



2011 - 2013

**Modern Water** is a pioneering technology company first registered in the UK in 2007 and specialises in membrane water treatment solutions and advanced monitoring products. It works across a range of industries around the globe, licensing its technology for use in a diverse range of applications.

### LOW RISK MARKET ENTRY

In 2011, Modern Water was seeking a safe, low-risk passage into the Chinese market. It initially joined the Launchpad scheme with the goal of establishing a reliable short-term base from which to test the Chinese market at low operational risk. Modern Water also wanted to carry out first-hand, in-market research without having to invest large amounts of capital or time

### PROMOTIONAL EDGE

Through the Launchpad placement, CBBC enabled Modern Water to set up a presence in China simply and quickly, including helping the company overcome some initial legal hurdles, due to it not yet having registered a legal entity in China at the time. The partnership with CBBC also boosted Modern Water's local brand image, giving it credibility and a promotional edge in this new market.

### STEPPING STONE

CBBC employed a project manager to work as Modern Water's representative in Shanghai, where this manager was able to carry out research. Being a Chinese national, the project manager provided Modern Water with a stepping stone across linguistic and cultural divides between the UK and China.

### ESTABLISHED PRESENCE AND JOINT VENTURE IN CHINA

Modern Water spent two years as a Launchpad member. After this successful trial period - in which the company identified plentiful opportunities from which to expand its operations - Modern Water graduated from the scheme and has now set up a trading WFOE in Shanghai.

In 2018, Modern Water alongside Hangzhou Shangtuo Environmental Technology Co Ltd launched a joint venture, Encyclo Water Technology. The newly-established [joint venture](#) will be dedicated to the research and development of high salt water processing technologies such as zero discharge processing, sewage water recycling (including special separation and reclaimed water recycling), and high-efficiency composite membranes.

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Launchpad helps a lot with the preparation stage to enter the China market and minimises risk. ”

Linian Li  
Country Manager, China  
Modern Water

### CONTACT

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