

# German Water Partnership Adapted Water Solutions Worldwide

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Figure 1: A delegation of water experts from Maghreb countries visiting GWP at IFAT ENTSORGA fair in Munich in September 2010

The German Water Partnership (GWP) is a joint initiative of presently 300 members ranging from a broad variety of companies to specialised associations and scientific research institutes of the German water sector. Functioning as a network, GWP bundles the expertise of the German water industry, science and politics and provides a central contact address for all international requests for such know-how. This unique network of globally oriented German water experts is actively supported by five federal ministries.

The association German Water Partnership was founded in April 2008 to assist German players of the water sector entering international markets with the umbrella brand of the German Water Partnership. Since its much applauded launch at the IFAT 2008 trade fair in Munich, GWP's approach has been to develop integrated, sustainable solutions to water problems and challenges anywhere in the world, especially in emerging and developing countries. As decision makers in many regions try to tackle their local water issues, German Water Partnership has improved and facilitated the access to German technology and innovations, know-how and experience with the establishment of this one-stop-shop for expertise in water. Global challenges like climate change and population growth are fundamentally affecting water, aggravating the scarcity of water resources. Here, efficient water management is indispensable - a field of action in which Germany has more than 150 years of experience. In this sense, contributing to the achievement of the UN-Millennium Goals in clean water and sanitation is also on the agenda of German Water Partnership.

Due to the multifaceted structure of the German water industry, the German competence in water consists of many small and medium-sized companies offering innovative, highly specialised products and services for specific requirements. This characteristic helps serving the globally growing demand for individually designed and perfectly adapted solutions in the water sector not only in a very effective and sustainable but also economic way. Such, the speciality of the members of German Water Partnership is their extremely high flexibility in developing individual concepts to solve specific water problems. German companies, engineers, developers and scientists are used to smoothly and closely cooperating in interdisciplinary teams, implementing product-integrated protection of the environment and integrated water resources management. The results are technologically most advanced, adapted solutions "Made in Germany", developed in close cooperation of the water industry and water science under the roof of German Water Partnership.

## Regional and Country-Specific Sections

The most important part of the activities of the association is being performed in the regional sections of German Water Partnership. Members of GWP gather according to their regional interests in these groups to create and maintain contacts with partners and to initiate cooperations and projects in the water sector of the target countries. As a result, the activities and initiatives of German Water Partnership are entirely designed according to the needs and requirements of those regions. In cooperation with its five supporting ministries, GWP has chosen 16 focus

countries and regions: Turkey, Vietnam and the Maghreb countries with an extra focus followed by Bulgaria, Croatia, Romania, Russia, Ukraine, the Gulf States, Iran, Jordan, India, China, Central Asia, Mexico and Africa.



Figure 2: GWP-focus countries marked blue



## Activities and First Achievements

Networking with relevant partners, decision makers and potential clients in these countries is now fully under way. In addition, country forums closely cooperate with other working groups of German Water Partnership, for example the one specialising in industrial water management. Joint activities which have been performed are among others: workshops organised with foreign partners, trips of business delegations and joint stands representing GWP's excellence in water at exhibitions everywhere in the world, like at the IFAT China and the ECWATECH in Moscow.

At the IFAT ENTSORGA 2010 in Munich for example, members of the country sections had



Figure 3: Joint booth of GWP at the IFAT ENTSORGA fair



Figure 4: Pure Water 2010 International Forum in Moscow: Putin (l.) and GWP chairman M. Beckereit (r.)

invited delegations of experts from Russia, Jordan, Gulf States, Iran, Morocco, Croatia and many more to the fair, where GWP was present with a large joint booth and more than 100 individual member stands. A workshop on water management in Iran at the fair with high-ranking Iranian representatives and more than 60 participants resulted in the signing of agreements for cooperation between two major water associations and GWP. In October, GWP chairman Michael Beckereit gave a speech on GWP at the „Pure Water 2010 International Forum“ in Moscow, where he signed another cooperation agreement with the political „Russian Association for Water“ - Prime Minister Vladimir Putin personally thanked him for coming to the conference. In November, a delegation of 25 GWP members went for a one-week business trip to China which had been organised in cooperation with the German Chambers of Commerce in Shanghai and Beijing and the Federal Ministry of Economy and Technology. Recently returning from the trip, participants were very pleased with the new insights and contacts they had made in China, stressing that they spoke to decision makers they wouldn't have been able to meet without German Water Partnership.