



# POST SHOW REPORT 2021

14-16 June 2021 | Egypt international Exhibition Center  
The 5th International Exhibition & Conference for  
Water & Wastewater Technology  
( Purification, Desalination & Wastewater Treatment )



[www.watrexexpo.com](http://www.watrexexpo.com)

ORGANIZED BY



# INTRODUCTION

**About the Exhibition:** **WATREX Expo 2022** continued in its 6<sup>th</sup> round to be the sole leading expo in the field of Water & Wastewater technologies in Egypt MEA and one of the Biggest ones in the water Shows.

This year the Exhibition was established to be in line with the development strategic policy of President **H.H Abdel Fatah El Sisi** to achieve the vision of 2037.

**WATREX Expo 2021** took place from 14<sup>th</sup> - 16<sup>th</sup> June 2021 at Egypt International Exhibition Center (EIEC)

and it was privileged by the attendance of most of the government water associations such as the National Authority for Potable Water and Sanitary Drainage (NOPWASD).

**WATREX** was under the patronage of the Prime Minister and honored by the inauguration of the Minister of Housing and Urban communities and the Minister of Irrigation and Water Resources with the presence of the leaders of the governmental bodies responsible for the water projects in Egypt and MEA Region,

it was privileged by the attendance of most of the government water associations such as the Egyptian armed Engineering Authority ( water department ), National Authority for Potable Water and Sanitary Drainage (NOPWASD), The Holding Company for Water & Wastewater and leaders from International Water Associations & supports such as German Federal Ministry for Economic Affairs and Energy, Italian Trade Agency (ITA), Hungarian Water Partnership (Hepa).

**Watrex Expo 2021** was a hub for networking gathering experts from all over the world, manufacturers, suppliers, distributors, importers, trading companies, whole-sellers, retailers, business representatives, consumers, and bulk purchasers of both governmental and private business sectors to share experiences, meet decision-makers and KOLS in water and wastewater projects.



# WHY TARGET THE MIDDLE EAST & AFRICA (MEA) REGION ?

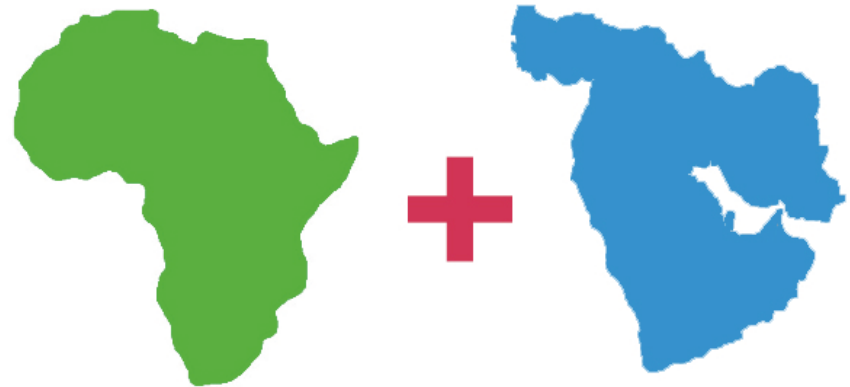
The MEA region is a potential market characterized by its rapid urban development and increasing stability which presents appealing opportunities for international investments. Besides the booming investments in Egypt for Water & Waste Water projects that we will discuss, some mega projects in the region have announced such as. in 2021; HADDA AND ARANA Wastewater treatment plant in Saudi Arabia, Rabigh 4 desalination plant in Saudi Arabia, two transmission lines from Al Alliah to Al Jubail under the Sharjah Creek in UAE, The Dubai Deep Tunnel Storm Water system, Al-Khairan Phase 1 and Az-Zour North 2&3 Independent Water and Power Projects (IWPP) in Kuwait and Al Ghubrah III Independent Water Project and Barka VIWP are tendered in 2021 in Oman.

Africa also had its share of water megaprojects such as the Irrigation and Power Generation Projects in Songwe River Basin in TANZANIA / MALAWI, Sewage Treatment plants in Harare in ZIMBABWE, and Transaqua Water Transfer Scheme for saving Lake Chad.

One of the recent agreements in the United Nations which is considered as milestones include the 2037 Sustainable Development is the Agenda for the Sendai Framework for Disaster Risk Reduction for the period between 2015-2030 and the Addis Ababa Action Agenda discussed at the Third International Conference on Financing for Development. Moreover, in Paris Agreement that took place in the United Nations Framework Convention on Climate Change, it was declared that each USD invested in enhancing sewage project returns benefits equal to nine USD in the developing countries.

## EGYPT'S WATER & WASTE WATER MARKET

Egypt is the biggest country in the MEA region in terms of population, reaching 110 million in 2019 where the urban communities represent almost 43.33% of its overall population, multinational entrepreneurs and corporate executives are seeking access to this market that is characterized by its rich and rapid urban development with great international investment opportunities.) Since the Egyptian revolution, the Egyptian government declared its vision for the year 2037 of providing a high level of essential services to ensure good life to the increasing population.





## HUGE INVESTMENT OPPORTUNITIES STARTED TO ARISE AS FOLLOWS:

- The national agricultural projects of reclamation of 1.5 million hectares
- The national urban project of building a million housing units in the next 5 years
- The new Suez Canal and the investment zone attracts thousands of industrial projects which provides a new potential market.

