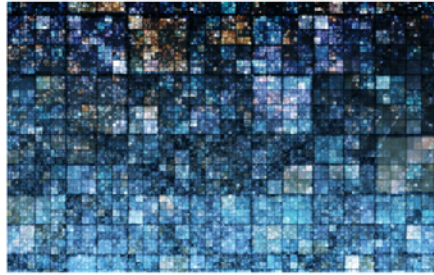


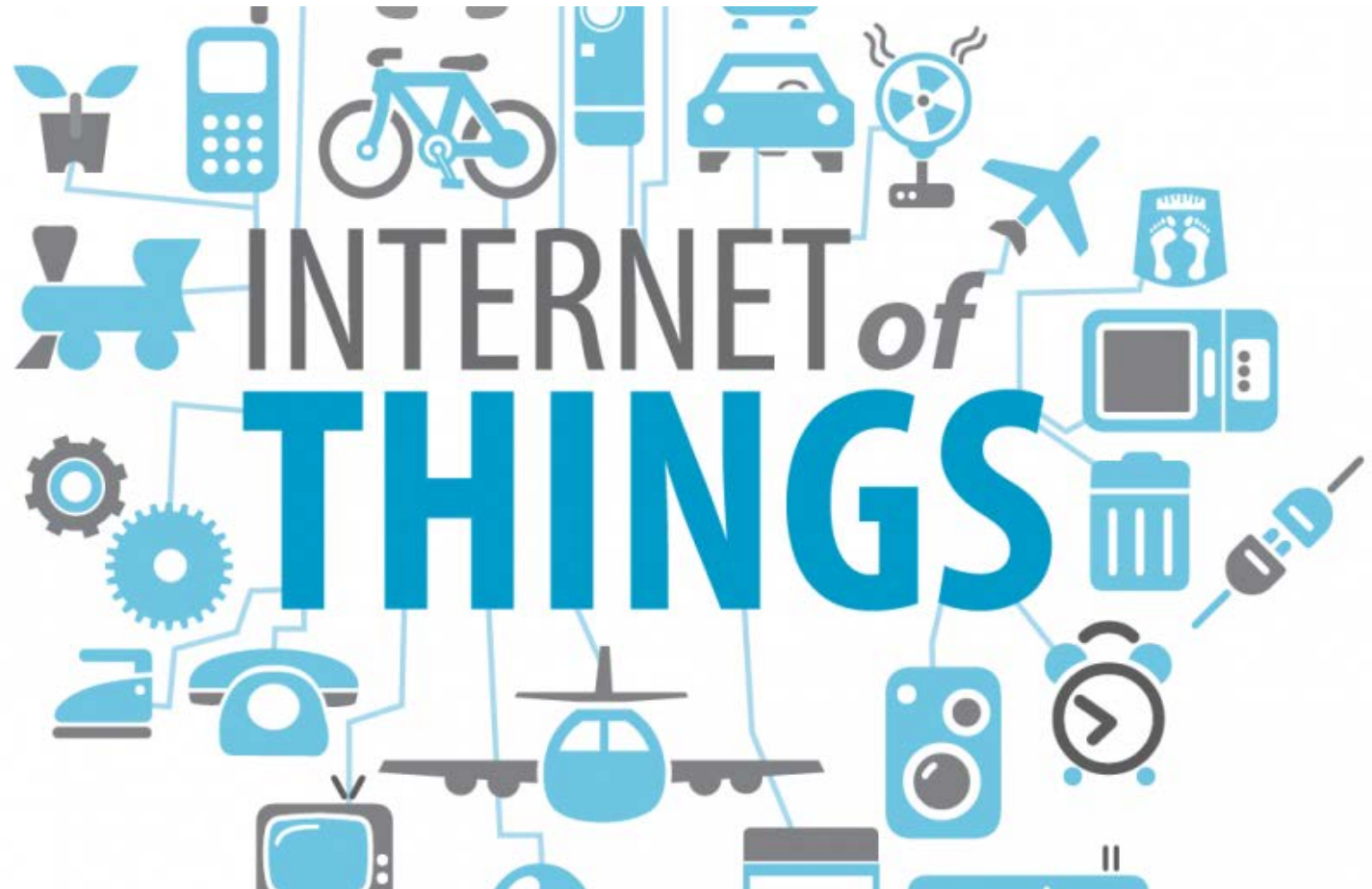
Water, IT and me



# Data revolution

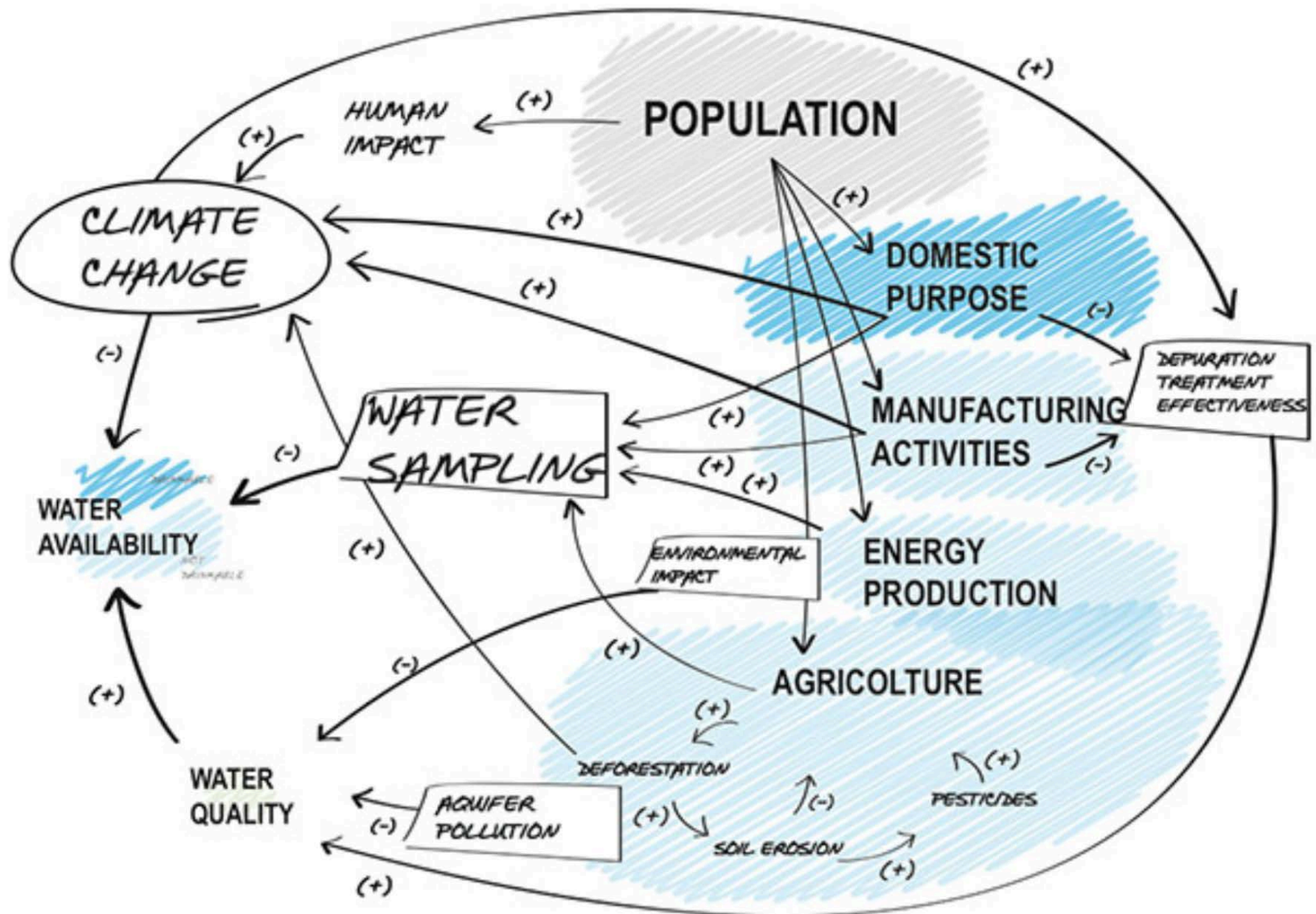


# Everything connected





# Water, increasing complexity



## Holland branding

It is said that

“ **God** created the **World**,  
but the **Dutch** created the  
**Netherlands.** ”

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# The Netherlands – our delta approach





# The Netherlands – our water technology

## Where we come from

This is the Netherlands, delta of three main European rivers. Large parts of the country lie below sealevel. The rivers Rhine, Meuse and Scheldt have passed through cities, industrial and agricultural areas before flowing into our country. Clean water was always a challenge.

