



New orders in for LG Sonic, thanks to Environment & Water Technologies success in South East Asia



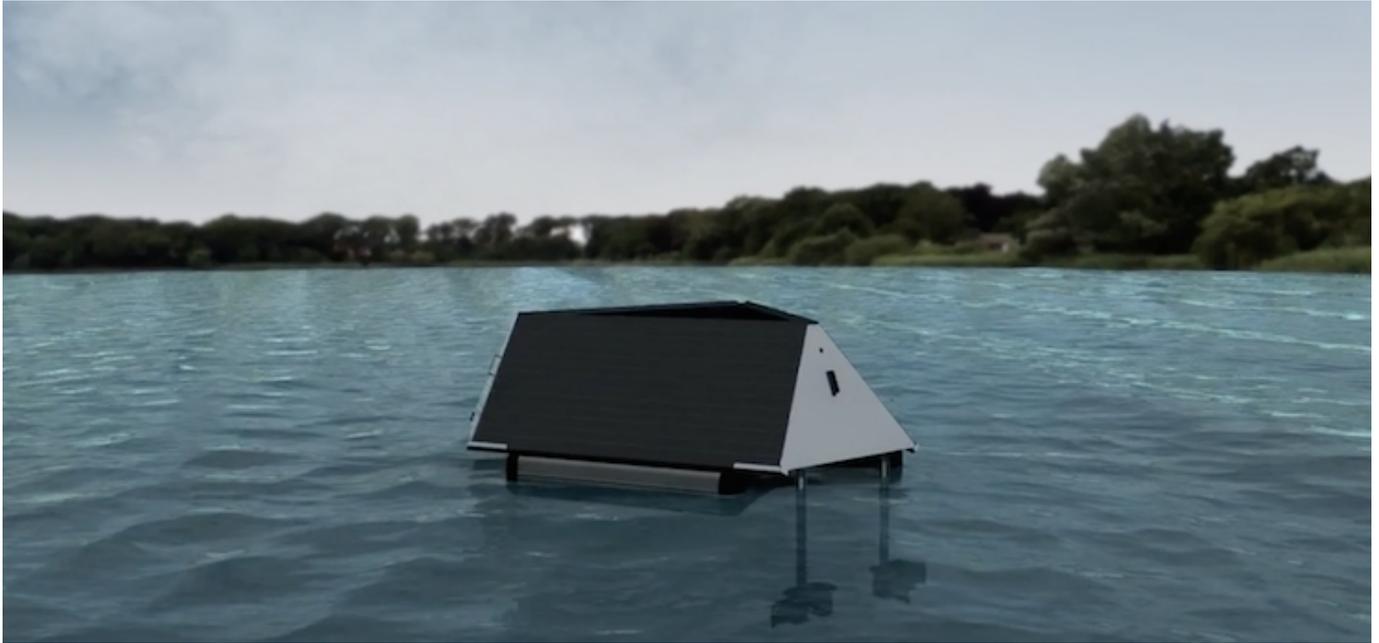
LG Sonic is a Dutch manufacturer providing innovative solutions for the water industry. It uses a chemical-free technology that controls algae and prevents biofouling growth in lakes, reservoirs, and treatment plants by making use of specific ultrasonic sound waves.

In July 2016, [LG Sonic](#) [1] took part in the EU Gateway | Business Avenues mission for [Environment and Water Technologies](#) [2] to South East Asia together with other [leading European companies in the industry](#) [3].

The mission was linked to the Singapore International Water Week, a global platform for the most prominent worldwide contributors in the water industry. On top of **discovering the Singaporean market**, participants were able to create a presence and **establish business connections in Vietnam**, a fast-growing market of 90 million people.

Mr Yousef Yousef, the company's CEO, attended the mission on behalf of LG Sonic.

According to him, South East Asian companies were extremely interested in the company's environmentally friendly algae and biofouling solutions.



Harmful algal blooms are a major environmental problem in South East Asia, having a severe impact on human health, and aquatic ecosystems. Our latest innovation, the MPC-Buoy is a unique system that can adapt the algae treatment to the real-time water quality. The system makes use of specific ultrasonic sound waves to target the algae in large lakes and water reservoirs. Companies in South East Asia are interested in this solution since it is a cost-effective and environmentally friendly alternative for chemicals. - Mr Yousef Yousef, CEO, LG Sonic (The Netherlands)

During the mission, the company's representatives **met both end users and potential distributors in the region**, parties that are highly concerned with the algae problems in water reservoirs.



We came in contact with commercial contacts such as distributors and installers who have experience and a network in a specific application for the MPC-Buoy. - Mr Yousef Yousef, CEO, LG Sonic (The Netherlands)

The mission concluded with a resounding success for LG Sonic, which was able to **grow its reach in South East Asia**, since the market has a definite need for algae and biofouling control solutions.



Due to climate change, average temperatures are increasing, and droughts are more frequent and intense. As a result, algal blooms within freshwater lakes occur more often and are more severe. Furthermore, the business mission to South East Asia helped us to grow our market. – Mr Yousef Yousef, CEO, LG Sonic (The Netherlands)

South East Asia has **enormous market potential** for LG Sonic and it currently is one of the most promising business destinations for the company.

In 2015, LG Sonic has also attended a Clean Technologies mission, which brought **new business collaborations** with representatives from PUB Singapore and an order of a large MPC-Buoy project in 2016 alone.

Following the mission, LG Sonic is focused on growing the business relationships established and increasing the number of sales in the region.

Does your company have what it takes to [expand to South East Asia](#) [4]? A new business mission is waiting for your [application](#) [5]!



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Links

[1] <https://www.lgsonic.com>

[2] <https://www.eu-gateway.eu/node/22>

[3]

<https://www.youtube.com/watch?list=PLHtsbdmwB8ECtqOyms8y19SFMVYYB7vXd&v=qd67MRzYllc>

[4]

<https://www.eu-gateway.eu/news/2019-environment-water-technologies-business-mission-south-east-asia-awaits-your-application>

[5]

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