**During the last few years,** the 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 treatment plants, industrial water treatment, reuse of agricultural irrigation water, huge desalination plants and continuous awareness programs and campaigns for water saving and decrease consumption. The Prime Minister addressed the plans to improve the standard of living of the Egyptian citizen as a top priority of the government's agenda, stressing that the government seeks to provide adequate housing for all groups. The last four years housing projects were implemented through an investment of 85 Million, therefore the need of paying attention to water and waste water treatment rose.

## THE PRIME MINISTER ALSO POINTED OUT THE FOLLOWING IMPORTANT WATER PROJECTS S TATISTICS IN EGYPT:

### From 1982-2014:

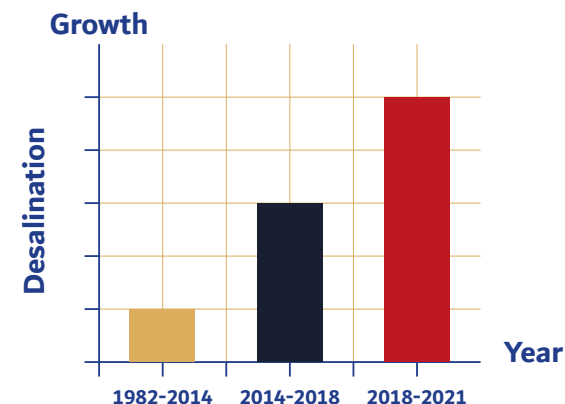
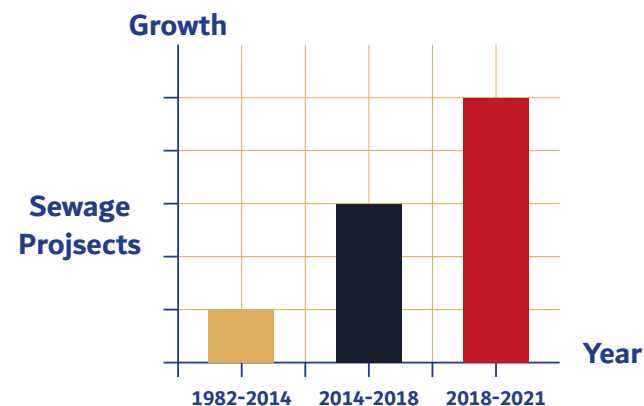
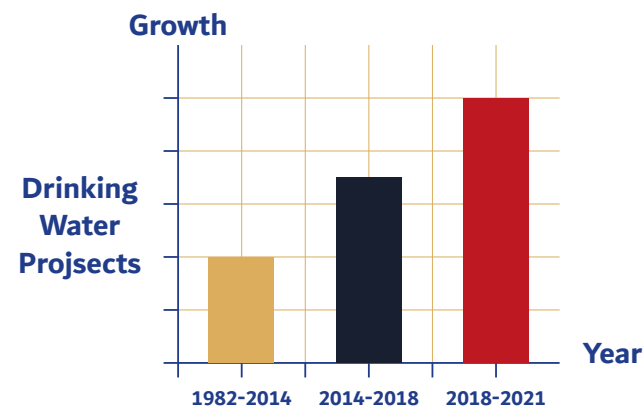
- water projects implemented reached to 28 million m<sup>3</sup>/day which was a challenge facing the drinking water sector at that time. the capacity of sewage projects implemented reached 14 million m<sup>3</sup>/day, with an annual addition rate (0.45 million m<sup>3</sup>/day). The percentage covering the sewage services in villages 1982-2014 2014-2018 to 2021 was 12%.

### From 2014- December 2018:

236 drinking water projects were implemented, at a cost of LE 32 billion and 609 sewage projects (103 for cities - 506 for villages, with a coverage percentage of 34% for villagers) at a cost of LE 20 billion pounds.

### Heading to the year 2022:

Rationalizing the use of water and maximizing the return from it. During the current year 2022, the Ministry of Water Resources and Irrigation is implementing the national project to rehabilitate canals, which aims to improve the process of water management and distribution, and the ministry is also working on the national project for the transformation from flood irrigation to irrigation systems. Talking and encouraging farmers to this transformation, because of its clear impact on rationalizing



water consumption, in addition to implementing several major projects in the field of agricultural drainage water reuse.

On 2021, Egypt announced that about 285,000 feddans at the end of 2022, Egypt launched a strategy for managing water resources until 2050, within the axes of the National Water Resources Plan (2017/2037) at a cost of \$100 billion, called "4 T".

On 2022 at a cost of 18 billion pounds had been transferred to the modern irrigation system, in addition to submitting requests to convert another 85 thousand feddans. 2022 at a cost of 18 billion pounds.

On 2021, President El-Sisi directed the integration of the water desalination strategy with the state's general policy for rational water management, in addition to making the maximum use of the water generated by all the various water plants, whether for treatment or desalination, as well as the localization of all components of water desalination technology in Egypt in an effort to possess the capacity in this field.