This is where Dutch Water technology has its' roots.



# Water & IT export products



## Smart Information Solutions for Water and Climate

Our secret involves cooperation, an integrated approach, efficient use of land and water using smart solutions of high quality.

### 2 Integrated Delta & Coastal zone management

- System monitoring, modelling and analysis
- Harbour, transport and logistics management systems
- Vulnerability assessments

### 3 Dike and Dams

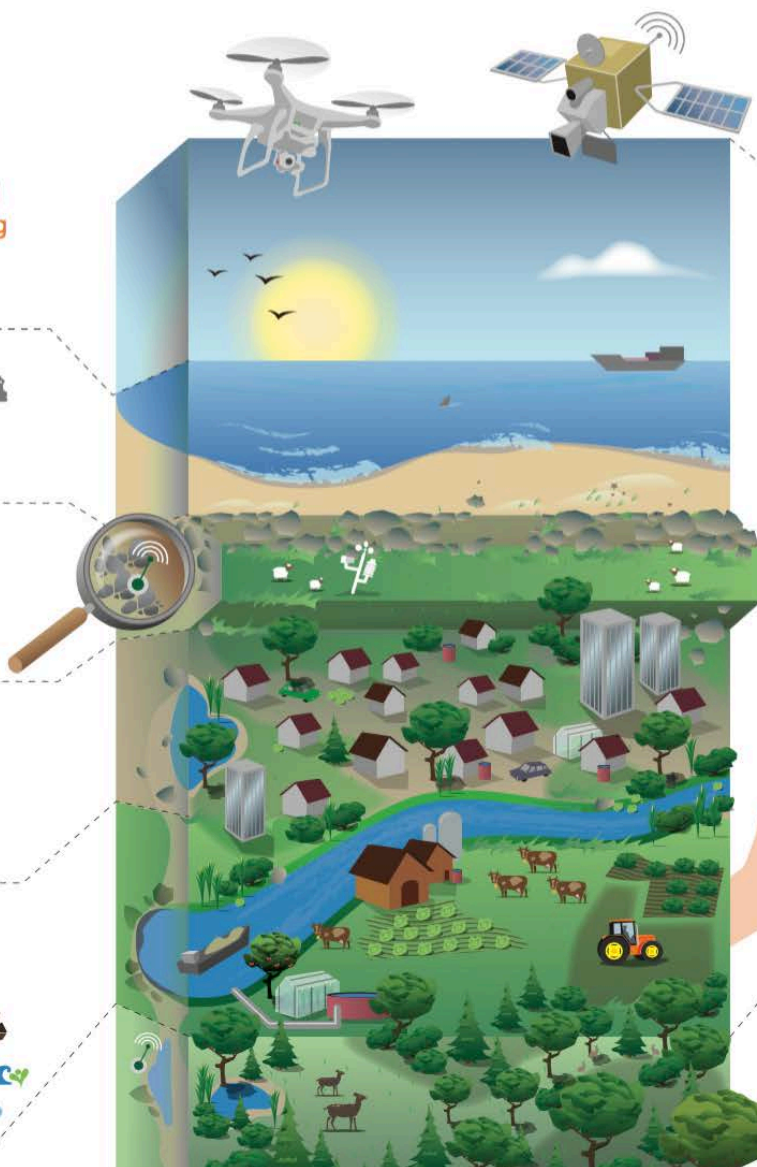
- Operational monitoring and alert services
- Dike inspection, monitoring and planning
- Dike and water level management

### 4 Urban Area

- Climate proof cities
- Flood risk management
- Operational warning and management systems
- Disaster risk reduction management

