



Press Release

Successful market entry in Asia

Seccua expands into the China Market

Steingaden, September 1, 2009 – Seccua GmbH, a global technology leader in the field of standardized ultrafiltration systems for treating drinking water, is now delivering its ultrafiltration systems to China. With this step, Seccua is successfully entering the world's largest market for water treatment, an important step in achieving a global market presence.

With a sustained annual growth rate of 15%, China is the strongest growing market in the field of water treatment. Seccua GmbH is now a force in this market with its highly innovative pre-engineered, packaged ultrafiltration systems. "We have received a great interest in our technology in the course of our trade show visits and in personal contact with clients and partners. According to the estimates of experts on the Chinese market, in the medium-term we will be able to deliver around 1,000 installations to China every year", Michael Hank, founder and managing director of Seccua reports. "That we were able to assert ourselves against two large American competitors in the course of the bid is clear evidence of the competitiveness of German technology.

Best drinking water for China's private households

The first delivery is comprised of 100 modified Seccua X-Spot Pro systems, which are equipped with a membrane that has been especially developed for the sterilization of, and particle removal from urban water. In combination with a multimedia filter supplied by its Chinese partner company, Seccua can ensure the safe removal of chemicals, pesticides, pharmaceutical residue and pathogens. In this manner the Seccua X-Spot Pro can deliver up to 2,000 liters of hygienically fresh drinking water per hour. The system features very compact dimensions and is therefore also suitable for installation in the more confined spaces found in Asian apartments and houses. In this manner, Seccua plays an important part in ensuring a high quality of drinking water for Chinese households.



Background: The Chinese drinking water market

One of the greatest challenges that China faces with its population of 1.3 billion people concentrated into the world’s largest number of cities that have several million inhabitants, is ensuring consistent and reliable drinking water supply. Due to China’s sustained economic growth, surface water, which forms the basis of 75 percent of the nation’s drinking water, has increasingly become polluted. A quarter of the population draws their drinking water from rivers. However, more than 70 percent of China's rivers have become heavily polluted by untreated sewage and industrial discharge. According to the World Bank, every year more than 66,000 people die in China due to diarrhea and cancer-related diseases, caused by polluted drinking water.

According to the DVGW (German Technical and Scientific Association for Gas and Water), the total amount of the urban population in China is at around 275 million inhabitants. Even though around 89 percent of the population in urban areas is connected to a water supply (nationwide approx. 77 percent), almost everywhere the drinking water is of questionable quality. The water usage of the urban population lies at around 270 liters per inhabitant per day, 178 liters of which are used in the household.

Comparative figures of water supply in China and Germany (source: DVGW)			
	Unit	China	Germany
Population	Number of inhabitants in million	1,400	82
Number of water suppliers	Amount	300	6,000
Supplied water amount	Billion m ³ / a	31	4
Supplied inhabitants in urban areas	Number of inhabitants in million	245	82
Supply rate in urban areas	%	89	100
Household water usage	l/(inhab. x d)	178	123



Seccua GmbH

Seccua GmbH, based near Munich, Germany, and Surprise, Arizona, USA is the world technology leader in the field of standardized ultrafiltration systems that remove all known pathogens from drinking water. Without the addition of chemicals, bacteria, viruses, parasites, sediment and red iron discoloration can be removed from drinking water. The inexpensive, small-scale systems produced by Seccua were originally developed by Michael Hank, founder and CEO of Seccua, in conjunction with a partner from the USA and first went into operation there in 1998. Over 500 of the systems are now already in successful operation, including in the dining cars of the latest generation of high-speed, inter-city trains in Europe. The production facilities of the company founded in April 2004 are designed to handle an annual manufacturing capacity of 1,500 systems.

Further information can be found at www.seccua.com or from:

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