

Welcome to Stjernholm

Founded in 1997 by current company manager, Kaj Nees Sørensen
Stjernholm



Stjernholm holds a central position in the market for water treatment for both public and private water treatment plants, sewage systems and waterworks.

We actively use the latest knowledge and work continuously to incorporate this into new, useable solutions for our customers.

We set great focus on palpable and measurable advantages in the solutions we offer to our clients. The investment must pay off – and we typically calculate a cost recuperation time of between two and five years for new investments.

Company vision

- Best to cooperation with values that benefit the involvement

Mission statement

- We deliver sustainable environmental solutions to our customers.

Core values

- Credibility
- Mutual respect
- Quality

”We will keep our home market,



THE GLOBAL GOALS
For Sustainable Development

and Grow on export market”

Our goal is to always provide our customers with added value.

We want to actively contribute to the fulfilment of the customers' KPIs and we promise sustainable solutions that offer measurable value within these three key areas.

COOPERATION
WITH **value**



ECONOMY

During the investment period, the total cost of ownership (TCO) must provide economic benefits for both the customer and Stjernholm. We need to think in a circular manner.



ENVIRONMENT

The solution must provide environmental gains, e.g. through reduction of energy consumption, reduction of CO₂, fewer deposits, more recycling, and increased process optimization.



CSR

The solution must minimise maintenance and service tasks and contribute to optimal day – to – day working conditions that fulfil the needs of both ours and the customer's social relations and corporate social responsibility.

- It had until now be a short experience under a year
- Challenge
 - Get close contact to the customer in this pandemic
 - To get them to understand TCO
 - Find the right partner

- Spain is about two decades after Danish technology
- Spain wants to have a focus on the environment
 - But the people on the WWTP can't understand it
- The future for Spain looks good, but it will be tough



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General status of local market

Romania

- Population 19,3 mil
- 43 regional public water companies and 2 private (Veolia)
- 71% of population is connected to public water supply system
- 54% of population is connected to public wastewater system
- NRW: estimated 2019: 42% (55%)





The reason for entering the market

- When Romania started the negotiations to join EU, it opened also a lot of business opportunities for any player in water segment: producers, contractors and consultants.
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- Phare, Sapard and ISPA are 3 programs that allowed Romania to get financing for infrastructure before joining EU in 2007.
- After 2007 other 3 financing programs were initiated to continue the infrastructure investments, 2 of these programs having financing from EU: POS (2007-2013) and POIM (2014-2020 – extended to 2023)
- Between 2000 – 2020, around 7 billion Euro were invested in water and wastewater infrastructure



Proiect finanțat prin ISPA





Advantages

- Danish companies have a good image on Romanian market, and they are known for providing:
 - High quality products
 - State of the art technologies
 - Models to be followed in simple and reliable way





Challenges

- The market is split: price vs. quality
- Sometimes politics is involved making everything more difficult
- Some procedures could look bureaucratic and slow
- Finding the proper set-up depending on business profile. For example, AVK has a small set-up in Romania and a strong connection with local distributors.
- Sales may be fluctuating





Water and wastewater – opportunities for 2021 - 2030

Although significant progress has been made in the last years, Romania is still far from achieving the goals established when joined EU.

It is estimated that Romania needs 22,5 billion € to ensure a total compliance with EU directives for water and wastewater.

The main financing programs for water and wastewater are:

- On-going EU financed projects from Large Infrastructure Operational Program (POIM) – approx. 4.5 billion € expected to be finalized in 2023
- Sustainable Development Operational Program (PODD) 2021-2027 – estimated 3.5 billion €
- The National Recovery and Resilience Plan (PNRR) – will include extension of water and sewage networks projects – estimated 4 billion €





Conclusions:

- A lot of business opportunities financed from EU funds – water and sewage networks and WWTP
- EU financed projects will be available at least 10 more years for water and wastewater
- Quality becomes more and more a decision factor.





AVK WATER

Thank you



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