

Danish Water Tech Eyes the US Market

Danish Cleantech Hub Opens the Door to the New York Market

Despite its size, Denmark boasts more coastline than both India and Brazil, which might explain why water technology, innovation and services play a leading role in the Danish economy. In an effort to channel these industry-leading technologies into global market opportunities, the Confederation of Danish Industry recently released a global water analysis.

The water analysis takes an in-depth look at 50 countries across six continents and rates market attractiveness for water tech export and investment ([read the analysis here](#)). Most importantly, this extensive study compares markets based on the size of the water economy and the ease of doing business. Emerging as the most attractive country in terms of market opportunities and Danish competitiveness is the US, with investments of \$271bn in wastewater alone projected before 2023. The water challenges faced by individual states are diverse, but what they have in common is ageing and outdated infrastructure. The condition of New York State water infrastructure is a good example. Riddled with rivers, lakes, and dense urban populations, which on one hand are faced with climate change related challenges and on the other are dependent on a vast, reliable water supply. The pressure on the Empire State’s water infrastructure is immense.

New York City, USA
January 30 2018

Contact



Klaus Christensen
Project Director
 +1 (917) 291-1921
kllc@di.dk



Julius Meilstrup
Business Analyst
 +1 (929) 441-9113
jumm@di.dk



Mapping the attractiveness of markets. Confederation of Danish Industry, 2018.

Faced with these challenges, New York Governor Andrew Cuomo has repeatedly made funding of blue infrastructure a priority, with \$2.5bn dollars pledged in 2017-18 alone. In light of this, Danish Cleantech Hub saw a need for a forum in which public, private, and academic stakeholders could convene and collaborate around emerging technology and solutions. Together with NYC Department of Environmental Protection, NYC Economic Development Corporation, Columbia University and the Dutch Consulate, Danish Cleantech Hub co-founded NY Blue Tech. The first and only water think tank in New York State that integrates international industry professionals, educators and public agencies. This informal network convenes the industry on a monthly basis to explore recent developments, and attempt to link the many synergies that a rapidly evolving, and also fragmented, industry fosters.

To this end, NY Blue Tech hosted a sold out mini-conference examining the future of water in New York. The session brought together the Commissioner of New York City’s public water utility, the largest in the US, the Danish water-engineering consultancy DHI Group, the Regional Plan Association and Dutch ONE Architecture. This interdisciplinary set-up is typical of NY Blue Tech’s purpose - to bring various stakeholders together and explore the intersection of business, politics and civil society. The presenters all agreed that New York faces the largest challenges within storm- and wastewater, which require novel solutions, with the Commissioner highlighting the existing commitment to green infrastructure. Eric Fontenot, Head of the Urban Water Department at DHI Group, engineered another perspective with focus on real-time monitoring of the water infrastructure and sophisticated risk management and modelling software that is able to project future scenarios.

NY Blue Tech

New York City’s first international, inter-disciplinary, water network for professionals across the water cycle.



Eric Fontenot presenting to the NY Blue Tech network on January 24. Photo credit: Julius Meilstrup

As a supplier of sophisticated water tech solutions, the not-for-profit DHI Group reinvests its profit into R&D, exemplifying the Danish industry's tradition as a frontrunner within water innovation. During his opening remarks, Eric Fontenot described the synergies that are at the heart NY Blue Tech, namely how policy and prescriptive modelling of a given water challenge informs the future planning efforts of the city and state. The more accurate the software tools, the more informed policy will be. Ultimately, execution of climate adaptation policies will benefit.

“The stage provided by NY Blue Tech presents a unique opportunity to gain exposure and co-author the agenda of the industry while connecting with other leading practitioners and public agencies.”

- Eric Fontenot, Head of Department, Urban Water, DHI Water & Environment

As a platform on the world's most lucrative market for Danish water tech export, NY Blue Tech can accelerate Danish water businesses' market access and visibility plugging directly into the informal, interagency network and gain direct public exposure.