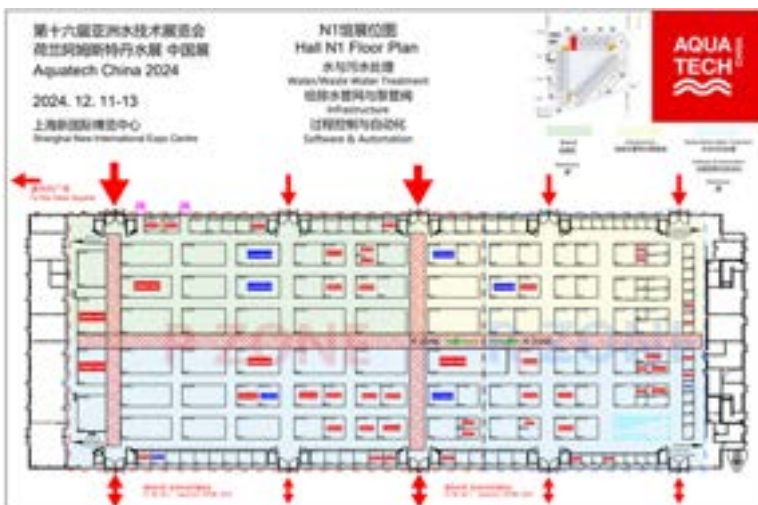
The venue is conveniently located in the Pudong area, close by and easily reachable from Shanghai International Airport. The address is: No.2345 Longyang Road, Pudong New Area, Shanghai, China.

Hall N1 will be dedicated to the segments:

Water & Wastewater Treatment,
Infrastructure, Software & Automation.

Hall N2 will in its entirety be dedicated to the segment:

Residential & Commercial



For more information about the Chinese market for water treatment technologies, exhibiting at or visiting Aquatech China 2024 and generally, how we can help you advance your business in and with China, scan the above QR code and/or contact:

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- international quality & standards
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About Aquatech

Aquatech is the platform for professionals in the world of water technology. On this platform we offer you: Aquatech events with information on the leading worldwide water technology tradeshows.

Products & Services: The online catalogue where you meet your manufacturers, suppliers and distributors. News and press releases: The latest 'need to know' in the water industry.

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