

November 2010

WORLD TRADE CENTER San Diego Launches Water Technology Products and Services Export Program

The WORLD TRADE CENTER San Diego (WTCSD) has partnered with the United States Department of Commerce's International Trade Administration (ITA) to encourage the use of U.S. technology and products to help solve water issues in fourteen nations located in North Africa, the Middle East and India. The WTCSD is seeking U.S. based water technology manufacturers, suppliers, engineers and consultants that are interested in exporting to these regions to help address their critical water supply, treatment, and distribution needs. The market for developing water-related infrastructure and facilities within the targeted region is estimated at more than \$200 billion dollars over the next 10 years. This is a result of increased population, declining supplies, and each nation's desire to improve the availability of safe drinking water, industrial and agricultural supply and wastewater treatment for their citizens.

The Water Technology Products and Services Export program focuses on a full range of potential export areas related to design, construction, and operation of water infrastructure and equipment. Small and mid-sized companies wishing to expand their business into the target markets are encouraged to participate in the program, including those already exporting their products and services, but desiring additional assistance through the program to add new markets.

The WTCSD program is designed to identify U.S. companies that are capable, committed, and interested in working within the target markets and match them with the needs of one or more of the nations that are included in the program. The program will assist companies through a variety of ways including conducting trade missions, hosting individual counseling sessions for interested U.S. companies, and providing financial assistance to attend trade missions and shows. The first trade mission being organized as part of the program will go to India between February 28 and March 4, 2011 in conjunction with the Aquatech India conference and trade show to be held in Mumbai.

To find out more information or get involved, contact the WTCSD or the ITA. The Project Director, Hugh Constant, can be reached by email at hconstant@wtcsd.org and the Project Leader, Ellen Bohon, at ellen.bohon@trade.gov.

Established in 1994 and licensed by the World Trade Centers Association in New York, the WORLD TRADE CENTER San Diego is a non-profit trade association that provides comprehensive international trade services and key global contacts to facilitate and expand trade for regional and worldwide clients. Members include individuals, businesses, and organizations involved with international trade.

WORLD TRADE CENTER San Diego

2980 Pacific Highway
San Diego, California 92101
USA

T +1 619 615 0868
F +1 619 615 0876
www.wtcsd.org

