

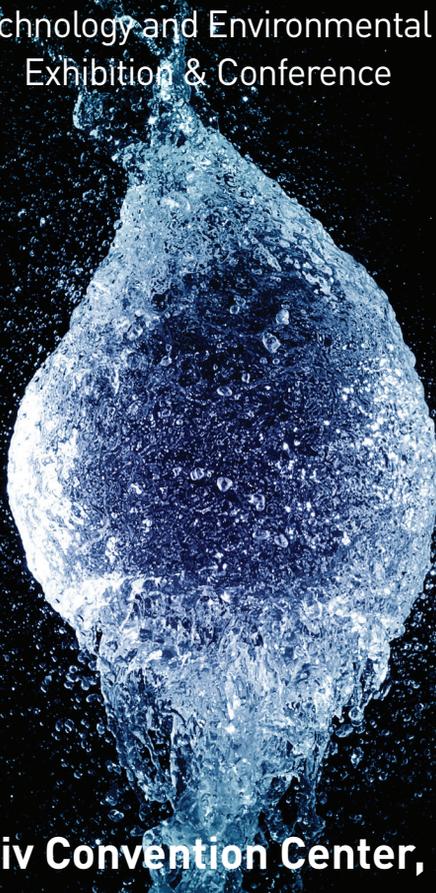


# WATEC

## Israel 2017

### September 12-14, 2017

Water Technology and Environmental Control  
Exhibition & Conference



**Tel Aviv Convention Center, Israel**

[www.watec-israel.com](http://www.watec-israel.com)

WATEC Israel Organizers:



# WATEC 2017 V.I.P. WATER IN THE DIGITAL AGE: VISION, INNOVATION, PRACTICE



Dear Colleagues,

We are truly excited and honored to invite you to the WATEC 2017 Exhibition & Conference, which will take place this September in Tel Aviv.

Exactly a decade ago the WATEC concept was established in Israel, in order to allow water professionals, stake holders and innovators from around the globe to share their experiences regarding the current and future trends of the vibrant water arena.

Israel was a natural choice for such an event, as it is one of the first and fewest countries to successfully overcome its limitation in water resources. This was accomplished through education, intelligent water management and first and foremost implementation of innovative technologies.

In most of the 20th century, clean water and a safe environment were taken for granted. This resulted in under-valuation and under-development of this industry, which is surely the most vital for our existence. All indicators now are pointing towards a real need for a giant leap in the way we value water, its environmental and social impact and our ability to adapt and close the technological gap.

We are proud to present this year's fresh theme for the show, presenting a novel, holistic and new-age approach to this very old-age problem: **WATEC V.I.P: Vision, Innovation, Practice** – a crossroad for visionaries, policy makers, technology entrepreneurs, as well as established solution providers and tier-one clients from different industries.

The main discussions will echo the digital age terminology: Speed and agility, "big data", cyber security, transparency and optimization are all global vectors of change that should be leading the modern water industry mindset.

We are confident that you will benefit from the stimulating and dynamic atmosphere of the WATEC show hosted in the vibrant city of Tel-Aviv.

We invite you to take this leap with us.

Sincerely,

**Elad Frenkel,**  
**Chairman, WATEC Israel 2017**

# A MESSAGE FROM THE ORGANIZERS



**WATEC Israel** is a biennial exhibition taking place over three days at the Israel Tel Aviv Convention Center. A professional conference takes place alongside many events and professional panels on issues of water treatment in the various industries. The exhibition has one large main hall, part of it is dedicated to present Israeli startup companies with the most advanced technologies.

During the event a CleanVest Summit will also take place. At this special Investors Conference the challenges facing the water investment community will be discussed. You will be introduced to new and innovative Israeli technologies. The CleanVest Summit serves as a great opportunity to meet entrepreneurs, water professionals, investors, and government officials that are part of the Cleantech community.

**WATEC Israel** offers the perfect opportunity to hear from and meet a range of growing Water, Energy & Environment companies seeking a combination of partners, investment and professional services to develop their companies.