### 5 Agricultural

- Food security and crop monitoring
- Watershed management
- Rain fed & Irrigation farm management
- Subsistence and cattle farming systems management
- Flood & drought risk management and damage assessment
- Weather, crop forecasting and early warning mechanisms
- Agro-forestry system monitoring and management



### 1 General Information services for water and climate

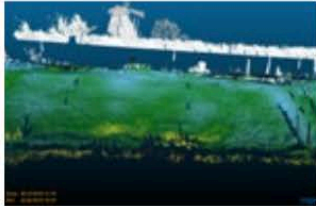
- Water monitoring and management
- General environmental assessments, monitoring and management
- Hydrological decision support systems and information platforms
- Crisis cycle information management, exercising & evaluation
- Open data (implementation) strategies
- Atmosphere and weather monitoring systems
- Water accounting
- Water and energy
- Capacity building and training

### 6 Soil Monitoring and Management

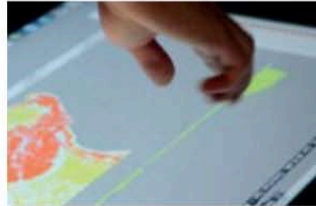
- Groundwater and aquifer mapping and monitoring
- Water availability monitoring
- Land vulnerability & degradation monitoring
- Soil mapping and monitoring
- Soil Subsidence