## **THE LATEST PROJECTS USING HIGH TECHNOLOGY FOR WASTE WATER TREATMENT:**

### **UAE**

#### **1. Umm Al Quwain Reverse Osmosis Plant to Al Khuraijah WDC Water Transmission Line.**

The Etihad Water and Electricity (EWE) formerly known as Federal Electricity and Water Authority (FEWA)) is undertaking the construction of two water transmission pipelines from the new desalination plant in Umm Al Quwain to the water distribution center in the Al Khuraijah area in Ras Al Khaimah aiming to transport water from the desalination plant to the distribution center in the Al Khuraijah area, to be transplanted and distributed thereafter to the various regions in the Emirate.

Construction work started in 2nd Quarter 2021 and is expected to be completed in 4th Quarter 2023.

#### **2. Al Nuaimiya Pumping Station.**

The UAE Ministry of Presidential Affairs (MOPA) is undertaking the construction of the Al Nuaimiya Pumping Station.

Construction work commenced in 2nd Quarter 2021 and is expected to finish in 4th Quarter 2022.

#### **3. Smart Distribution Management System (Water) Part A & Part B.**

Dubai Electricity and Water Authority (DEWA) is undertaking the construction of Smart Distribution Management System (Water) in Dubai.

Construction work commenced at the 2nd Quarter of 2021 and is expected to be completed at the 1st Quarter of 2023.

### **Saudi Arabia**

#### **1. Waste Water Treatment Plant Upgrade Project - King Khalid International Airport.**

Ministry Of Defense and Aviation wanted to upgrade the aging Reverse Osmosis plant in King Khalid International Airport. The plant was facing a lot of problems due to huge influx of iron from deep wells. This project will be located at King Khalid International Airport in Riyadh in Saudi Arabia. Project is expected to be completed in 2022.

## **2. Water & Wastewater Connections Installation Project.**

Installation of new water and waste water connections.

### **EGYPT**

#### **1. Bahr Al Baqr Wastewater Treatment Plant:**

The project aims at the reclamation and cultivation of 400,000 cubic meter /day approximately in Sinai. It is Joint Venture between the Arab Contractors Company and Orascom Construction for the Engineering Authority of the Armed Forces – Military Works Department. It is the world largest wastewater treatment plant with productive capacity 5.6 million m3 that afford the third of seawater desalination allover Egypt.

It includes the pumping building of the water intake – rapid mixing basins – slow mixing basins – sedimentation basins – filters with discs – ozone basins – chloride tanks, treated water, sludge condensing basins – mechanical drying buildings – solar units for sludge drying and administrative area which includes (headquarter building – employers building – mosque – generators – workshops – chemicals – chloride – ozone – interior roads networks and landscaping).

Total value implemented by the company is 16 Billion L.E.

#### **2. Dahab Island Water Plant:**

This project is all the more necessary given Egypt's increasing population and the Grand Ethiopian Renaissance Dam (GERD) crisis. We were instructed to implement national projects that help solve water problems in some areas of the Giza governorate.

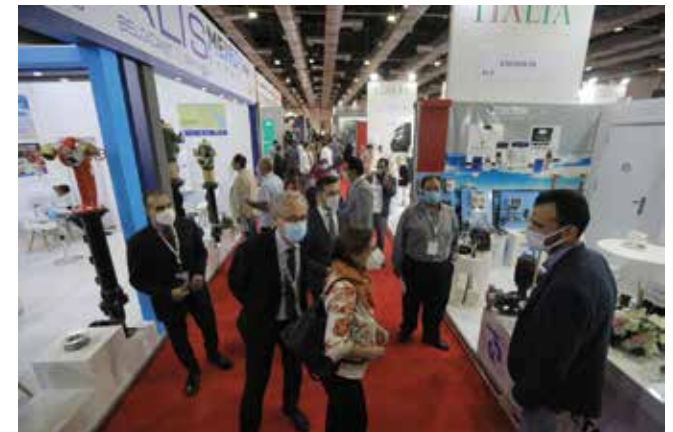
Egypt and Ethiopia have been at odds over the latter's construction of a multibillion-dollar hydroelectric dam on a main tributary of the Nile River, which Cairo fears will threaten its water supply.

#### **3. Al Mahsama Water Reclamation Plant:**

Al Mahsama plant will significantly contribute to combating water scarcity in the country and will have a resounding impact on Egypt's water-security agenda, transforming the scope of wastewater treatment across Africa Construction, in a statement when the plant was inaugurated April 22nd.

#### **4. AL ARISH sea water desalination plant**

It is located in Sinai. AL ARISH sea water desalination plant designed by using reverse osmosis technology using Turbo charger as an energy recovery system with capacity 10,000 m3/day.





