



SUSTAINABLE WATER **CONNECT**

MEET THE BUYER | NETWORK | SUPPORT

Water You Waiting For?
Local and Export Market Updates



Nadine McGurk

Business Development Executive, Invest NI

SLIDO

Are you currently exploring opportunities in the Republic of Ireland's water sector?

- A. Yes, we're engaged in the market.
- B. No, but we're interested.
- C. No, we haven't thought about the ROI market.











Ger O'Leary

**Supply Chain Senior Strategy Manager,
Uisce Éireann**



What we do

Customers	Water source	Litres of tap water treated per day	Length of network	
 DOMESTIC 1.61m	 ABSTRACTIONS 1,112	 WATER 1.7bn	 WATER 64,686km	<div>20%</div> <div>Uisce Éireann uses 20% of electricity in the public sector.</div>
 NON-DOMESTIC 174,184	 RESERVOIRS 1,522	 WASTEWATER 1.26bn	 SEWER 26,000km	<div>€1.289bn</div> <div>Capital expenditure for full-year 2023</div> <div>€1bn</div> <div>Operational expenditure for full-year 2023</div>

Background

2023

Future

1.5Bn €

Spend with Suppliers

1952



Active Suppliers - 58
make up 80% spend

19



Strategic Suppliers

18



Critical Suppliers

↑21%



Spend compared to 2022

245



Tenders awarded – worth €3.6
Bn

426



Live Contracts &
Frameworks

€885m
IDD

€431m
Operations

€79m
Facilities

€91m
Professional
Services

€99m
IT

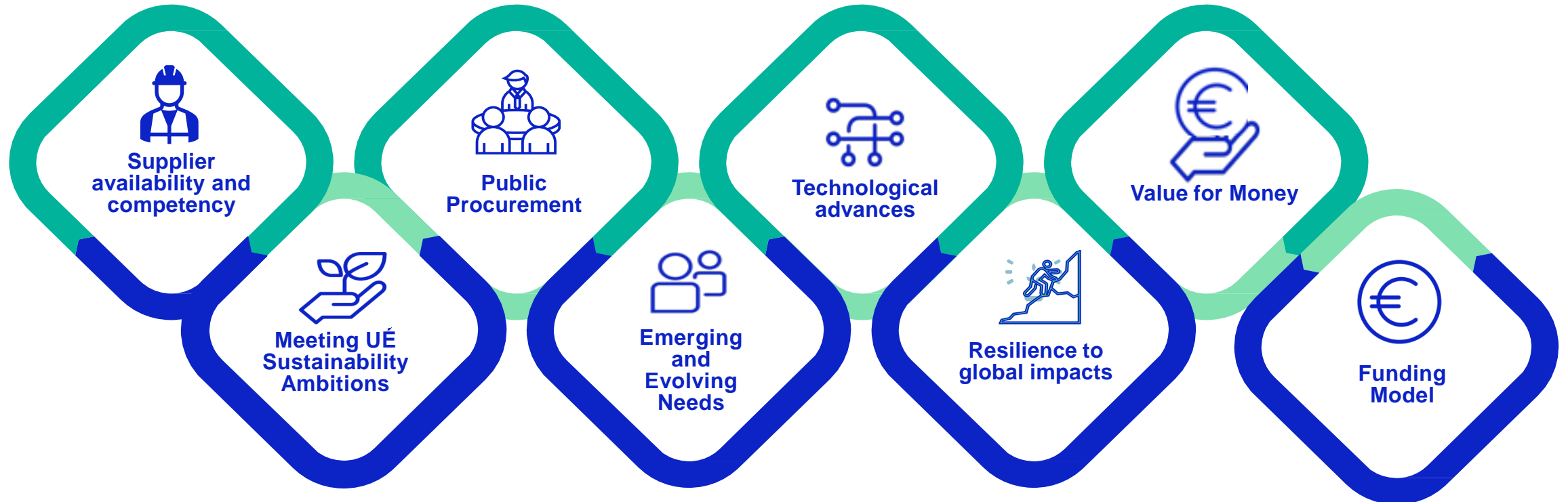
Spend to increase

Carbon to decrease

New EU Directives

More stringent
compliance and
reporting

Challenges to delivering UÉ strategic ambitions



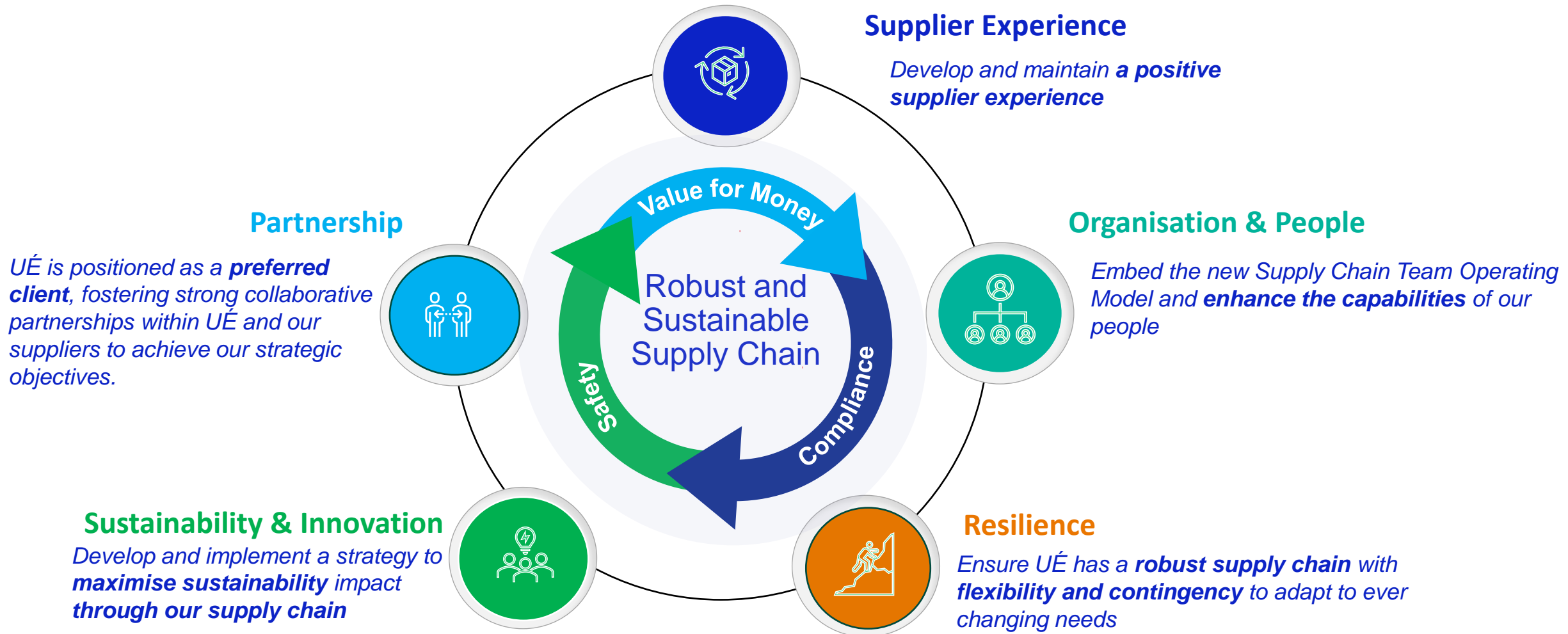
Challenges = Opportunities

What Do We Want to Achieve?

