Landia
CHINA

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120
EMPLOYEES
Denmark

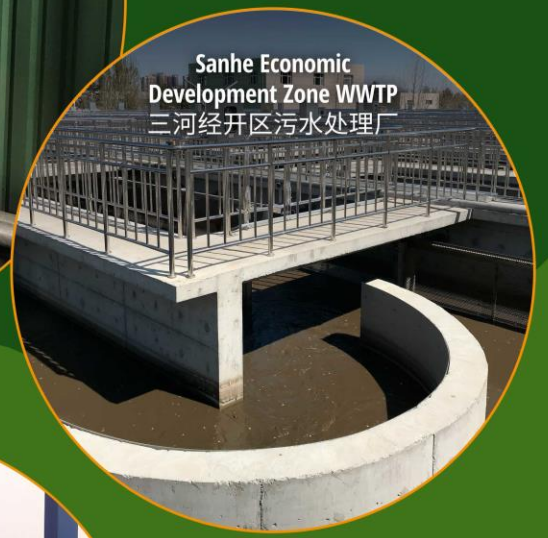
150
EMPLOYEES
worldwide

1
PRODUCTION
facility

5
SUBSIDIARIES
worldwide

30
YEARS
in China

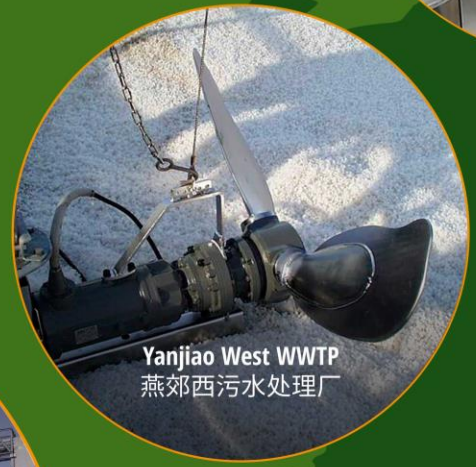
Landia


Sanhe Economic Development Zone WWTP
三河经开区污水处理厂


Huizhou 7th WWTP
惠州第七污水处理厂


Guilin Drainage Administration Division (WWTPs)
桂林排水管理处（下属污水处理厂）


Yanshan Veolia (West Area) WWTP
燕山威立雅(西区)污水处理厂


Yanjiao West WWTP
燕郊西污水处理厂


Beijing Gaobeidian WRP
北京高碑店再生水厂


Beijing Xiaohongmen WRP
北京小红门再生水厂

Landia

How to approach the Chinese Biogas Market

Landia®

Establish your own staff and local office

Identify and understand potential clients

Build and maintain strong relationships (guanxi)

Barriers for Danish Companies in the Chinese Biogas Market

Landia

Complex and difficult-to-understand market dynamics

High number of failed or stalled projects

Strict expectations on delivery times and execution

Cooperation with Local Partners

Landia

Local partnerships are essential – not optional

Choose reliable and well-connected partners

Trust is key – relationships take time to build

Advice to other Danish Companies

Landia

Offer something unique – stand out from local competitors

Focus on high quality – Chinese customers expect reliability

Provide strong after-sales service – the key to long-term success

Other relevant experiences and reflections?

Strong relationships are key – trust is built over time

Stay active in the market – presence matters

Respond quickly – speed is expected and appreciated


Overall impression of working in China?
Landia

Positive experience working in China

Key difference: we are present with our own staff

Local presence makes all the difference in success

Questions?

Landia®

Thorkild Maagaard, CSO
Contact Information