## AFRICA:

### 1. Durban's Water and Wastewater Infrastructure.

### 2. Casablanca desalination plant:

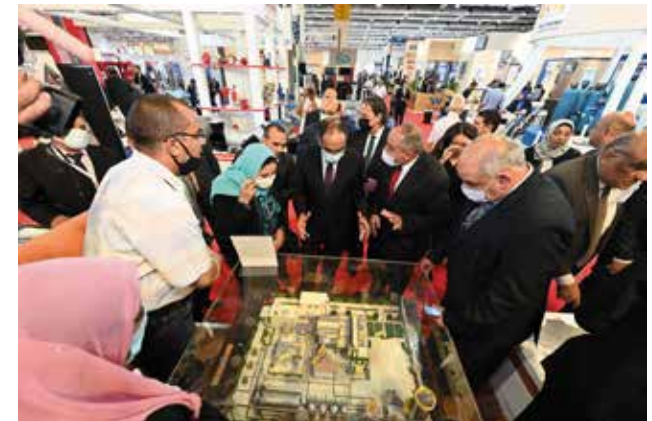
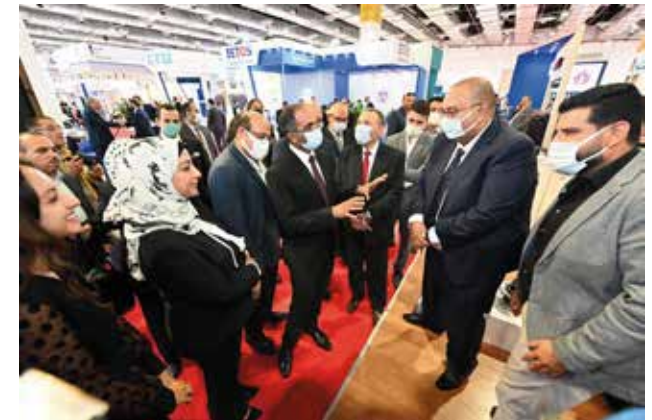
The largest in Africa, to move away from the water poverty line, the government asserts that the project will be a partnership between the public and private sectors and requires investments of 1.97 billion dirhams (\$ 420 million), about 220 million dollars will be allocated to prepare the infrastructure for the agricultural sector, and the rest will go to preparing the infrastructure for the delivery of potable water.

## WATER PROJECTS FUTURE PLANS :

His Excellency mentioned that Government assigned 2 plans to expand the purification and seawater desalination to improve the quality of water the first one started from 2017 to 2020 that achieved a great results and the second from 2021 to 2050, the government assigned 50 Billion \$ at the beginning of starting the projects while it reaches now to 100 Billion \$ , this year President Abdulfattah EL-sisi inaugurated Bahr Elbaqar seawater desalination Project that is one of the largest water treatment plant in the world for the development of Sinai urban communities and housing projects. Egyptian President Abdel-Fattah El-Sisi inaugurated the Bahr El-Baqar water treatment plant project, at a cost of 18 billion Egyptian pounds (\$1.14 billion), with a production capacity of 5.6 million cubic meters per day.

The Guinness Book of Records set 3 new records for the Bahr al-Baqar water treatment plant project in Egypt, which is the largest treatment plant in the world with a productivity of 64.8 m<sup>3</sup>/s, the largest sludge treatment plant with a productivity of 360 kg/s, and the largest ozone generation and operation plant (unit One) with a productivity of 0.1792/sec, and the station includes 4 units with a disposal of 1.4 million m<sup>3</sup>/day/unit, and was built on an area of 155 acres, according to the data of the Ministry of Irrigation.

Egypt suffers from water scarcity, and is one of the countries in the world that suffers from a large gap between water resources and needs, and the government has taken a plan to compensate for this gap by reusing agricultural drainage water, with the aim of treating agricultural drainage water salinity, preventing sea water from interfering with groundwater and improving It has implemented two wastewater treatment plants in the east of the delta, which are the Mahsama drain water plant with a capacity of one million cubic meters per day ,It will be used to provide water for the New Delta project, in addition to establishing more than 450 intermediate mixing stations.



## SHOW FACTS & FIGURES

The Exhibition was attended by very strong and important buyers such as : Seniors and high management from Ministry of Housing and Urban Development, Ministry of Irrigation and Water Resources, President and Vice President of the Holding company for

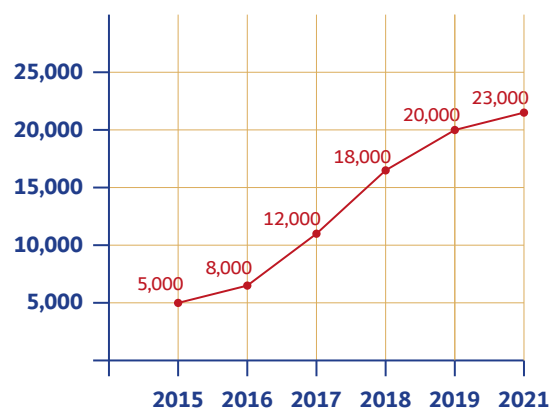
Water and Wastewater, Head and seniors at the Water Department of the Egyptian Army Engineering Authority, Head of Strategic Planning and Development at Ministry of Agriculture and Land Reclamation, the Ambassador of the embassy of Hungary, Representatives from the commercial offices of Embassy of Austria, USA, Italy, England, China, KSA, UAE, Representatives from the American chamber of Commerce, The German Chamber of Commerce, consultants, Heads of the Egyptian Society of Egyptian Entrepreneurs, Egyptian, African & Arabian Investment Societies, Egyptian Engineering Syndicate, CEOs of many leading private companies in water & Wastewater projects in Egypt, Africa and Middle East

