



Watrex Expo

The 4th International Exhibition & Conference For
Water & Wastewater Technologies
(Purification, Desalination & Wastewater Treatment)
Egypt International Exhibition Center (EIEC)

20-22 March 2019



**Official
Brochure**

Organized by



ATF
AL AWAEL
INTERNATIONAL TRADE FAIRS



Welcome to Watrex Expo 2019

Watrex Expo is established to cope with the Development strategic policy of president

H.H Abdel Fatah El Sisi-President of Egypt

Watrex EXPO is the only exhibition gathering all the national projects and multinational companies working in the Egyptian market or desiring to invest in Egypt and MENA region . Water and infrastructure projects gain a full support from his Excellency and according to his instructions he places all means to make these kind of events very successful to open great opportunities of investment in Egypt

The biggest Conference and Exhibition for WasteWater and Water Treatment Technologies in Egypt & Middle East Which will be held from 20th to 22nd of March 2019 at Egypt International Exhibition Center(EIEC)



WHO SHOULD ATTEND

WATREX EXPO is the dynamic trade exhibition & conference for water treatment & wastewater technology in Egypt, Africa and Middle East which provides an exclusive platform that connects trade exhibitors, buyers and suppliers with potential business opportunities in the industry

GATE WAY TO EGYPT'S WATER AND WASTEWATER NEW BUSINESS OPPORTUNITIES

WATREX EXPO is a perfect gateway for stakeholders from across the globe to penetrate into the vast and dynamic ecosystem of the Egyptian water industry .

WATREX EXPO 2019 will be the connecting point between manufacturing companies in Europe, USA, the Far East and the importer countries in [MENA] region.

WATREX SHOW IN NUMBERS



200 +
Exhibiting Companies



50 +
Expert Speakers



20,000+
Gross sq ft



16 +
International pavilions

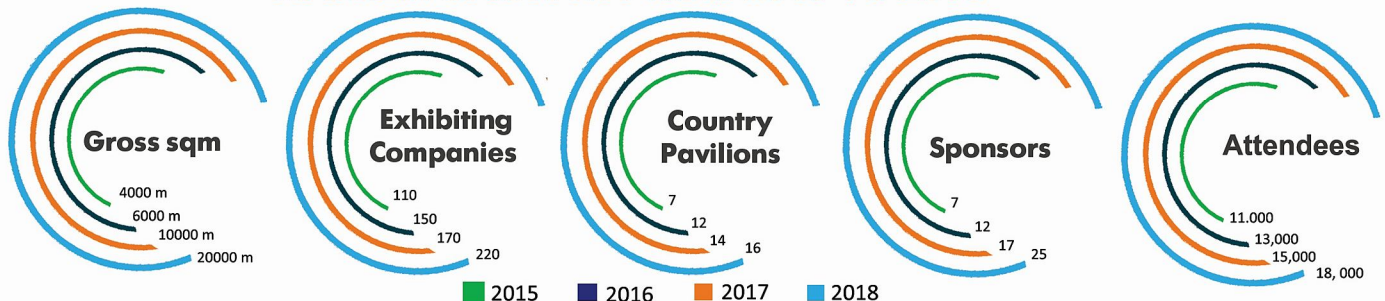


1,500+
Conference Delegates



18,000+
Attendees

WATREX GROWTH FROM 2015 TO 2018



WATREX EXPO 2019 will be held this year as a part of **The Egyptian Sustainability Week** in conjunction with many of other major Exhibitions & Conferences .

- **Pipe Africa**, The International Exhibition and Conference for Pipes, Pipes Fitting, Tubes & Fluid Handling Systems (Equipment, Machinery, Products & Tools). www.pipeafrica.com
- **The international Water Summit** for Water Purification, desalination & wastewater treatment latest technologies .

- **Egy- waste & Recycling Expo**, waste management latest technologies.
- **The Way To Africa Summit**, The International conference for export and integration opportunities with African and Gulf Regions.
WATREX EXPO is more than Trade Show, It's a Comprehensive & Hands-on Event including perfect conferences, workshops, case studies, panel discussions and more.