An aerial photograph of a large body of water, likely a lake or reservoir, surrounded by green fields and some industrial structures in the distance. The sky is overcast.

**A more robust and sustainable supply chain, providing
value for money
and
enabling UÉ achieve its vision of delivering for our
communities.**

Ambitions & Initiatives



Sustainability Targets



UÉ Targets



Environment

- **Carbon**
Net Zero 2040
- **Biodiversity**
Net Gain across all new projects by 2030
- **Customer**
Reduce Leakages to below 20% by 2030 Dublin and 2034 Nationally



Social

- **Employee D, I & Equality**
Achieve inclusion index of 80% by 2030
- **Community**
Educate 1m people on the value of water by 2030



Collaboration

- **Circular Economy**
Ensure circular solutions are considered at each phase in all UÉ capital projects by 2026

SLIDO

Who here is currently selling into the Northern Ireland water sector?

A. Yes, we're involved.

B. No, not yet.



Ronan Larkin

Finance and Regulation Director, NI Water





SLIDO

Are you currently selling into the UK water market outside of Northern Ireland?

- A. Yes, we're engaged in the market.
- B. No, but we're interested.
- C. No, we haven't thought about the UK market.



Lila Thompson

Chief Executive Officer, British Water



BRITISH WATER WHAT WE DO

We represent the interests of water and wastewater supply chain companies



UK FORUM

Accessing the UK municipal
and industrial markets

[Learn More](#)



INTERNATIONAL FORUM

Connecting water industry
contacts around the world

[Learn More](#)



TECHNICAL FORUM

Exploring the latest
technological developments

[Learn More](#)



WATER INDUSTRY FORUM

Using our neutrality to tackle
cross sector challenges

[Learn More](#)