### 1. WATREX ATTENDEES & BUYERS



### 2. VISITORS PROFILE

#### A) TOTAL NUMBER OF VISITORS

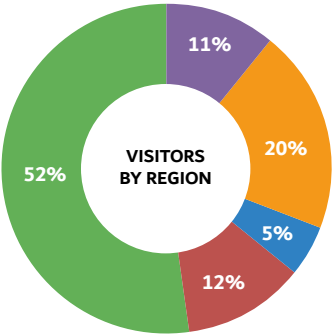


#### B) VISITORS PROFILE BY JOB FUNCTION





C) VISITORS BY REGION



## D) VISITOR PROFILE BY GOVERNMENTAL BODIES

- The Prime Minster
- Ministry of Housing, Utilities and Urban Communities
- Ministry of Trade and Industry
- Ministry of Agriculture & Land Reclamation
- Ministry of Irrigation and Water Resources
- Ministry of Environment
- Ministry of Electricity and Renewable Energy
- The Egyptian Armed Engineering Authority
- National Authority for Potable Water and Sanitary Drainage (NOPWASD)
- Holding company for Water & Wastewater
- The National institute of Research
- Universities of Engineering
- CAPWW
- International government & water Association bodies

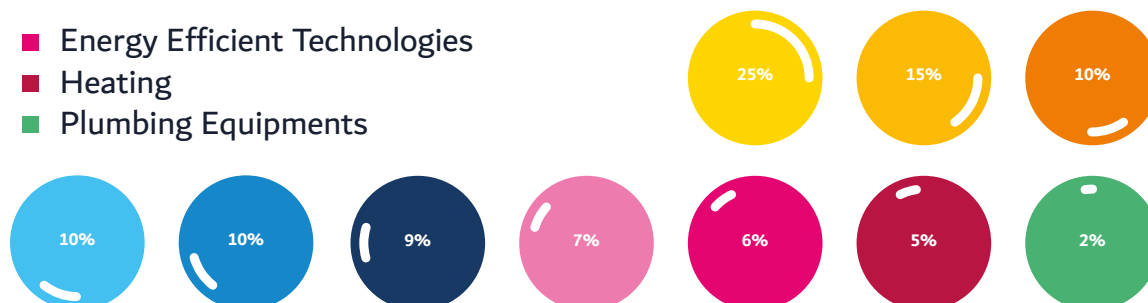


## E) BY INDUSTRY

Agencies - NGOs - OEMS, Agriculture - Authorities, Automobile Manufacturers, Builders & Contractors, Cement & Glass Industries, Chemical Plants, Distillery - Brewery Units, Educational Establishments, Engineering organizations, Environmental consultants, Fertilizer Manufacturers, Food & Beverage Industries, Food Processing Units, Government Agencies - Bodies, Ground Water Authorities, Hospitals - Hotels - Clubs, Industrial Estates Authority, Leather Industries, Manufacturers of Electrical - Electronics, Municipal corporation, Paint Industries, Petrochemical & Pharmaceutical Plants, Plastic Industries, Pollution Control Boards, Power Plants, Project Finance Companies, Public Utilities, Public Works Department, Pulp and Paper, Refineries, Research and Technical Institutes, Rubber Industries, Steel Plants, Sugar & Textile Industries, Trade Publications and Research, Water Authorities, Water consultants - Resources

## F) BY INDUSTRY

- Water Supply, Water Treatment, Waste Water Disposal
- Pumping Equipments
- Automation System
- Pipes, Pipelines, Accessories, Fittings
- Ventilation & Air-conditioning
- Measurements and Control Equipments
- Sewage Systems
- Energy Efficient Technologies
- Heating
- Plumbing Equipments



# WATREX 2021 IN NUMBERS

Watrex Expo 2021 in its Fifth round has achieved the purpose of its existence and reached a very good level of growth in terms of exhibiting area, the number of exhibitors increasing than that of 2019, visitors attending the exhibition have not only increased but have improved in terms of quality, increasing number of International Pavilions was a success and they were all satisfied to the extent they will participate again in 2022.





## A) EXHIBITORS PROFILE

- Activated Alumina
- Activated Carbon
- Aeration Equipment
- Aeration System
- Analyzers & Analytical
- Instruments
- Anticipants
- Arsenic Removal Systems
- Automation Control Systems
- Bacteria Culture
- Bag Filters & Cartridges
- Bar Screens
- Blowers
- Boiler Plant & components
- Suppliers
- Boiler Water Chemicals
- Boilers Systems
- Bottle Manufacturers - Pet
- Bottling Plant Manufacturers
- Carbon Filters
- Centrifuges
- Chemicals
- Chemicals - Effluent Treatment
- Chemicals - Cooling Towers
- Chemicals Descaling
- Chemicals Fluoride Removal
- Chemicals Reverse Osmosis
- Chemicals Sewage Treatment
- Chemicals Thermal
- Desalination
- Chemicals Wastewater
- Treatment
- Chemicals Water Treatment
- Chiller/Cooling Systems
- Chlorinators
- Clarifiers
- Coagulants & Flocculants
- Concentration
- Conditioners & Purifiers
- Conductivity Meters
- consultants
- consultants Water Treatment
- Control Panels & Regulators
- Controllers
- Cooling / Chilling Plants
- Cooling Towers
- De chlorinators
- De mineralization Plant
- Demonstrators
- Density Analyzers
- Desalination System
- Desalination Systems
- Diffused Aeration Systems
- Disinfectants
- Distillation Units
- Distillation Units - Vacuum
- Dosing Pumps
- Drives
- Effluent Treatment Plants
- Ejectors
- Electro chlorinators
- Electro dialysis
- Electrolyzes
- Energy Solutions
- Engineering companies
- Evaporators
- Filter Cartridges
- Filter Housings
- Filter Presses
- Filtration Equipment
- Filtration Media
- Filtration Plants
- Fittings
- Fittings Metal
- Fittings - PE/PP/Other
- Plastics
- Flow Meters
- Fluoride Removal Systems
- Heat Exchangers
- Heating Elements & Thermostat
- Hoses
- Hydro pneumatic Systems
- Instrumentation
- Instrumentation (Laboratory)
- Iron Removal Systems
- Irrigation Pipes
- Level Controllers
- Magnetic Water conditioners
- MBR Systems
- Mechanical couplings
- Membrane Diffusers