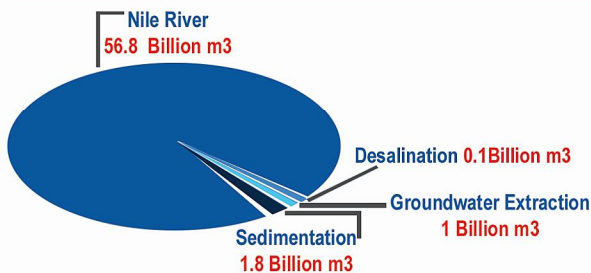
WHY TARGET THE MIDDLE EAST & NORTH AFRICAN (MENA) MARKET?

Twenty three nations comprise the Middle East and North Africa [MENA] region, whose magnitude covers the Middle East, Arabian Gulf and North Africa. MENA is Much more Than a Regional Group, It is a force that works together to Optimize peace, economic growth and prosperity. The world is starting to invade MENA as a strategic and prospective Arena for investments and co-operation that will flourish and Enlarge the solid regional economy.

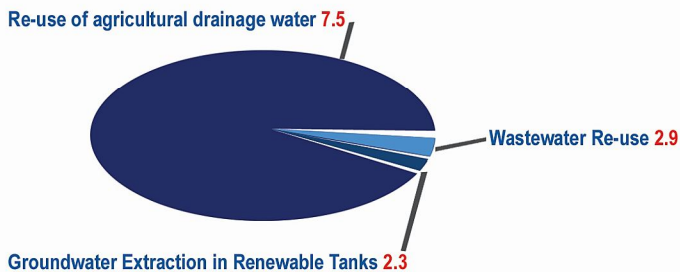
Multinational entrepreneurs and corporate executives are seeking for access to this enormous market that has a Rapid urban development and increasing stability, presents appealing opportunities for international investments.

The MENA region has a tremendous potential market within The next decade. MENA's population is projected to Supersede than of the European Union by 20% Growing at a rate of 3% vs. 0.8% of EU. The Market of More Than 400 Million Consumers is Projected to Double in Size in approximately 15 years, while the European Union Markets are Expected to Double in Approximately 83 years.

Average of Water Resources Production per / year



Water Recycling and Reuse



Source: Wikipedia according to Egypt's Water Government bodies reports.

MAKE YOUR MARK ON THE MARKET



Egypt's Water Market

As an important country playing a major role in the MENA region, EGYPT has positioned itself to occupy a fundamental place in the global economy. The trade liberalization, exports promotion and foreign direct investment [FDI] as well as international development are the corner stones for enhancing Egypt's competitiveness.

Egypt is the biggest country in Africa and Middle East region in terms of population which was 77.5 million in 2006, then jumped to 110 million people in 2018. The urban populations are 62.25 million, or about 75% of the total number of the population.

Multinational entrepreneurs and corporate executives are seeking for access to this enormous market, whose have a rapid urban development with great opportunities for international investments.

As consequence of the Egyptian revolution, the Egyptian government declared its vision 2030 where getting a high level of essential services for the population comes on top.

Egypt is passing through a huge development plans in different developmental sectors, industrial, agricultural and urban through announcing and accomplishing several mega national projects.

Adding a fact that the traditional water resources coming of Nile river is fixed while there is a high demand for water for the fast going overpopulation beside the going and planned mega projects that require huge quantities of water.

The national agricultural project of reclamation of 1.5 million hectares beside the national urban project of building a million housing units in the next 5 years represent high potential business opportunities for water and wastewater sectors.

The new Suez Canal and the investment zone attract thousands of industrial projects, which, again, constitutes another potential markets. That's why, Egyptian government has started to invest in all kinds of technologies for water treatment to maximize the value of each water drop through new underground water explorations, huge wastewater treatments plants, industrial water treatment, reuse of agricultural irrigated water, huge desalination plants and continuous awareness programs and campaigns for water saving and decrease consumption.

In figures, Water and Wastewater sectors planned to attract more than 180 Billions L.E in coming 5 years making Egyptian market top ranked as a potential promising market.

Egypt is expected to experience major economic improvement and a significant decrease in inflation rates in the next years thanks to increased foreign spending, mostly in water & wastewater projects' and a dramatic cut of interest rates by the Central Bank of Egypt.

