

World Water Congress & Exhibition 2014, Lisbon

LISBON CONGRESS CENTRE, 21 – 26 SEPTEMBER 2014

Supporting SMEs by working in the 'Triple Helix'
Aleid Diepeveen, Director Business Development

inspiring change



NETHERLANDS
WATER PARTNERSHIP



NETHERLANDS WATER PARTNERSHIP LET'S WORK TOGETHER!



- More than 200 members within the 'Triple Helix';
- Centre of information on water expertise, policy developments and market opportunities;
- Initiates and coordinates projects, platforms, trade missions, exhibitions and conferences.



NETHERLANDS WATER PARTNERSHIP LET'S WORK TOGETHER!



- International positioning of the Dutch Water sector worldwide;
- Supporting small, medium- and large companies to grow their business abroad;
- Country platforms and platforms with a specific focus:



*Netherlands
Cooperation
on Water and
Climate Services*



NETHERLANDS WATER PARTNERSHIP PRODUCT MARKET COMBINATIONS

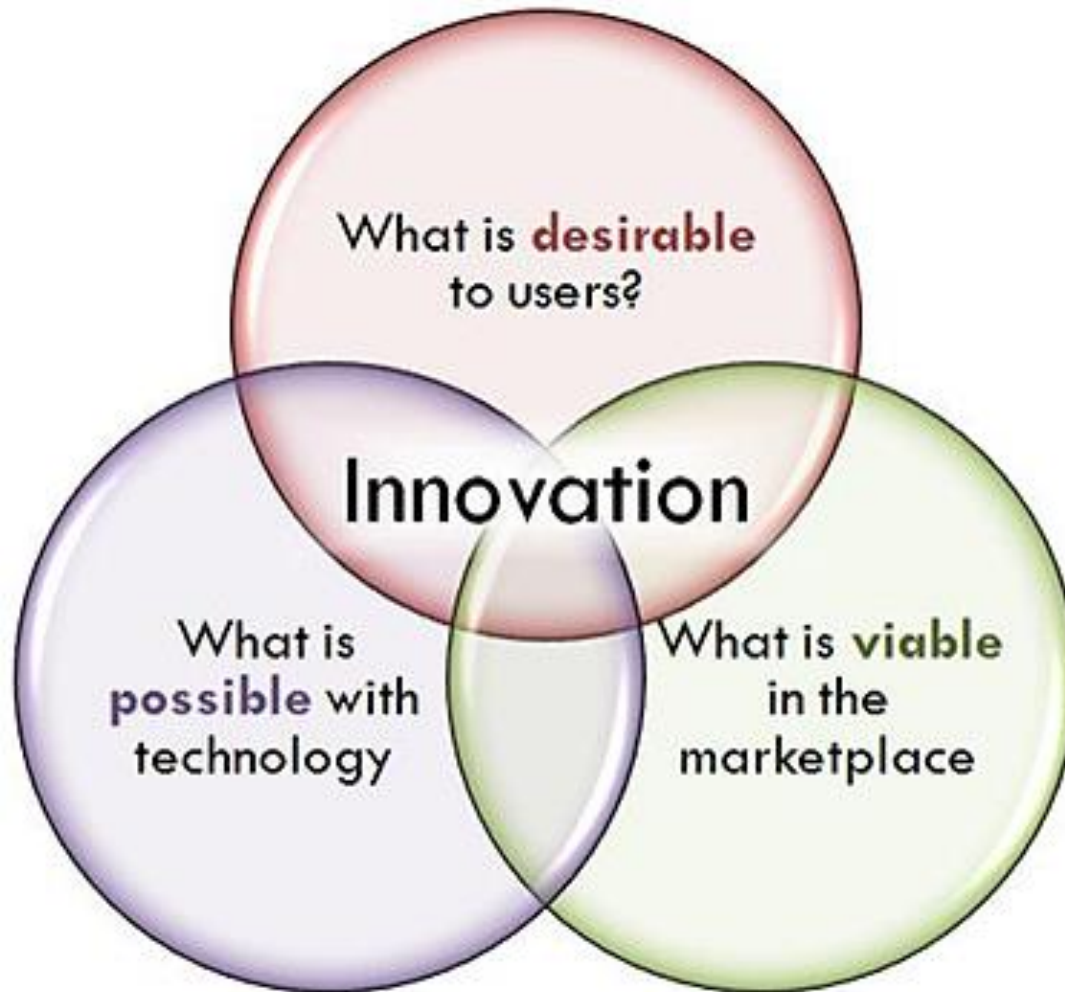


BRINGING INNOVATIONS TO THE MARKET

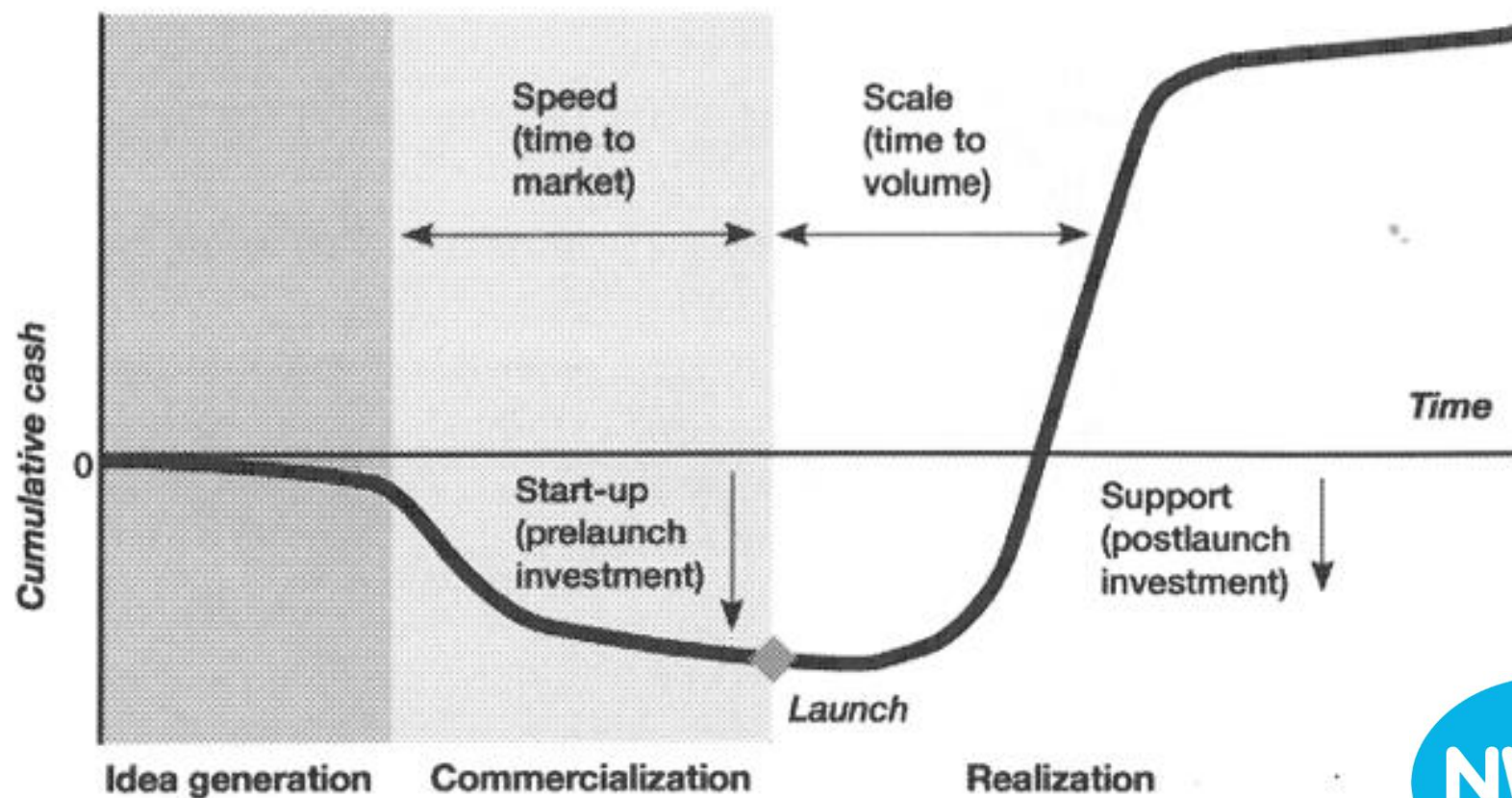
- Huge potential for the development and implementation of innovations in the water sector;
- Potential benefits for water-consuming industries:
 - Reduce (future) costs of water;
 - Reduce operational risks.
- Barriers for large scale adaptation of innovations in the water sector:
 - Regulation and lack of room for innovation in tenders;
 - Lack of resources and expertise;
 - Restricted access to end users.

