



Dear KEDGE Alumni,

We are seeking for business partner to develop our water treatment system business in China and Europe. To further explore the possibility I would like to give a brief description of our field of happiness.

Our company is R&A Industry Co., Limited located in Shanghai, in the heart of China's industrial, commercial and business centre. We are an indigenous business firm with primary interest in production, local and international sales and distribution of water filtration materials for more than 10 years. Our business coverage has reached different countries and regions such as China, Singapore, Japan, Russia, South Africa, India, USA and UK. Two founders of the company are alumni of KEDGE Business School with extensive technical background and doctorate degree in Chemical Engineering and vast experience in setting up and successfully running profitable business especially in water filtration system.

The board of directors of our company has resolved as part of our diversification objective to set up a new business unit for *household water filtration system*. Our core filtration material business network and technology know-how has provided us a strong foundation and capability to expand into this business segment. We are looking for international business partners or individuals to join us as founding partner and / or investor for this new business unit in setting up and developing its brand and products in Europe in order to leverage European's trustworthy brand name and product quality for maximising brand name and product exposure in the Chinese and other markets while providing affordable and cost-effective solutions for those markets.

We are particularly interested in developing collaboration and partnership with those who are experienced in brand building and new business development for consumer market in China and Europe, and/or are willing to invest in this exciting business opportunities and grow with us.

For those who are not familiar with water industry but interested in this business, here are some facts and figures to describe the *household water filtration market* in China:

- About 80 per cent of groundwater in the mainland's major river basins is unsafe for human, a survey by the Ministry of Water Resources has found.
- Even if China's water sources were to be cleaned up, polluted distribution networks would render it undrinkable once again.
- With increasing household income and awareness of health & safety, residential water treatment market in China is experiencing a compound annual growth rate in the range of 20 to 25%, reaching almost \$20 billion by 2019.
- Point-of-use water filtration has become a mature market in Tier-1 cities in China, and household filtration systems is expected to be widely adapted in Tier-2 and Tier-3 cities in China in the near future.
- Several local and foreign brands coexist, but there is no clear leader in this market.

We look forward to a mutually beneficial relationship, as together we can reap the benefits of the market expansion and achieve success in business partnership.

Should you be interested in this business opportunity, please send me email at danny@rainindustry.com, and we can discuss in details.

Best regards,

Danny Ko, PhD
(Global MBA, 2016)