

Pre-IFAT Webinar on Market Entry Opportunities in the USA

Enter the largest market worldwide for water technologies.

The USA is by far **the largest customer on the world market for environmental goods** and plays an important role in **North Rhine-Westphalia's (NRW) and the Netherlands' exports**. Companies from NRW and the Netherlands offer a **wide range of innovative solutions that are in high demand on the US market**, and at the same time represent an enabler for the Green Economy.

To support companies from NRW and the Netherlands in their **internationalization efforts**, we are organizing

- **a digital event on market entry opportunities in the USA**
- **on 6 May 2024 from 5:00-6:00 p.m.**
- **followed by international networking drinks at IFAT 2024 in Munich**

The event is organized by the [Green Economy Network.NRW](#), [The Water Council](#) and the [German American Chamber of Commerce of the Midwest](#), providing **insightful information on market opportunities, their business development services and experiences**. In addition, companies who have already set up shop in the US, will share their lessons learned.

The event is recommended for you if

- you represent a company active in the water sector
- your company is based in NRW or the Netherlands, and
- you are interested in the US market

The digital pre-IFAT event on 6 May is **part of a comprehensive [international networking program](#)**. As a participant, you will not only have the opportunity to receive useful information and make relevant international contacts before the hustle and bustle of the fair, but you are also invited to our international networking event on the 15 May at IFAT itself.

Registration

To receive the log-in link, please register on our official b2match platform [HERE](#). The **event language is English**, and participation is **free of charge**.