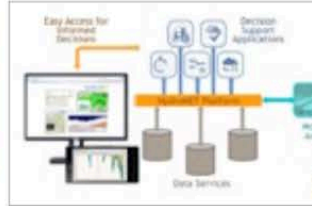
# Water & IT export products



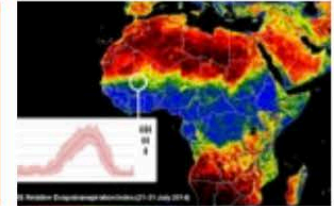
Dike monitoring techniques



3DI Water management



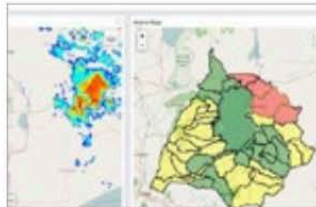
Hydronet



Meteosat drought index insurance



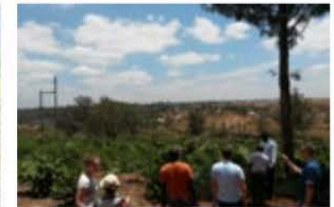
Fruit monitoring



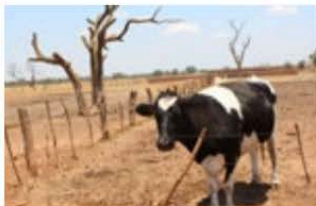
Flood risk centre



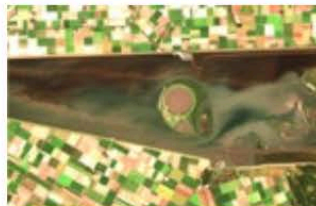