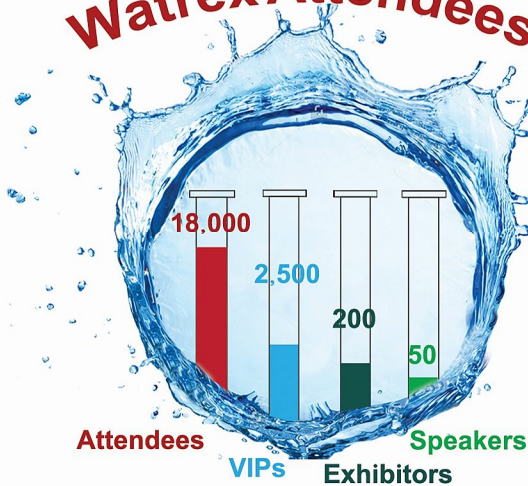


WHY DO VISITORS ATTEND WATREX EXPO 2019



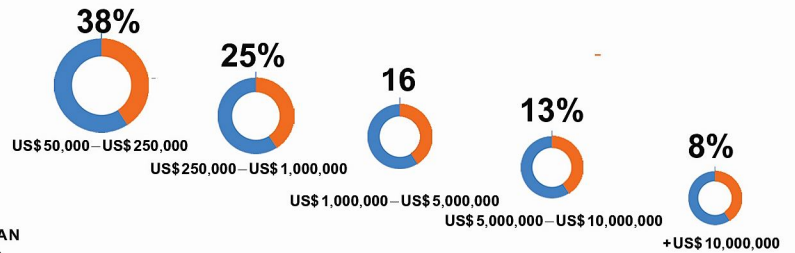
Watrex Expo attracts over than 20,000 delegates and Professional trade Visitors representing many of Industry decision Makers looking for Solutions to the Challenges of the era of wastewater treatment & recycling. Visitors will be able to get updated of the latest technologies, innovations and at the same time get the chance to network , share experiences & finding solutions for their Business Problems at the Expo.

Watrex Attendees



PURCHASING AUTHORITY OF VISITORS

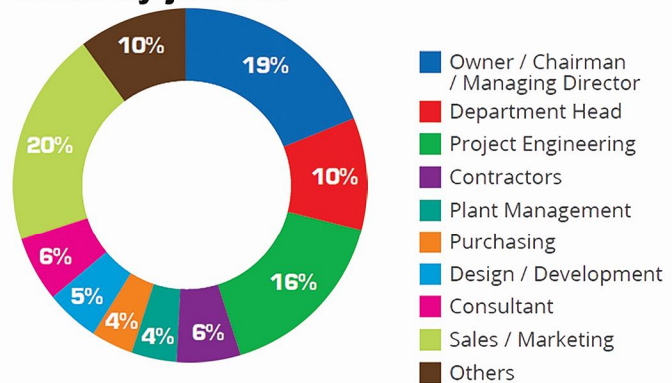
BREAKDOWN OF VISITORS PURCHASING AUTHORITY BY



VALUE PURCHASING AUTHORITY BY JOB TITLE



visitors by job title



Targeted Visitor Profile :

Governmental bodies , Power Companies , Oil & Gas Companies , Construction & Development Companies , Industrial Companies , Power Production Companies , Service and Maintenance Providers , Distributors and Retailers , NGOs , Municipalities , Water Authorities and regulators , Industrial water users , City Planners and Architects , International Environmental Organizations , Plant Operators , Engineering Companies , Technology providers , Contractors , Researchers and Scientists , Irrigators , Hydrologists , Consultants , Head of Infrastructure Projects , Academics , Media

By Industry

- Water Utilities and Operations
- Government and Municipalities
- Large End Users
- Investors , Financiers
- Water Boards , Authorities and Regulators

By Interest :



Exhibitor Profile

- Water Treatment.
- Desalination.
- Pipelines.
- Pipeline .
- Coating Systems.
- Water Treatment Chemicals.
- Water Coolers & Water Heaters.

