

Market Scans for the Dutch Water Sector

Enhancing market entry and contribution to development

Emerging and developing markets offer opportunities for companies and knowledge institutes to export water product, knowledge and services. In these markets, Non Government Organizations will aim for achieving social, environmental, and development goals.

Entrance to emerging and developing markets is a challenge, to operate on these markets is complex and risky.

Governments facilitate the access to these markets by offering financial instruments, networks, and intelligence. Regarding developing markets, the support of governments is often geared towards combining goals on Aid and Trade. Involvement of the private sector should lead to more business and local development.

Linking businesses, projects, programs, and related activities to Aid and Trade policies, programs and financial instruments is complex, and often not well understood by players within the Water Sector.

Aidenvironment provides strategic guidance and practical advice in order to enhance market entry and to contribute to development goals.

Market Scans

Dutch Government asked Aidenvironment to advice on potential Product Market Combinations for the Dutch Water Sector in 12 developing countries, and how the Dutch Water Sector can position itself in order to get a better access to the market. These reports describe the physical 'water situation', how the water sector is being organized, the legal and policy framework, trends and entry barriers in a simple way as well. Finance and climate change are special topics in each report. These reports are available on the [aidenvironment](http://aidenvironment.org) website.

Trade and Aid strategies

We advise Water Sector players how to combine goals on Trade and Aid. Our advice strengthens the reputation and license to operate of businesses, opens new windows for finance, and enhances growth while contributing to development goals. Our team advices on effective Public Private Partnerships and engagement strategies, and facilitate organizations in tapping into local networks.

Improving your performance

Our advice is tailored to the needs of each situation and all deliverables are produced in a timely and cost-efficient manner

Design of program, project, and business strategy

- Theory of Change / Business Model
- Trade and Aid strategies
- Scale-up and exit strategies

Design of propositions

- Market Scans and Research
- Proposition Design
- Strategic Positioning

Business case and sustainability

- Assess and identify business cases
- Partner scan and engagement strategy
- Improve programs' sustainability

Finance

- Budget and financial modelling
- Donor scan and engagement strategy
- Investment planning and proposition

Satisfied customers

We can provide you with a list of references.

Interested?

Contact us to find out what we can do for you.

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