- Membranes Reverse Osmosis
- Membranes Ultrafiltration
- Mineral Water Plant Suppliers
- Mineral water suppliers
- Misting Systems & Misting Pumps
- Motors

- Pipes, Fittings & Valves
- Plant Builders
- Pressure Gauges
- Pressure Switches
- Pressure Vessels
- Process Control Instruments
- Process Control Software
- Pump Spares & Service
- Pumps
- Pumps - Centrifugal

- Sand Filter
- Sewage and Sludge Treatment
- Sewage Treatment plants
- Sludge Dewatering
- Solar Water Heaters
- Storage Tanks Strainers
- Swimming Pool Components
- Swimming Pool construction
- Filtration Plants
- TDS Indicators
- TDS Meters

- Water conservation Devices
- Water coolers / Dispensers
- Water Drilling And Boring equipment
- Water From Air
- Water Meters

- Molded Rubber Gaskets
- Nozzles
- Oil Skimmers
- ORP Meters
- Ozone Generator
- Ozone Systems

- Pumps - Chemical Feed
- Pumps - Diaphragm
- Pumps - FRP & PP
- Pumps - High Pressure
- Pumps - Jet
- Pumps - Rotary
- Pumps - Sewage
- Pumps - Submersible
- Pumps - Vacuum
- Pumps and Motors

- Testing Equipment
- Tubes
- Turbidity meters
- Ultrafiltration
- Ultrapure Water Systems
- Ultraviolet Equipment
- Ultraviolet Treatment
- Valves & Cocks
- Valves - Butterfly
- Valves - Check
- Valves - Control

- Water Purifiers
- Water Softener
- Water Softeners
- Water Storage Tanks
- Water Suppliers

- PH Meters
- Pipes
- Pipes composite
- Pipes FRP-GRP
- Pipes Meta
- Pipes PE/PP/Other Plastics

- Pumps Reverse Osmosis
- Resins
- Reverse Osmosis components
- Reverse Osmosis Housings
- Reverse Osmosis Plant - Industrial
- Reverse Osmosis Systems -
- Domestic
- RO Equipment

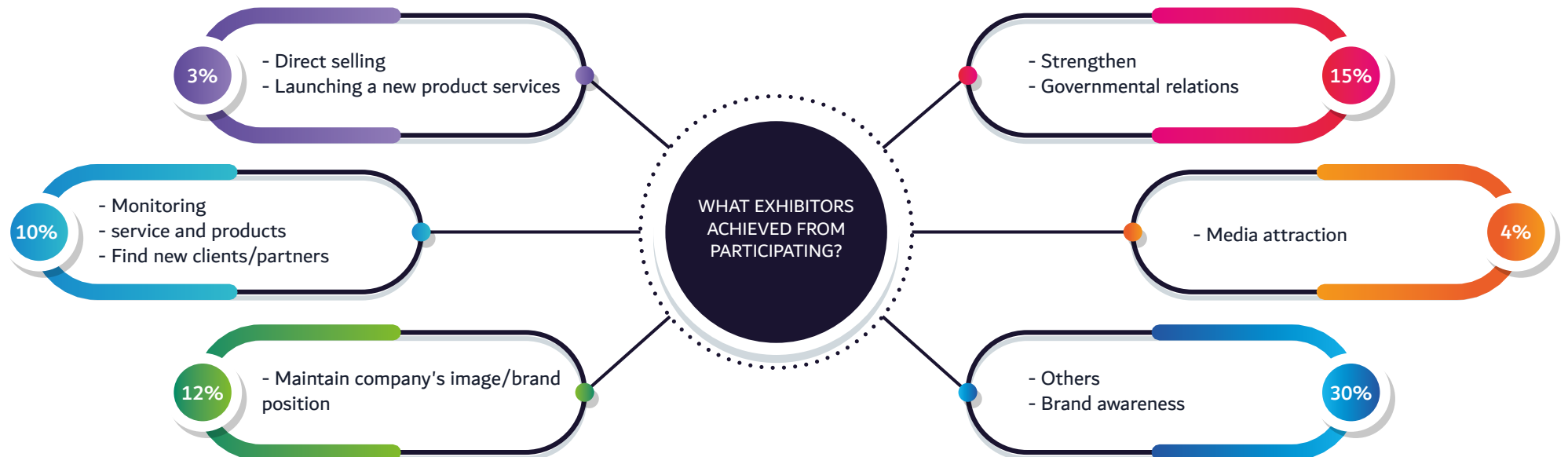
- Valves - Diaphragm
- Valves - Gate
- Valves - Multiport
- Valves - NRV
- Valves Ball
- Watre Purification with RO & UV Filter &
- Multifilter Process
- Wastewater Treatment plants
- Water Bottling And Packaging Machinery
- Water Bottling Equipment

