

First cewas Forum:

Business Development for Sustainable Sanitation and Water Management

February 8, 2012

At cewas - the international centre for water management services in Willisau, Switzerland



cewas – the international centre for water management services

- Centre of competence in the field of sustainable sanitation and water resources management
- Training and Start-Up programme for new businesses
- Advanced education, training and coaching
- Office-sharing community providing integrated services

Location

cewas is situated in the historic town of Willisau in the heart of Switzerland (30 minutes to Lucerne, and 1.5 hours to Zürich international airport).



Contact

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More info: www.cewas.org



cewas
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Registration Form

I will be attending the First cewas forum on February 8, 2012 at Willisau.

First Name: Last Name:

Title: Organisation:

Address:

Postal-Code: City: Country:

Phone: Fax:

E-Mail:

Date: Signature:

Registration is compulsory. Cancellation of participation is free for two weeks before the event. Thereafter, the full amount will be charged. Replacement participants are possible.

- 11:55 – 12:15 The Private Sector's Point of View
N.N.
- 12:15 – 12:35 The Investor's Point of View
Dr. Helge Daebel, Emerald Technology Ventures
- 12:35 – 13:00 Panel Discussion

13:00 – 14:00 Lunch, cewas-Start-Up Market

14:00 – 15:00 Business Speed-Dating for Water and Sanitation

15:00 – 16:00 Promoting Sustainable Water Business

- 15:00 – 15:20 Experiences and Strategies of SECO
Mr. Ueli Ramseier, State Secretariat for Economic Affairs (SECO)
- 15:20 – 15:40 Experiences and Strategies of swisscleantech
Dr. Christian Zeyer, swisscleantech
- 15:40 – 16:00 Experiences and Strategies of NWP
Ms. Aleid Diepeveen, Netherlands Water Partnership

16:00 – 16:30 Way Forward

Open Reflection and Discussion

From 16:30 Apéro

Venue

Where: cewas, Ettiswilerstrasse 24, Willisau (LU)

Willisau is easily reachable by train in 1h to 1h 30 from Basel, Bern and Zurich.

See: www.sbb.ch

There are only limited parking spaces available.

Registration

Registration deadline: January 25, 2012. Number of participants is limited.

Online registration: www.cewas.org

Registration Fee: Normal admission: 190 CHF / Students: 90 CHF

Forum Objectives

The unsustainable use of global water resources undermines progress and development. But despite an increasing demand for sustainable water management and sanitation, there is a striking market gap of businesses that offer products and services in this field.

The first cewas Forum aims to discuss effective ways to strengthen business development for sustainable sanitation and water management. An international panel of experts from NGOs, businesses, public authorities and investors will highlight the role of the

private sector from different angles: What are the most promising business entry points? What are the opportunities and risks of developing businesses in the field of sanitation and water services?

The Forum will also explore different strategies for promoting sustainable water businesses. How can entrepreneurs be encouraged to provide services in the sustainable water and sanitation sector? Selected organisations will share their experiences and provide a basis for the critical discussion of the most promising practices.

Programme

09:45 – 10:20 Welcome Coffee

10:20 – 10:45 Welcome Address – Positioning of first cewas Forum 2012

Mr. Roland Schertenleib, president of cewas, W + S Consult

10:45 – 11:05 Business Entry Points into Sustainable Sanitation and Water Management / Introduction of cewas

Dr. Johannes Heeb, CEO cewas and seecon international gmbh

11:05 – 13:00 Role of the Private Sector in Sustainable Sanitation and Water Management

11:05 – 11:25 The NGO's Point of View

Ms. Agnes Montangero, HELVETAS Swiss Intercooperation

11:25 – 11:55 The SDC's Point of View

Dr. Manfred Kaufmann, Swiss Agency for Development and Cooperation (SDC)