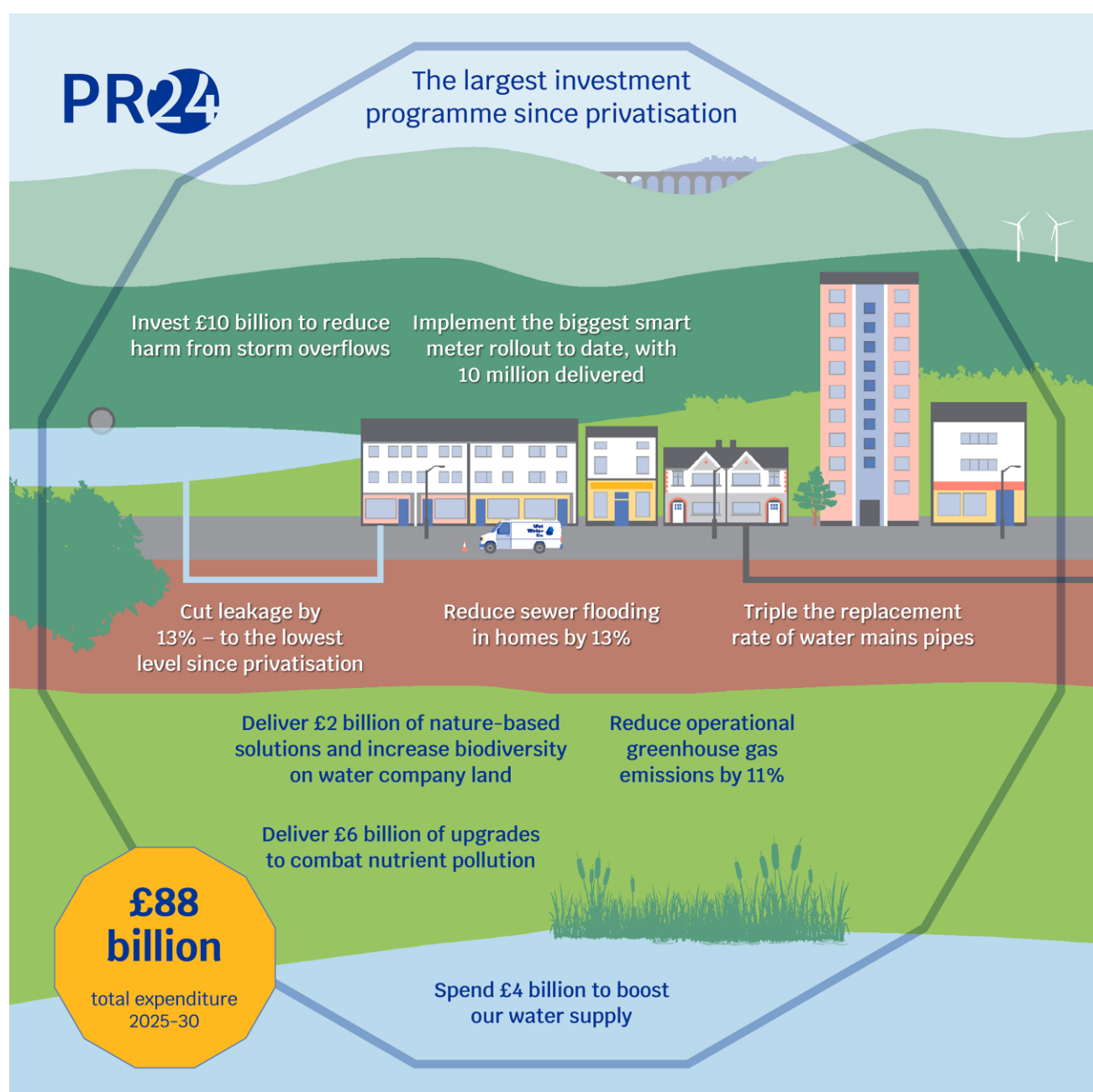
WHY WATER?

Challenges & Opportunities:

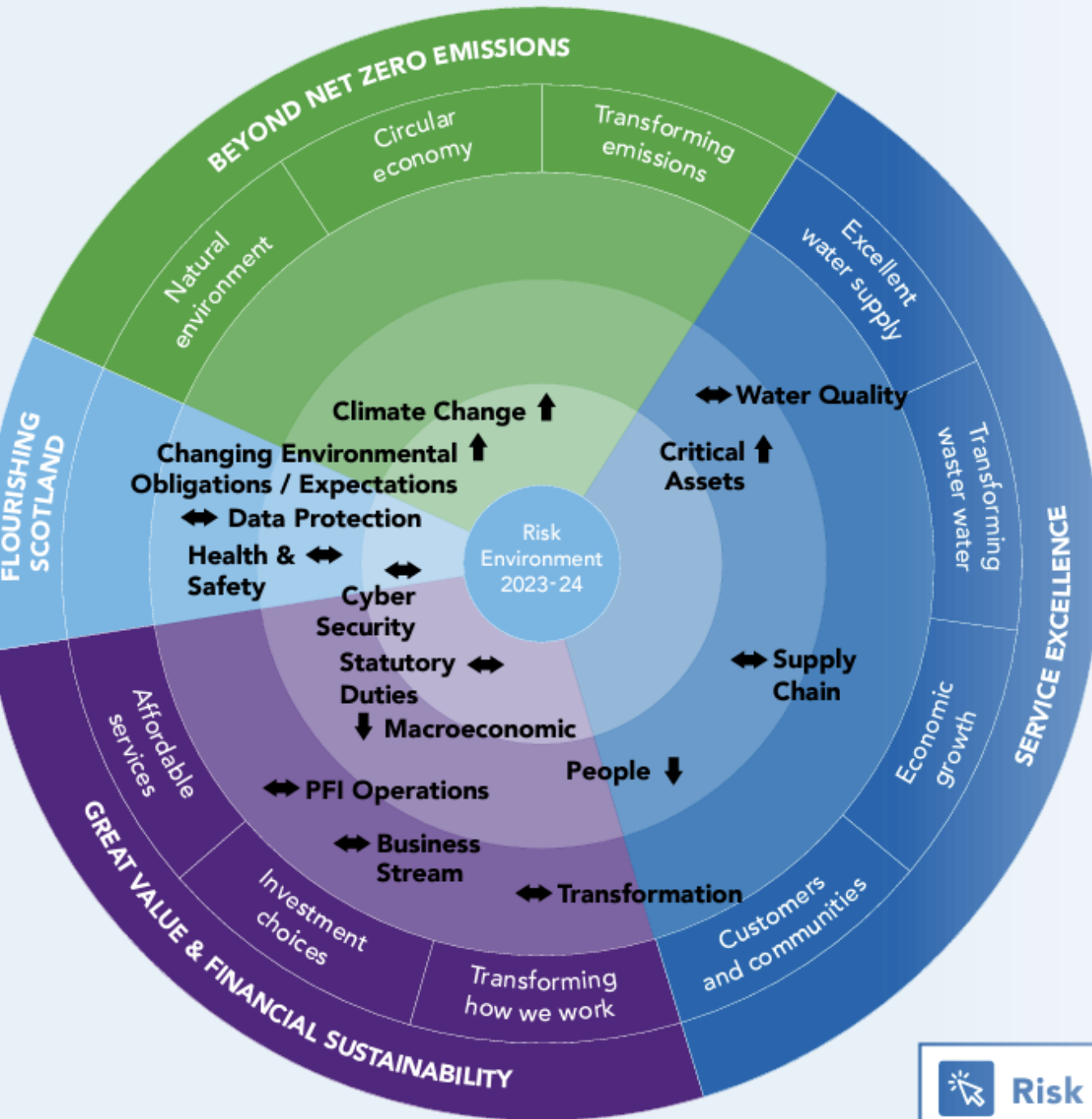
- Media scrutiny
- Focus of campaigners and ENGOS
- Investor appetite?
- Lack of trust – England & Wales
- High customer expectations
- Cost of living crises
- Ageing Assets
- Increasing urbanisation
- Net Zero targets
- PR24 / Enhancement spend etc.
- Digitalisation journey
- The Skills Gap



ENGLAND & WALES – SUPPLY CHAIN OPPORTUNITIES



SCOTLAND – SUPPLY CHAIN OPPORTUNITIES



Strategic Review of Charges from 2021-27 is delivering an investment programme of £6bn of maintenance and improvements to Scotland's water and wastewater infrastructure to contribute to its three ambitions in its Strategic Plan:

- Service Excellence
- Going Beyond Net Zero Emissions
- Delivering Great Value and Financial Sustainability

THE OPPORTUNITIES:

Consultants

Contractors

Manufacturers

Suppliers of
Technologies &
Solutions



SKILLS CHALLENGE



Workforce demand estimates – Water (2024 to 2030)

83,200 people are currently employed in the UK water industry (excluding supply chain companies).

By 2030 this is expected to increase by 43,700 to 127,000.

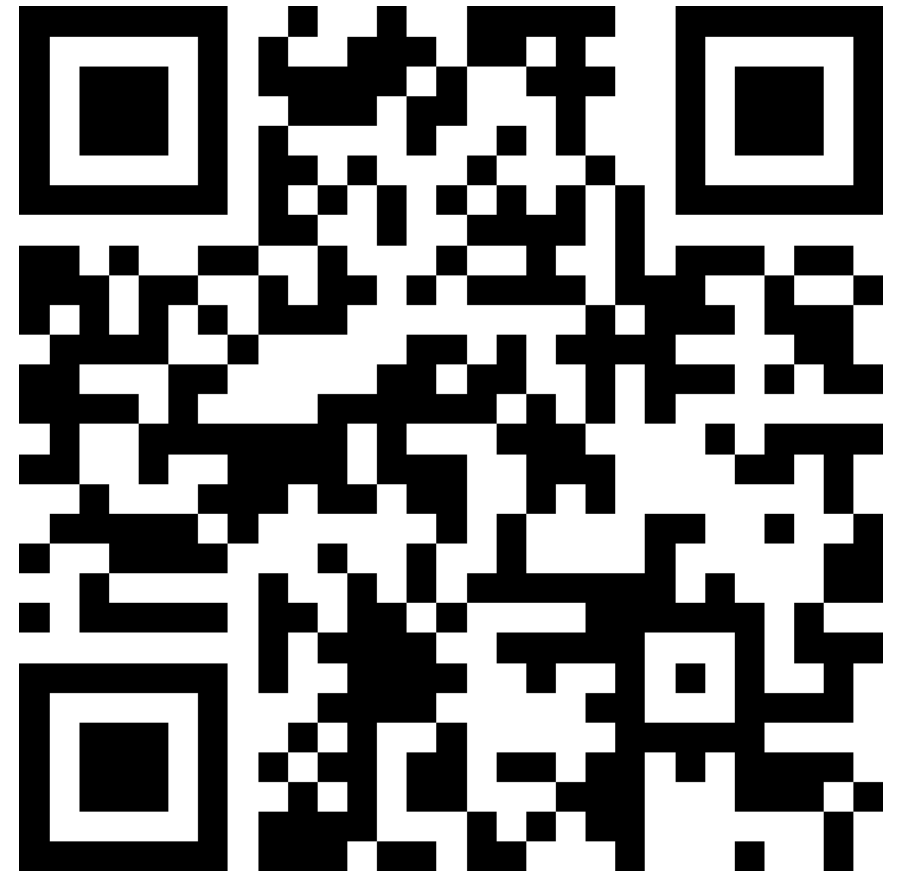
This means we will need 6,200 new people a year