- Water Savers & Water Scooters .
- Water Well Drilling Equipment & Accessories.
- Water SCADA Software.
- Warming Tapes
- Pumps.

- Valves Gate.
- Butterfly.
- Air Pressure.
- IrrigationSystem.
- Sanitary Wares & Accessories.
- Agriculture & Horticulture Equipment.

- Chlorination System.
- Dewatering Equipment.
- Waterproofing Products.
- Tanks / Reservoir Lining Materials.

- Fiber Glass Products .
- Manhole Covers .
- Micro Tunneling Equipment .
- Sealants - Adhesives .
- Leak Detection Equipment .

- Water Transmission & Distribution.
- Related Products.
- Water Resource Management.
- Water Resource Management Technologies and Solutions.

- Waterway Restoration & Maintenance.
- Water Harvesting.
- Water Storage and Treatment.
- Water Distribution .
- Sewage Collection and Treatment .
- Computer Software.

- Consultancy & Design.
- Pressure Software.
- Water Supply Conservation TechnologySystems.

- Domestic Sewage.
- Industrial Wastewater.
- Agricultural Wastewater.
- Construction Site Storm Water.
- Beautification.
- Cleaning Product

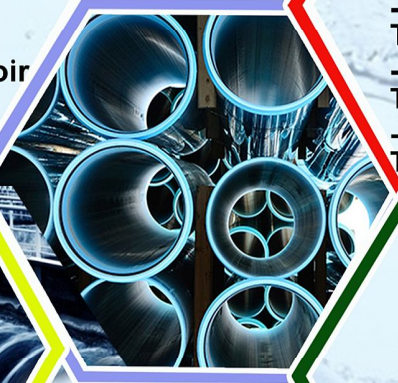
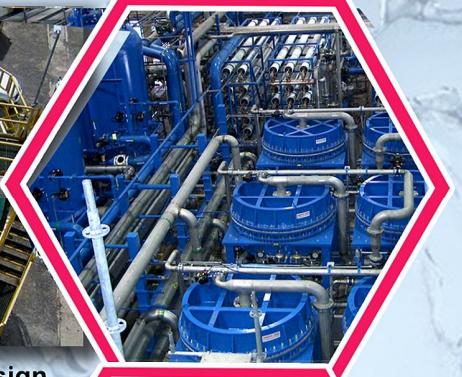
- Erosion.
- River Basin Management
- River Health Monitoring.
- River Catchment.
- River Protection.
- River Restoration and Rehabilitation.

- Sediment Management.
- Distribution and Drainage Network Systems.
- Drainage Products.
- Flood Control.
- Flood Risk Management.

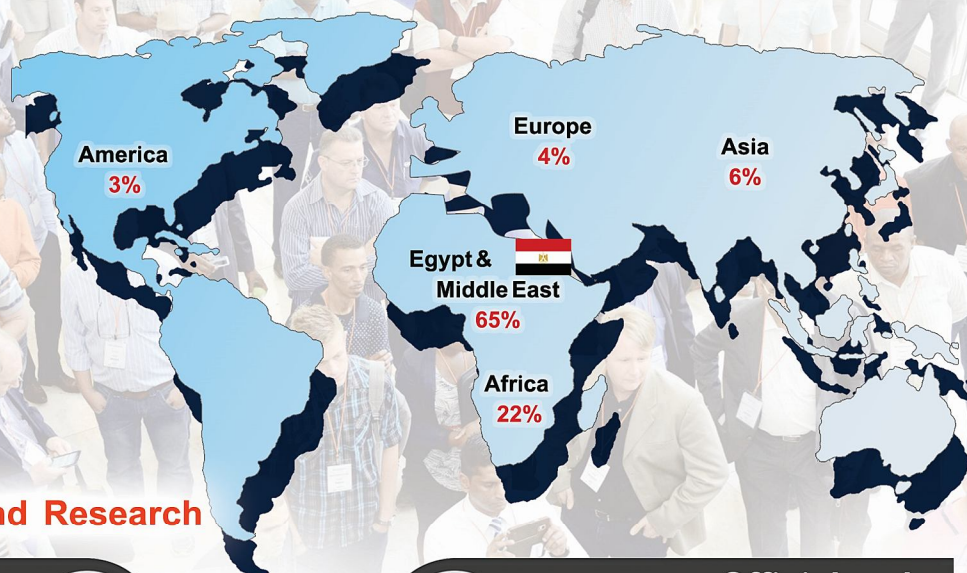
- Sustainable Production.
- Treatment and Supply of Water
- Pressure Management Technology.
- Leak Repair Technology
- Trenchless Technology.