- Water Test
- Water Testing
- Equipment / Kits
- Water Testing Labs

## B) PURPOSE/REASON FOR PARTICIPATION

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 to share business opportunities, network and explore innovative water solutions. It is also a great opportunity to keep ahead with the competitors and a perfect platform to get a chance to network with water professionals, Industry leaders, policy/decision makers and visitors at the event.

## WHAT EXHIBITORS ACHIEVED FROM PARTICIPATING?





## 4. CONFERENCE

### A) INTRODUCTION:

WATREX Conference is the best impact, chance and solution that certainly includes your strengthen through the great cooperation with several governmental bodies in organizing the show within last 5 years through conference topics global experts, panel discussion, workshop presentations and successful stories for global trade marks.

From year to year WATREX succeeded to be a gathering point for Mea Region water and wastewater markets'

From 2015 to 2021 WATREX was privileged by the participation and support of most of the important local and global governmental associations, minsters

- *National Authority for Potable Water and Sanitary Drainage (NOPWASD)*
- *Ministry of Housing, Utilities and Urban Communities*
- *Holding company for Water & Wastewater*
- *Armed Forces Engineering Authority*
- *Ministry of Agriculture & Land Reclamation*
- *Ministry of Irrigation and Water Resources*
- *Ministry of Environment*
- *Ministry of Local Development*
- *Ministry of Electricity and Renewable Energy*
- *The National institute of Research*
- *Universities of Engineering*
- *CAPW/W*

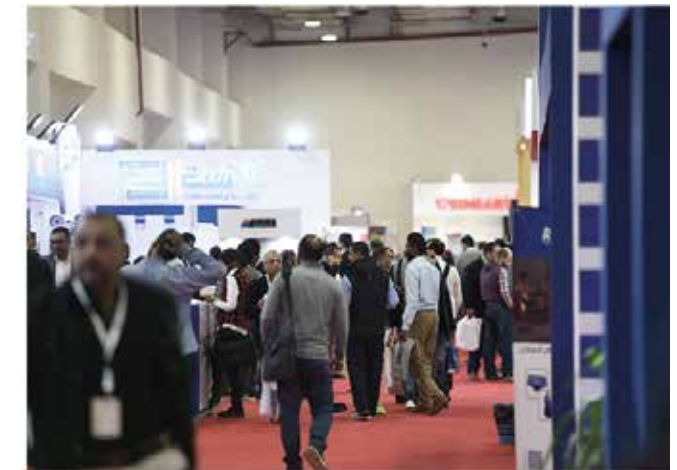
it is honored by the great support and participation of the **Egyptian Armed engineering authority**

This year Watrex Expo 2019 was privileged by being joined by The 1st International Conference for the National Authority for Potable Water and Sanitary Drainage (NOPWASD)-Ministry of Housing under the theme of "Towards Water Sustainability (Challenges ..... Opportunities and Solutions).

The conference was a great opportunity to meet speakers from governmental bodies who are responsible for the recent mega water projects (Potable Water, s ewage and Desalination, etc....) shedding the lights on the most recent projects being implemented in Egypt, the challenges facing these projects and the Water Market in Egypt, and the latest technologies that are being applied in this field.

The attendees had a great opportunity to discuss the future opportunities to cooperate with the private sector and suppliers from all around the world to apply their technologies and use their products in the upcoming projects held in all governorates of Egypt. This lead the Expo to achieve its goals through the interaction between all parties and integrating the benefits that all parties needs.

The conference provided a chance for our exhibitors to deliver a presentation about their products and allowing their experts to talk about their success stories and share the recent technologies applied in their home countries and how the Egyptian market can benefit from it. President of the Conference, President and vice President of the Holding Company, the Head and seniors at the Water Department of the Egyptian Army Engineering Authority declared their satisfaction from the outcome of the Conference mentioning that it served its purpose.





## Conference Program

**The 1st International Conference for the National Authority For Potable Water and Sanitary Drainage (NOPWASD)**  
**"Towards Water Sustainability**  
**(Challenges ..... Opportunities and Solutions)**

Date	From	To	Session	Speakers
Day 1 (Wednesday 20/03/2019)	4:00	4:30	Registration	
	4:00	5:00	Welcome Reception	
	5:00	6:00	Opening Session (Cinema Hall- Al Manara Center)	Major General Eng. Ehab Ahmed Khedr - Chairman of the Board of Directors - National Authority for Drinking Water and Sanitation
				"Welcoming Speeches"
				Speech 1: H.E. The Prime Minister
				Speech 2: H.E. Minister of Housing, Utilities and Urban Communities
				Speech 3: H.E. Minister of Water Resources and Irrigation
				Speech 4: H.E. Minister of Agriculture and Land Reclamation
				Speech 5: H.E. Minister of Health and Population
				Speech 6: H.E. Minister of Environment
				Speech 7: H.E. Minister of Local Development
				Speech 8: H.E. Minister of Planning
				Speech 9: H.E. Minister of Military Production
	6:00	7:00	(NOPWASD) Pavilion & Exhibition Opening	
	7:00	8:00	Dinner - Al Plaza Hall	