By 2030 we expect 30,000 new jobs to be created, 4,300 a year

SLIDO

Are you currently selling into the USA water market?

- A. Yes, we're engaged in the market.
- B. No, but we're interested.
- C. No, we haven't thought about the USA market.



Beverley Ferrara

European Representative,
The Water Council



A modern office interior featuring large, rustic wooden pillars and circular pendant lights. The space is open and bright, with large windows in the background. The text 'THE WATER COUNCIL' is prominently displayed in the center.

THE WATER COUNCIL

A GLOBALLY CONNECTED CLUSTER

MEMBERSHIP | INNOVATION | STEWARDSHIP | SOFT-LANDING

MILWAUKEE

REGIONAL POWERHOUSE



MEGAREGION
10M POPULATION



75 MINUTES
- O'HARE



Milwaukee



Chicago





US – 25%
1.2TN GLOBAL MARKET



**INFLATION
REDUCTION
ACT – \$369BN**



**INFRASTRUCTURE
ACT – \$55BN**

An aerial, high-angle photograph of a wide, multi-lane highway bridge spanning a body of water. A single car is visible driving on the bridge. The bridge's surface is dark and reflective, mirroring the sky and surrounding landscape. The background shows a mix of green water and rocky, forested hillsides under a clear sky.

BIG OPPORTUNITIES



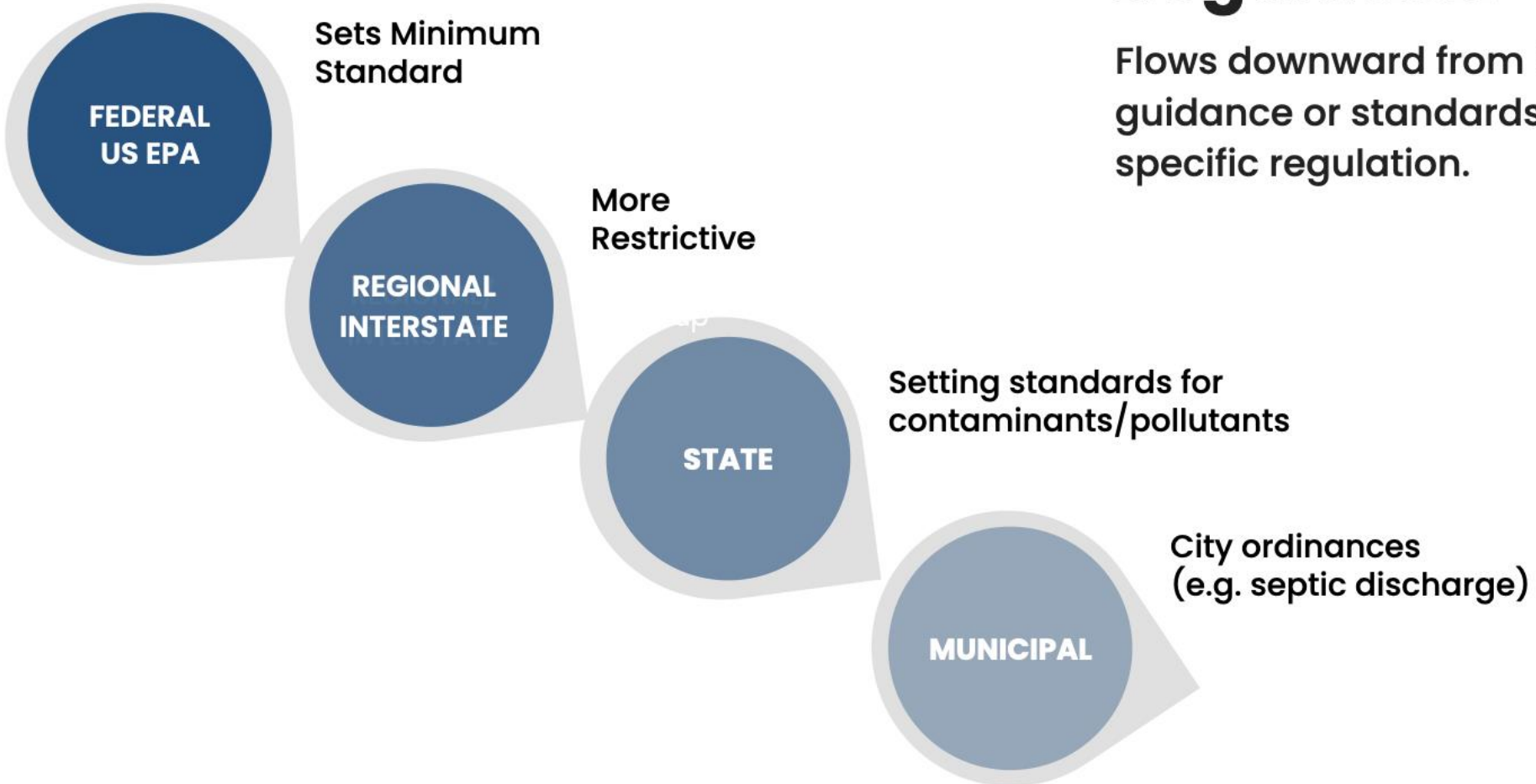
**The US:
50 different
markets?**

Article & Sources:
<https://howmuch.net/articles/comparing-us-states-to-entire-countries-by-gdp-2019>

“Understanding how to create value in an industry complicated by **fragmentation**, challenging operating environments, **entrenched competitors**, complex market channels, **overhyped technologies**, dynamic **regulatory** landscapes, and **risk sensitivity** is difficult.”

Regulation

Flows downward from broad guidance or standards to specific regulation.



Themes & Trends



Water Scarcity



Resiliency



Water Reuse



Decentralised Water



Nutrient Reduction & Recovery



Water Quality Regulation



Smart Water / Analytics & AI

Major Themes	Implications
Water Scarcity	Address water loss through non-revenue water initiatives, metering, leak detection.
Resiliency	Water storage, rainwater capture, stormwater management
Decentralised Water	Containerized or modular treatment systems