- Integrated Flood Management.
- Flood Protection Products
- Flood Drainage System .
- Purifying Equipment .
- Effluent Treatment Plant.

- Pipe Repairs Technology
- Data Recorders & IT Software Solutions



Visitors By Region



Marketing Investment And Research



1 great opportunity to keep ahead From competitors and a perfect platform to network with water professionals from across the globe.

2 More than 80 % of our attendees are decision makers or purchase recommenders

3 .Position your company as a market leader in the water domain.

4 Get chance to network with international water companies under their respective country pavilion.

5 Build prospective databases and generate sales leads.

6 Gain access to industry leaders, policy/decision makers attending the event.

7 Gain unparalleled access and exposure to your target market & Identify the trends and issues that will shape the future of your business.

8 95 % of executive decision makers contacts with their current suppliers at a trade show , 76 % ask for quotes or purchase orders, & seven out of ten attendees plan to buy one or more Products. (Source:The Center for Exhibition Industry Research).

9 Opportunity to get new clients. Find out potential opportunities to create a road-map for your sustainable growth & development

10 Provide positive brand alignment to your products, and promote your company image.

WATREX International pavillians



Why Exhibit

WATREX CONFERENCE 2019

AT A GLANCE

WATREX CONFERENCE 2019 brought together the brightest and most innovative minds that are shaping for clean water supplies and meet growing demands. The conference combines thoughts provoking keynote presentations , practical case studies, country spotlights . Numerous roundtables and workshops delivered by those who are the forefront of regionally and locally disrupting and shaping the future of water industry .

Speakers :+60 prominent keynote speakers from around the world have been participated in the conference through 12 specialized sessions over three successive days .

WATREX Conference provides the largest and most important platform for industry professionals to gain insights into the upcoming water and wastewater opportunities in Egypt , Africa and Middle East for future licensing, rounds, project requirements for short and long terms strategic plans and priorities.

WATREX Conference aims to

- Hold interactive sessions to discuss hot topics concerning with Desalination, water treatment technology, waste water operations
- Development of Egypt's water policy
- Networking, networking, networking! Our Conference is designed to Provide Maximum Opportunities for Important Conversations or to Schedule Meetings with Current and prospective customers



The Early Bird Is The Clever One It is best to book TODAY

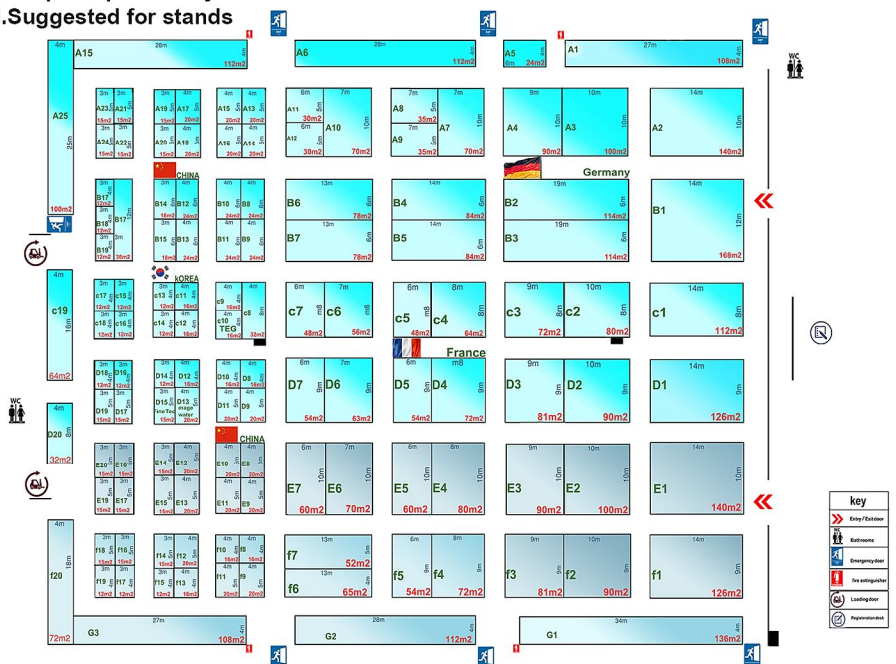
- If you want to see the best, you have better to hurry to secure your stand at Watrex Expo 2019 and benefit from the online discount. The earlier you book, the less expensive it will be for you
- Space booking started since the closing of the last edition with trend-bucking results, thus almost 40% of the available area is already reserved
- You can book the space only area and build your stand with a special design, or you can book the space together with a complete shell system equipment, below described
- If you wish to design and build your own stand, please select the **SPACE ONLY OPTION** at USD 300,00 per square meter this option provides you with the footprint from where to build your stand. Suggested for stands of 30 square meters and up
- If you wish to book a standard shell scheme, then select the **SPACE AND SHELL SCHEME OPTION** at USD 350,00 per square meter~ this option includes the space, wall-to-wall carpet, partitions, lighting, one table, three chairs and a fascia sign with your name and stand number. Suggested for stands from 9 up to 30 square meters