## Information for visitors:

Exhibition Opening Hours	
Tuesday September 12, 2017	10:00 - 18:00
Wednesday September 13, 2017	10:00 - 18:00
Thursday September 14, 2017	10:00 - 17:00

## Every WATEC Israel event attracts thousands of water and wastewater professionals from around the world including:

- Collection System Managers
- Environmental Engineers/Chemists /Scientists
- Executive Managers
- Local, State, and Federal Regulators
- Public Officials
- Water and Wastewater Operators
- Students
- High Level Decision Makers, State Leaders
- Consultants, District Managers
- Equipment Manufacturers and Representatives
- Industrial Water and Wastewater Treatment Professionals
- Private Industry and Academia Researchers
- Water and Wastewater Utility Managers and many more.

## Access to the Tel Aviv Convention Center:

**By car / taxi: Address** | Rokach Blvd 101, Tel Aviv 6121002

**By train** | The Israel Railways, the University station, opposite to the Tel Aviv Convention Center

**By bus** | Egged - bus number 521 | Dan- buses number 27, 28 | Metropoline - bus number 47, 48, 247

# HIGHLIGHTS OF WATEC ISRAEL 2015



“The Chinese and Israeli governments jointly launched the pilot Water City project, in the city of Shouguang, East China’s Shandong province, to introduce a whole set of water-saving technologies and water management systems to the coastal city. *“This is the first time in the world that a city is being thoroughly examined by water experts and is given holistic solutions for its water problems in order to make it much more efficient,”* says Ophir Gore, head of the trade and investments mission at the embassy of Israel in Beijing. *“After the project is completed, Shouguang will use much less water, which will be much more clean, and will pay much less for its water consumption”.* *“Moreover, the city will be able to serve as a model for dozens of other cities in China that face similar water issues, and these areas could later adopt the same technologies and solutions”.*”

*“As part of the Water City project, both governments agreed to choose a city that would be able to demonstrate Israel’s water technology innovations at different stages - from taking water out of its sources and building the distribution system to taking care of urban water pipelines and preventing leakages, as well as managing sewage water and reusing water for agriculture.”*

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“California’s rivers and lakes are running dry, but its deep aquifers are also rapidly disappearing. The majority of the 40 million Californians are already drawing on this last reserve of water, and they are doing so with such intensity and without restriction that sometimes the ground sinks beneath their feet. The underground reservoir collapses. This in turn destabilizes bridges and damages irrigation canals and roads. WATEC conference 2015 devoted a major session to exploring Israeli cooperation with California, which has been in an official state of drought emergency since January 2014. Israeli experts believe California may need to adopt Israel’s approach of governmental control over all water resources to maximize conservation and treatment measures. Yoram Cohen, an Israeli professor at the University of California-Los Angeles’ Institute of the Environment and Sustainability, moderated the panel of California- and Israel-based experts.”

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“Israel has shown how technology and innovation can make a difference in water management. From treating the sewage to desalinating the sea water and irrigating land through drip irrigation, Israel’s experiment has shown that proper water management can change a water-deficit country to one with water surplus. Israel’s water management technology can solve the state of water crisis in Nepal, which has been facing severe scarcity with the shortage of drinking water and crisis in sewage treatment in its capital’s Bagmati river.

At a time when Nepal has been facing complex water security challenges, Watec Conference led discussions on how Nepal’s business communities and government can learn more from Israel, and enhance the water knowledge to deal with these challenges.

# MAXIMIZE YOUR EXPOSURE AS AN EXHIBITOR AT WATEC ISRAEL 2017



**WATEC Delivers By:**  
**Attracting targeted buyers!**  
**Drawing decision makers!**  
**Providing results!**

Exhibitor Benefits Include:

## **FREE LISTING**

- Company description in the Official Exhibition Catalogue, to be distributed to all visitors on-site and used as a promotional tool in the future for Israeli Commerce Attachés around the world.
- Company listing on the official WATEC website.