Water Reuse	Groundwater replenishment, investment in advanced treatment technologies (RO membranes, advanced oxidation)
Nutrient Removal	Nutrient recovery = fertilizer, biofuels, algae
Tightening Regulation	New technologies, including PFAS destruction, monitoring equipment and analytics
Smart Water and Technologies	Greater efficiency, new business models – water becomes outcome driven – water-as-a-service

- **Think Local:** Jurisdiction is important – if you're targeting a regulatory problem, understand where the regulation is most important
- **Align your solution with the problem:** does it directly address a specific need?
- **Understand the trends:** to recognise how they can affect your business
- **Know the competition:** differentiate your product with a strong value proposition
- **Choose the Right Partners:** Know how the channel works and identify strong partners.



PILOT PROGRAM

Demos sites, technical assistance and funding up to \$50K to pilot in Wisconsin



TECH CHALLENGE

Corporate Innovation Needs: compete for a cash prize and opportunity to partner



BREW POST ACCELERATOR

Helps young companies build connections, grow capacity and connect to investors

PATHWAYS TO MARKET ENTRY



KNOWLEDGE & LAUNCHPAD

Overseas Membership
Quarterly Forums

Matchmaking
& Opportunities

Soft Landing at
247 Freshwater

"Have you ever heard someone talk about a holiday abroad saying it was amazing because they 'had friends there?'"

That's The Water Council for us: it's an instant local 'IN' that helps us build relationships and connections much faster.

It's the perfect soft-landing platform for a company like ours starting in a brand-new region"

Roisin McCormack, COO
GKinetic Energy, Ireland



SLIDO

At what stage would you say you are at in your export journey?

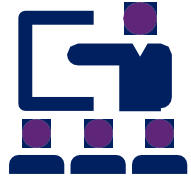
- A. Never sold outside of Northern Ireland.
- B. Have sold to near markets, UK & ROI.
- C. Experienced exporter, now looking for new opportunities.

Elaine Curran

Head of Exports, Invest NI



Invest Northern Ireland – International Trade Team



Help & Advice to start exporting, support for existing and expanding exporters



International Trade Advisors (NI) and International Business Development Executives (Globally)