The Egyptian Sustainability week 2019



Venue

Egypt International Exhibition center
(EIEC)



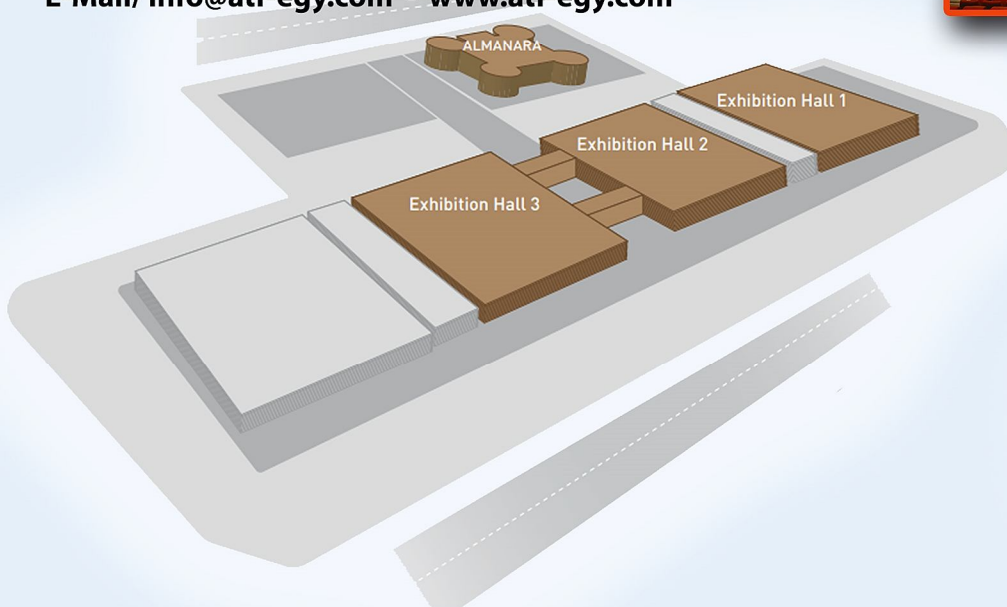


BOOK YOUR STAND
www.watrexexpo.com/bookstand

www.watrexexpo.com/bookstand
FOR EXHIBITION & SPONSORSHIP ENQUIRIES
 International.dep@atf-egy.com or info@watrexexpo.com
FOR SPEAKER AND DELEGATE CONFERENCE ENQUIRIES
 International.dep@atf-egy.com or info@watrexexpo.com

CONTACT US

Telefax /(+202) 27 67 01 46
 Mobile /(+20)1006097072 - (+20)1066075777
 Mobile/ (+20)1222165880 - (+20)1001678973
 E-Mail/ info@atf-egy.com - www.atf-egy.com



Organized By



**Al Awael International
 Trade Fairs**