## **PUBLICATION SUPPORT**

- PR services - A comprehensive and frequently updated source of news and information to be presented at WATEC 2017, both before and during the event.
- Dedicated e-mail blasts to the entire WATEC database.

## **PROMOTIONAL SUPPORT**

- Targeting companies in specific countries – the Israeli Commerce Attaché of your country will do his/her utmost to bring the companies that most interest you to the event.

## **NETWORKING EVENTS**

- B2B Networking
- Official Welcome Reception
- Satellites & Social Events
- Professional Seminars
- Pre-Scheduled Meetings with Foreign Delegations
- WATEC Conference
- Sites visits

## **SPONSORSHIP OPPORTUNITIES**

- We offer a sponsorship package uniquely suited to your company's current marketing goals.

# NETWORKING AT WATEC ISRAEL 2017



**Maximize your Benefits – Arrange B2B meetings with colleagues around the corner and around the world!**

WATEC Israel 2017 offers the most comprehensive forum where water industry executives, academia, institutional investors, venture capitalists, analysts, and other experts will have the opportunity to shape future collaborations in the water technologies arena.

WATEC Israel 2017 provides the perfect opportunity to hear from and meet a wide range of relevant companies seeking a combination of partners, investment opportunities, and professional services. The unique Chance2Meet online Networking tool will give you direct access to other participants' profiles, helping you make new connections and set meetings prior to the event and thus maximize your experience on-site.

Our free, online, i-Planner software enables you to pre-select and manage your meetings, while at the same time profiling yourself in a way that will attract partners, investors and colleagues. All registered parties are able to log on and coordinate introductory meetings with one another according to their professions and personal interests. The meetings are scheduled and entered in a personal calendar created especially for each one of the attendees.

**Don't be overwhelmed by endless business cards and inconclusive meetings – Allow our services to help you seek out and take advantage of the enormous Networking potential WATEC Israel 2017 has to offer!**



# THE WATEC EXPERIENCE



- Learn about solutions for water and environmental challenges
- Seek partners for projects and business ventures
- Find the technologies that will address your most pressing problems
- Raise your public profile and build on your brand image
- Meet colleagues, solution providers, potential customers, and other decision-makers – on a global level
- Advance your career through networking and education
- Leverage your time in a single cost- and time- effective forum for professionals in the industry

## ISRAEL INSPIRED BY INNOVATION

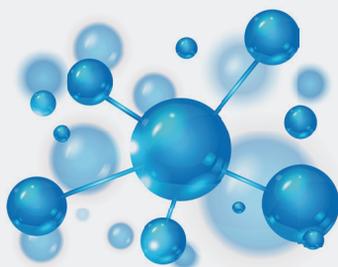
Israel has long played a major role in the Cleantech field, evolving from a nation of limited natural resources to a significant player in global sustainability. Making use of its highly educated workforce and vast experience in the hi-tech industry, the country has developed an industry, over 400 companies strong, dedicated exclusively to sustainable water, energy and environmental technologies.

The Water Sector enjoys the support of Israel NewTech-national program to promote water and energy technologies, led by the Ministry of Economy. With the assistance of this program, the Export Institute promotes the Israeli industry and enables it to remain at the global forefront as the leader and developer of new and most advanced technologies.

## Israel's specific water needs have helped produce many significant developments:

- Several of the World's Largest RO Desalination Plants are located in Israel (Sorek and Hadera)
- World Leadership in using Recycled Water (more than 80% of Agricultural Consumption)
- One of the World's most Advanced Systems of Wastewater Treatment and Reclamation
- Unique Integrative Management of Varied Water Sources
- Construction, Operation and Maintenance of the One-of-a-kind National Water Carrier
- Advanced Solutions of Water Quality, Safety
- Advanced Homeland Water Security Solutions





For more information, please contact:

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**WATEC Israel Organizers:**



**Official Government Support:**