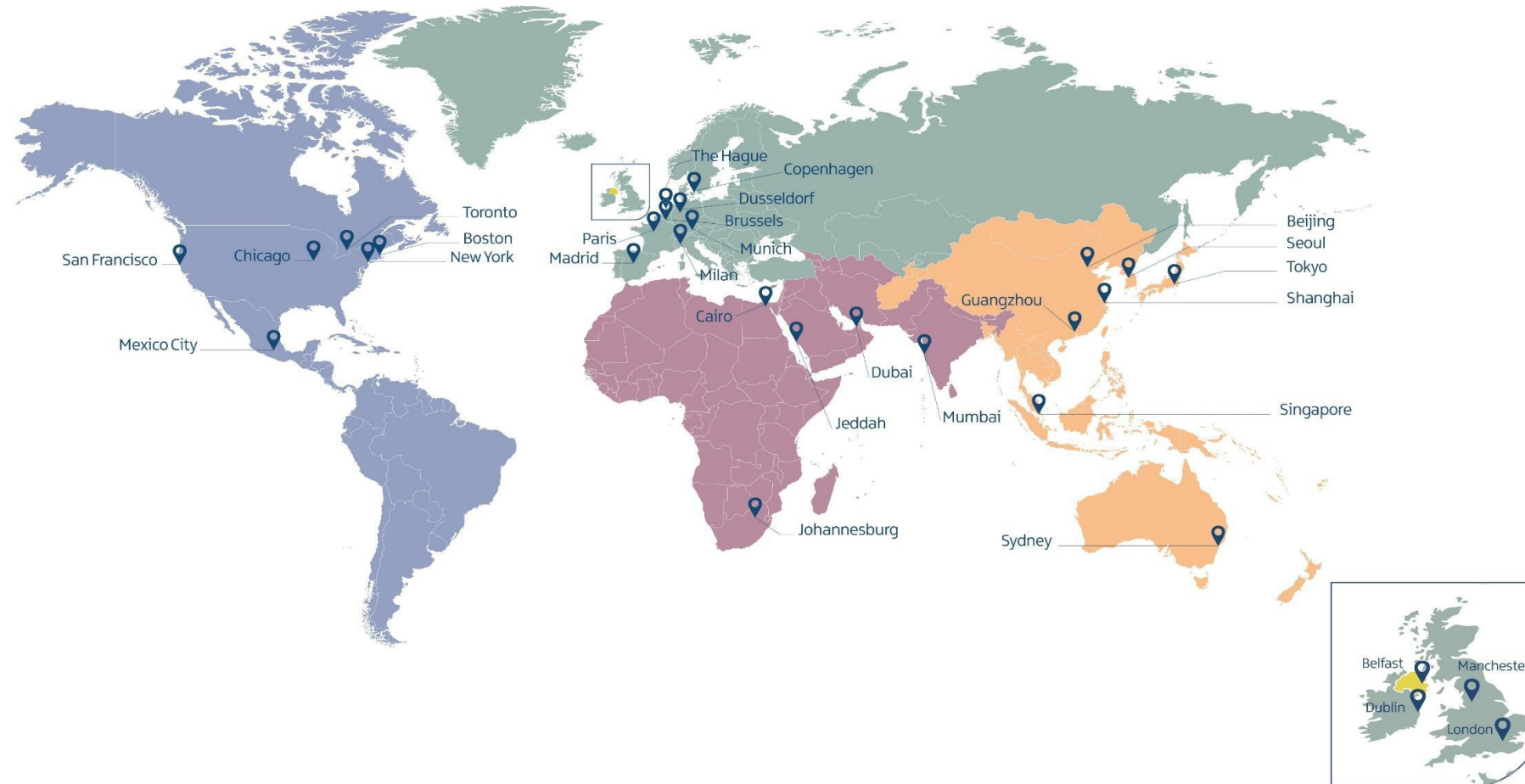


International Network of 30 Offices across 23 countries – located in the Americas, Europe, India, Middle East & Africa and Asia Pacific



Experienced Exhibition and Event Management team designing and delivering NI exhibition stands to showcase NI Goods and Services globally

Unique Global Network to Support NI Exporters



4 Global Territories



23 Countries



30 Offices



16 Languages

International Trade Services – What's available to you?

Getting Started:

- Business Support Helpline
- Export Health Check
- NI Business Info
- Business Information Centre
- Webinars & Video Tutorials
- Workshops
- Technical/Regulatory Advice

1

Early-Stage Exporters:

- International Trade Advisors
- Grow Beyond
- Going Dutch
- Pitch Optimisation
- Trade Advisory Service
- Export Development Planning
- Trade Accelerator Grant

2

Existing & Expanding Exporters:

- International Trade Advisors
- International Office Network
- Export Development Planning
- Trade Missions & Exhibitions
- Graduate To Export
- International Sales Leadership Programme
- Growth Accelerator Plan
- NI Connections
- UK Export Finance

3



International Trade Calendar

Exhibitions and Trade Missions



Explore New Markets

International Trade Calendar 2024-25



40+

International Exhibitions & Missions

16

Countries

21

International Exhibitions

13

Trade & Sector Missions

SECTORS

- Advanced Engineering
- Life & Health Sciences
- Food & Drink
- Technology
- Agri-tech
- Green Energy
- Construction

Export Health Check

Export Health Check

Tailored guidance for your business.

This tool will help you understand the importance of export and to quickly assess how prepared your business is to undertake export activities, whether you are exporting for the first time, or looking for a new export market.

It has a maximum of 8 questions and will take about 10 minutes to complete. At the end, we will email you a tailored report that will tell you:

- where you are in your export journey;
- what your next steps should be;
- give you practical tips and templates; and
- signpost you to what support is available.

So we can email you your tailored report, we will ask for your name, email address, and company name at the end of the process. Your results and recommended actions are completely confidential and will not be passed on to any third parties.

