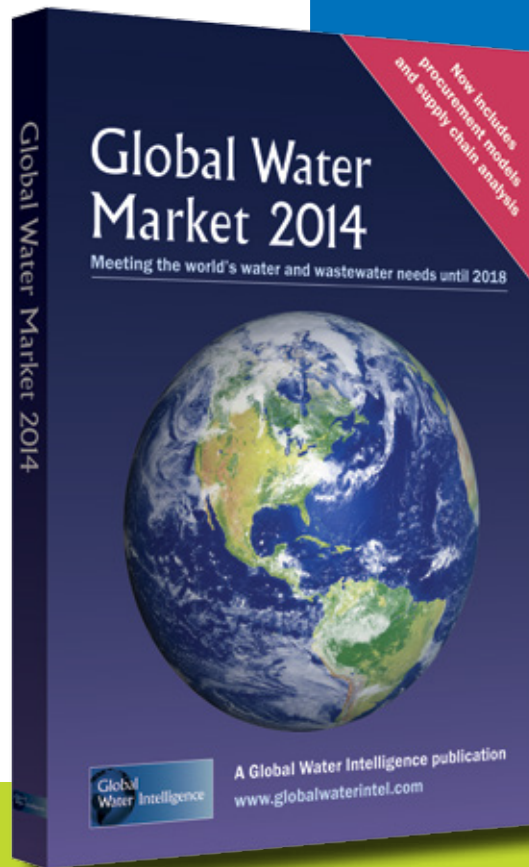


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The report also provides a complete introduction to the water market. It covers the entire water cycle - including an overview of market dynamics, procurement systems, finance, technologies and industrial water; profiles of the most important market players; and an explanation of our market forecast.

Compiling information, forecasts and data for all the key markets into a single resource, this unique report allows you to compare the best opportunities for your business. Accompanying datasets on CD-ROM allow you to manipulate and extract this fresh data to create and present your business strategy. Now more than ever, *Global Water Market* is the essential resource for your business planning.

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### Accessing the market

A brand new section at the end of each country chapter on procurement models and supply chains gives invaluable advice from market insiders on how to do business in that country. By interviewing over 300 industry experts - including consulting engineers, equipment suppliers with an existing market presence, ministries and procurement agencies - we reveal how the market really works in practice.

To guarantee success in new markets, this report gives you crucial inside information researched using our excellent network of contacts.

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- The procurement processes and market penetration strategies that international companies need to use in order to access new markets
- Supply chain analysis including key market players
- The relationships you need to form with consultants, contractors, operators and equipment suppliers to succeed in the market
- Possible ways to enter the supply chain alongside the dominant market players

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The country snapshots of 2011 have been upgraded to 'country trend reports' as they now offer an overview of historical trends and expanded forecasts on the water and wastewater treatment industry for each country. These short reports are essential reference tools for your presentations and reports - presenting all the vital data, information and indicators you need for each country in easily accessible tables, graphs and charts.

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- **Investors and financiers** – identify the best investment opportunities over the next 5 years with our in-depth country profiles and country trend reports. We show you the historical trends and forecast future developments for around 100 countries, so you can identify the projects and markets which promise the best return on your investment.
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- **Policy makers, water utilities and aid agencies** – find detailed examples on organisational structure, financial mechanisms and operational management.

**“We used *Global Water Market for all our recent strategic discussions and workshops as a highly comprehensive collection of the major details about water management activities, market volumes and the main competitors ... I am looking forward to receiving the update”***

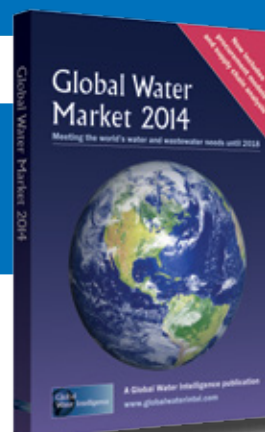
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