

## **Market study entry concept and assistance for a foreign OEM for UV disinfection systems**

### **Background**

The foreign OEM has developed a new UV disinfection system for drinking and process water and has begun to market it in its own country. In a second step, this company planned to bring this innovative product to European market starting with the German market.

DFIC was selected to assist this OEM in the entry of the German market due to its wide reputation and manifold experiences in the realization of cross border acquisitions and market entries and its excellent knowledge of the German water and wastewater market.

### **Objectives**

The objectives of the first phase were analyzing the main market segments for these UV disinfection systems, defining the key parameters for the development of these markets and identifying and contacting co-operation and sales partners for this OEM.

### **Results**

A survey of the German market for UV disinfection systems was carried out and the most promising sectors and key parameters were identified. Special attention was given to the certification requirements for the drinking water sector, for which a preparatory meeting with the relevant testing institution was arranged. Based on the project development and implementation logic of these sectors, recommendations for the phases of the market entry were elaborated.

Furthermore potential partners and multipliers were identified and corresponding meetings were organized for the IFAT 2005, leading to deeper co-operation talks with a handful of renowned companies.