BRINGING INNOVATIONS TO THE MARKET

THE TRIPLE HELIX



INNOVATION → €€€



INNOVATIEMAKELAARS

- Water Insight and LG Sound (Dutch pavillion, booth 243)

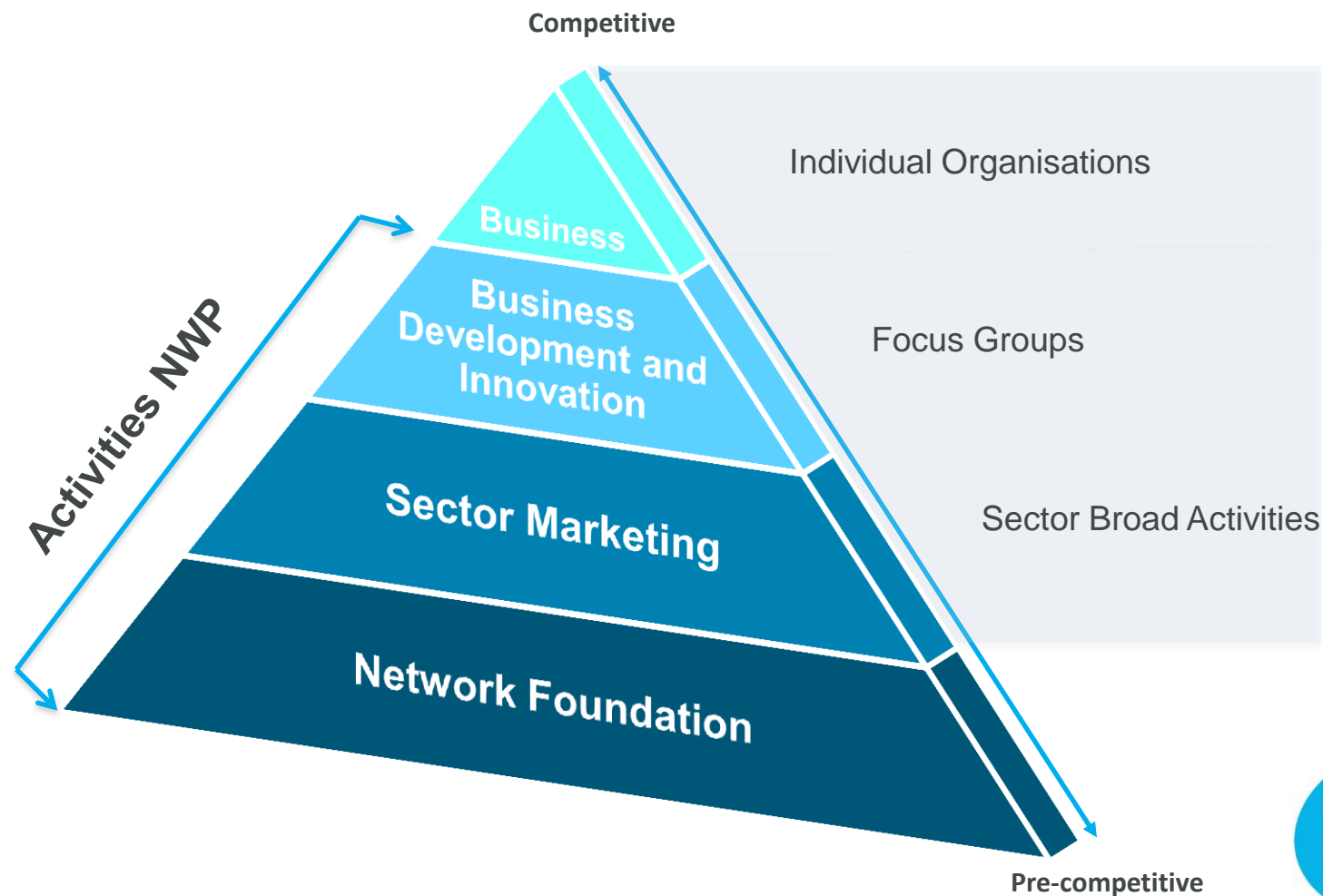


DEMOSITES & REFERENCES

- Blue Energy: pilot research, demonstration and full scale
- Frisia, Harlingen & Afsluitdijk, Rijkswaterstaat (NL)



BUSINESS SUPPORT FROM NWP



SME EXPERIENCES

Berson Milieutechniek B.V
Paul Buijs
Managing Director



EXPERIENCES FROM SMES

- Challenges in bringing innovations to the market;
- Investing in innovation: short term versus long term;
- Experiences with Business Support;
- Triple Helix or 'Quadruple Helix'?
- Ambitions in Europe.