Climate assessment



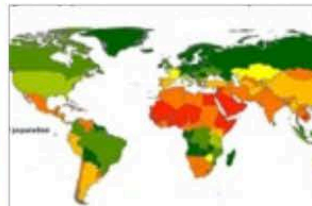
Weather data and Crop management



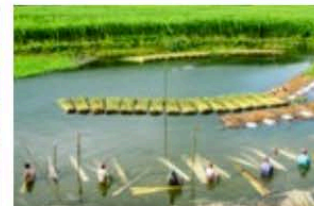
Locating land and water



Surface water monitoring



Water Footprint



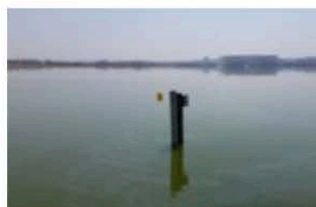
Agricultural monitoring



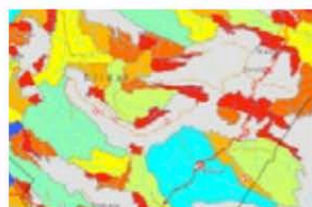
Ship arrival time service



Flood prediction and prevention



Clean-up polluted waterbodies



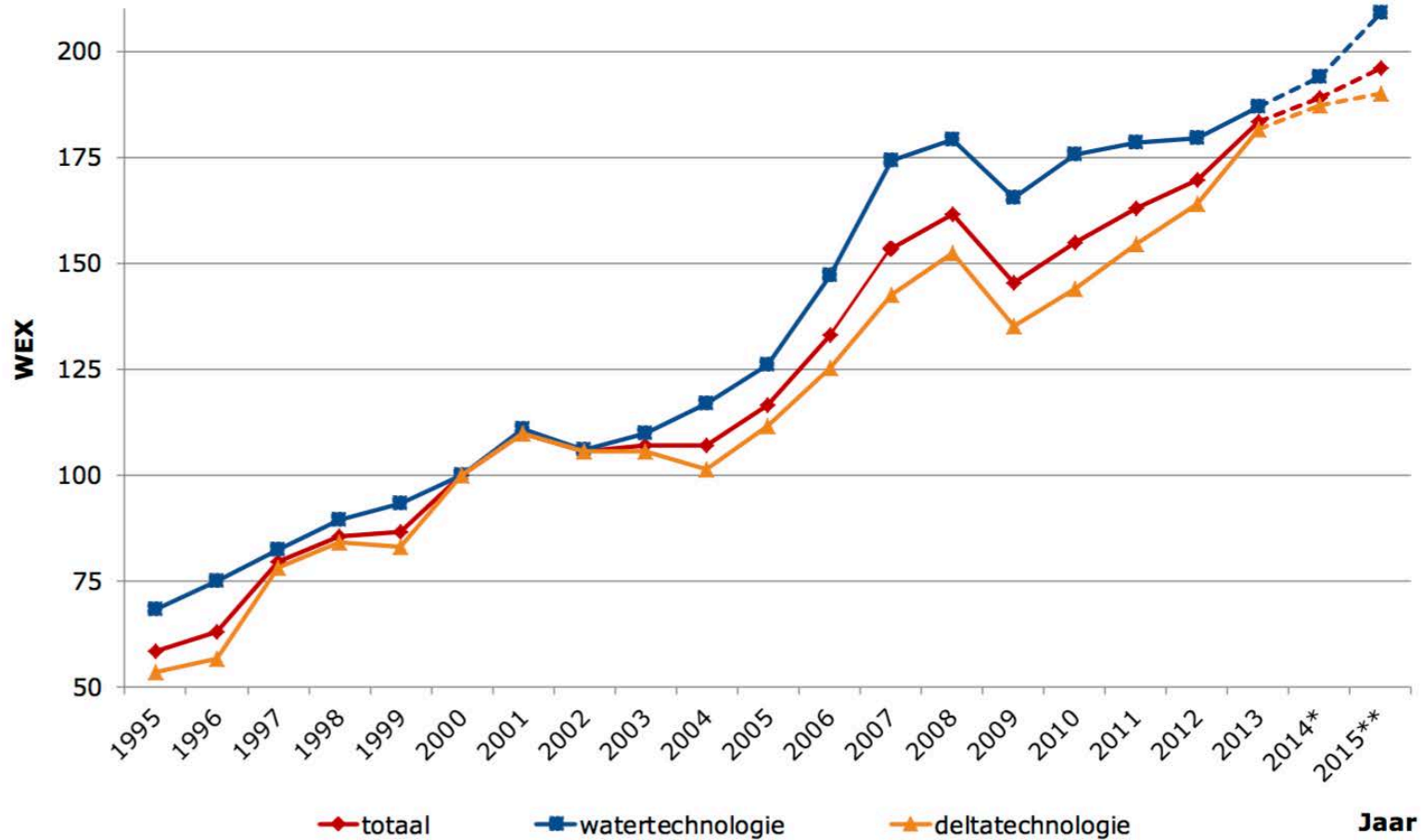
Improving groundwater drilling



Monitoring with drones



# Water and export, growth



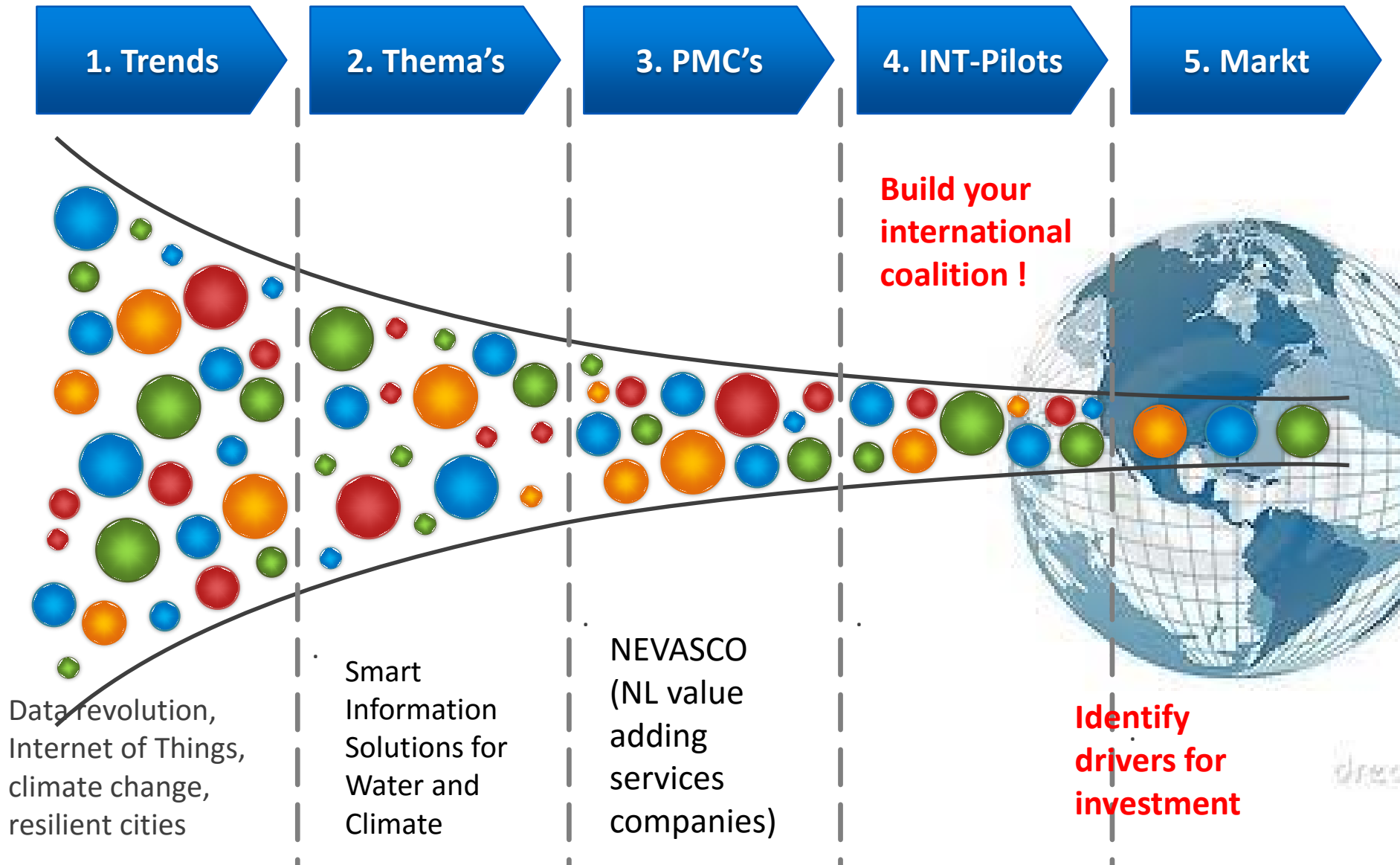


# Global market, fast growth

**Global market for control and monitoring solutions for utility and industrial users, 2014-2021**



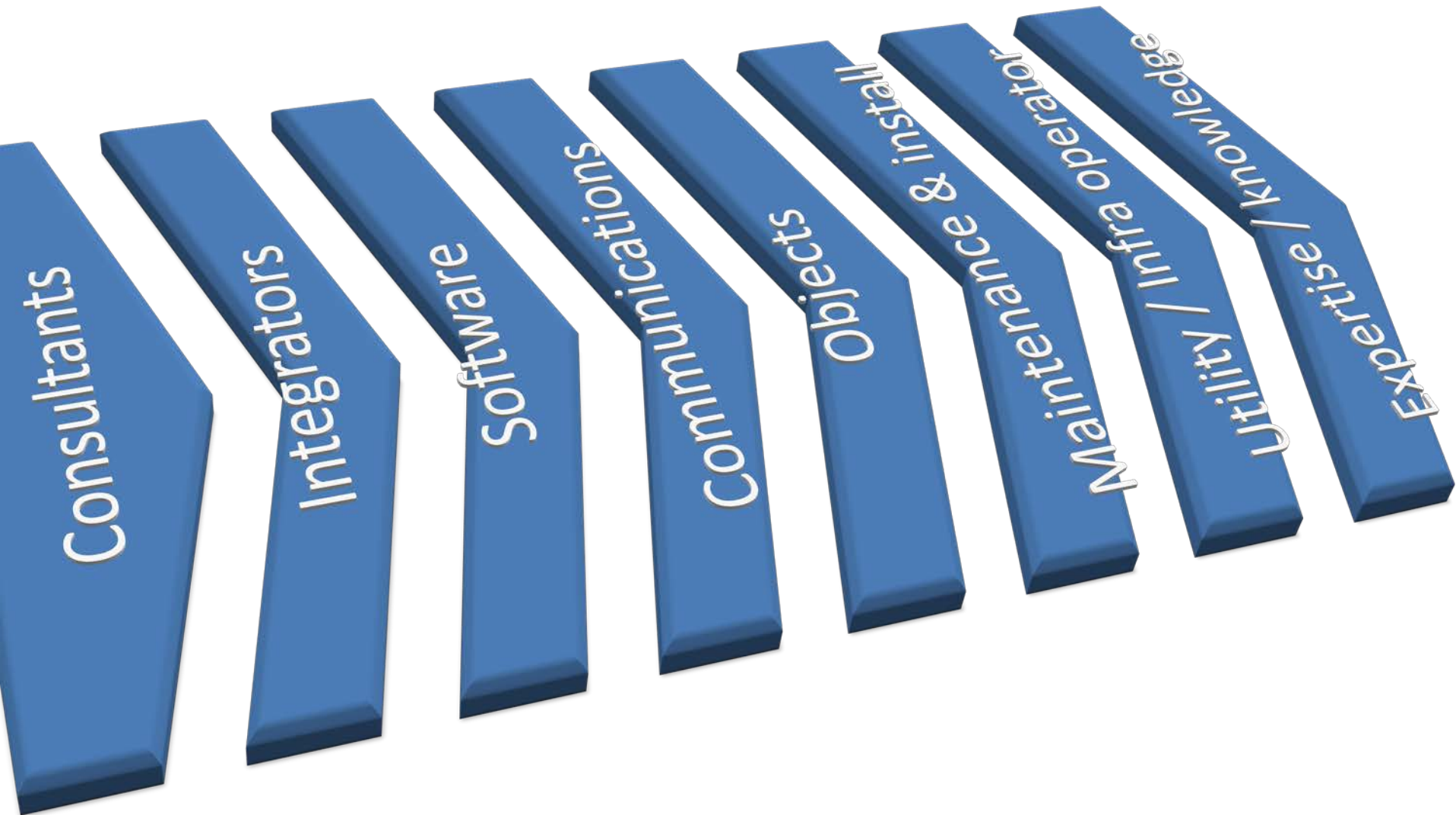
# Market opportunity - facilitating cooperation