Please be honest and realistic in your answers, so your report is an accurate assessment of how your business is currently doing, and not how you would like your business to perform in the future.

Start the Export Health Check »

Thinking about exporting guide

Thank you for completing our Export Health Check.

From your answers it appears that your business has never sold its products or services outside Northern Ireland before.

Although the world of exporting may seem daunting, many businesses taking the first step towards exporting by exploring the opportunities presented by our neighbouring markets in Great Britain and the Republic of Ireland.

This guide, which has been created based on the answers you provided in your Export Health Check, provides information and signposting to help you create your own bespoke strategy for selling into these markets. It will also help you take some small logical steps which could help your business generate significant revenue and achieve extensive business growth.

Basics of exporting

You need to have sound knowledge of your would-be markets. You also need to consider whether your potential products are right for each target market and whether you have the necessary resources to start exporting.

Basics of exporting |
nibusinessinfo.co.uk

10 key steps to successful exporting

Our top ten tips highlight the main considerations to export from researching your market and implementing your strategy, to promoting your products and choosing your distribution methods.

Ten key steps to successful exporting |
nibusinessinfo.co.uk

Are you ready to trade outside Northern Ireland?

There's always the potential to sell your products outside Northern Ireland. This guide will tell you what you need to consider when thinking about trading outside Northern Ireland and what advice and support may be available.

Are you ready to export? |
nibusinessinfo.co.uk

Trader Support Service

The Northern Ireland Protocol was introduced on 1 January 2021. Changes have been made to the way goods move in and out of Northern Ireland. If you haven't already prepared for these changes, you will need to consider if there are actions you need to take.

Sign up for the Trader Support Service to move goods into and out of Northern Ireland |
nibusinessinfo.co.uk

Ready for export guide

Thank you for completing our Export Health Check.

From your answers it appears that your business has some experience in selling outside Northern Ireland, and has the potential to grow export sales.

Exporting to a new market can be time consuming and costly so it is important you choose the right market for your business.

This guide, which has been created based on the answers you provided in your Export Health Check, provides information and signposting to help you create your own bespoke strategy for export growth. It will also help you identify new export markets and understand the logistical, financial and regulatory complexities that you may need to consider as part of your growth plans.

Export strategy

An export strategy can help to integrate exporting into your business and ensure a planned and structured approach to developing your export markets.

Plan your export market entry strategy |
nibusinessinfo.co.uk

Exporting basics 10 key steps to successful exporting

Our top ten tips highlight the main considerations to export from researching your market and implementing your strategy, to promoting your products and choosing your distribution methods.

Ten key steps to successful exporting |
nibusinessinfo.co.uk

Do you need an export licence?

If your business is considering exporting or importing goods, you will need to check if you need a licence. There are controls on exports of military or paramilitary goods, technology, artworks, plants and animals, medicines and chemicals.

Export Controls and licences |
nibusinessinfo.co.uk

Advice and support

Before you make your first move into an overseas market, it's essential that you get advice and support. This will increase your chances of getting it right and significantly boosting your business.

There is a range of support available to new and established businesses to help you start trading successfully outside Northern Ireland.

Help and support for exporting |
nibusinessinfo.co.uk

Business Support Finder

The Business Support Finder is a searchable database that can help you find publicly funded sources of assistance.

Business Support |
nibusinessinfo.co.uk

Business Information Centre

Invest Northern Ireland's Business Information Centre in Belfast, has extensive market research, company databases, worldwide business directories and legislative information that can help with your market research.

Research competitors and markets |
investni.com

Practical Export Skills Tutorials

Practical export skills tutorials provide practical advice and guidance on a range of important export issues.

Northern Ireland Chamber of Commerce

The Northern Ireland Chamber of Commerce offers a range of services to help exporters including connections with experienced local exporters and an Export Documentation Service.

Northern Ireland Chamber Of Commerce - Networking For Businesses in Northern Ireland

InterTrade Ireland

InterTrade Ireland helps small businesses explore new cross-border markets, develop new products, processes and services and become investor ready. They provide practical cross-border business funding, business intelligence and meaningful contacts to SMEs across the Island, North and South, looking to grow their businesses.

InterTrade Ireland - Helping small businesses in Ireland and Northern Ireland |
InterTradeIreland.com

Northern Ireland Customs & Trade Academy

The Northern Ireland Customs & Trade Academy (NICTA) is an online learning platform preparing firms for the processes involved in moving goods under the Northern Ireland Protocol that started on 1 January 2021. Developed as part of the Trader Support Service (TSS), NICTA provides online training, webinars and 'how-to' guides to all those involved in trade between Northern Ireland and Great Britain.

www.nicustomstradeacademy.co.uk

Get in touch

If you would like to speak to a trade advisor please contact us on an alternative to our Business Support Team on 0800 185 4422.



TAKE THE EXPORT HEALTH CHECK and START GROWING IN EXPORT MARKETS

www.investni.com/export



SUSTAINABLE WATER **CONNECT**

MEET THE BUYER | NETWORK | SUPPORT

Fireside Chat