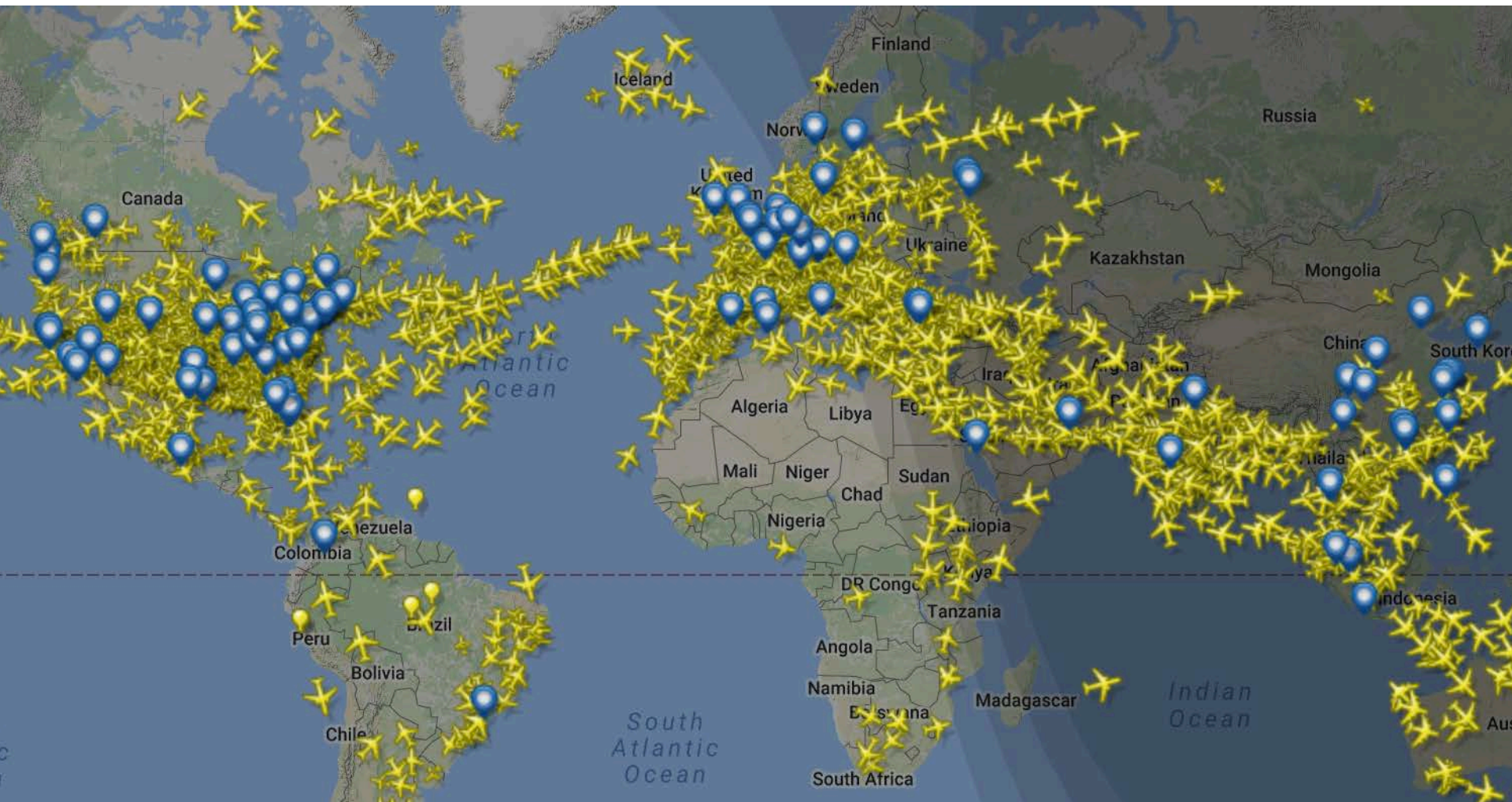
Segmented sector

Find your  
partner for  
export !



# Market readiness

**Follow the  
market, not the  
subsidy !**





## Summary

Water & IT, complexity  
asks for international  
coalitions, local  
involvement

Water & IT,  
identify drivers  
for investment  
&

Water markets & IT,  
verify readiness for  
innovative technology

Define sustainable  
business case





Nokia CEO Cries During his last Speech

**Nokia CEO Ended His Speech  
Saying This  
'We Didn't Do Anything Wrong  
But Somehow, We Lost'**