Date	Time	Session	Head of Session	Time		Speakers	Subject
				From	To		
Day 2 (Thursday 21/03/2019)	09:00 – 09:30	Plaza Hall (1) Session 1: Water Desalination is a Strategic Vision	Chairman: Prof. Dr. Eng. Yehia Mahmoud Hussein Ali El Saey - Vice President of Engineering Consultancy & Designs Company - Moderator: Eng. Farag Zaki Attia - Vice President of the Planning and monitoring, technical support and quality and projects monitoring department	Registration			
	9:30			9:45	Speech: Major General/ Ehab Ahmed Khedr-CEO of (NOPWASD) and President of the Conference	Highlights of the tasks and achievements of the (NOPWASD)	
	9:45			9:55	Opening Speech: Prof. Dr.Eng./ Yehia Mahmoud-Chairman of the session	Brief about water desalination technology and management	
	9:55			10:15	Dr. Ayman Helmy Project Manager for Engineering Consultancy & Design Company	Development of Automatic Control System and SCADA Implementation Desalination Plants	
	10:15			10:30	ERI Mr. Castorciado Madrigal Energy recovery technology in desalination	Energy recovery technology in desalination	
	10:30			10:50	Prof. Dr. Hossam Ahmed Shawky Professor of Desalination and Director of the Center of Excellence for Desalination Research	National Alliance for Knowledge and Technology in Water Desalination	
	10:50			11:05	Protecno Co. Mr. Jacopo Belbusti - Export Sales Department	Desalination & Water reuse in the mediterranean islands	
	11:05			11:25	Dr. Amr Seoudi Executive Director of Water Treatment Consultancy Office	Economic aspects of Water Desalination	
	11:25			11:40	Toray Eng. Hazem Ayoub - Executive Director	Market updates in membrane technologies in desalination	
	11:40			12:00	LG membrane Mr. Jawad Faris Middle East & Africa manager	Membranes innovation in desalination plants	
	12:00			12:15	Discussion		
	12:15-12:45 Prayer & Coffee Break						



Date	Time	Session	Head of Session	Time		Speakers	Subject
				From	To		
Day 2 (Thursday 21/03/2019)	12:45-03:00	Plaza Hall (1) Session 2: State of Art Technologies in Potable Water Projects	Chairman: Prof. Dr. Mostafa Abdelmonem Ashmawy - Professor of Health and Environmental Engineering and Chairman of INFRA Engineering Moderator: Eng. Mahmoud Mokhtar - Engineering Expert	12:45	12:55	Opening Speech: Prof. Dr. Mostafa Abdelmonem Ashmawy	Highlights of advanced technologies in potable Water Projects
				12:55	1:15	Dr. Hatem Ahmed Fadel Executive Director of the Center for Civil Designs and Studies and lecturer at the Egyptian Institute of Engineering and Technology	Novel Application of Natural Coagulant for Water treatment systems
				1:15	1:35	NorDic Mr. Alex Key van Regional Manager	Dyna Sand technology for potable water purification
				1:35	2:00	The Integrated Environmental Technologies & Oil Services "IETOS" Eng. Hussein Mamlouk - General Director	Modern technology for potable water purification using ultra filtration technology
				2:00	2:15	Prof.Dr. Wael Abdelmoez-Professor of Environment and Energy-Executive Director of the Center for Project Development and Scientific Research Technology-Scientific Advisor of the Center of Scientific and Technological Excellence at the Ministry of Military Production	Applications of magnetized water
				2:15	2:30	Flowtech for Environmental Solutions Eng. Wael Joseph Executive Director	Sustainable Solution for Pumping Station & Treatment Plant
				2:30	3:00	Discussion	
				03:00-03:30 Prayer & Coffee Break			

Date	Time	Session	Head of Session	Time		Speakers	Subject
				From	To		
Day 2 (Thursday 21/03/2019)	03:30-05:40	Plaza Hall (1) Session 3: State of Art of Technologies in the field Sanitary Drainage and Reuse Projects	Chairman: Prof. Dr. Medhat Abdelmonem Saleh - Professor of Health Engineering, Al-Azhar University and Chairman of the Board of Directors of Sanitary & Environmental Engineering Consultant Office (SEECO) Moderator: Eng. Mohsen Shehata Ali - Head of Central Design Department	3:30	3:40	Opening Speech: Prof. Dr. Medhat Abdelmonem Saleh	Highlights on Advanced Technologies in the field Sanitary Drainage and Reuse Projects
				3:40	4:00	Prof.Dr.Eng. Sayed Ismail Technical Advisor for the Minister of Housing & Urban Communities	Drainage projects for rural areas and their challenges
				4:00	4:20	Veolia Water Company representative of Drainage Projects	"The wastewater treatment with MBBR technology and triple treatment
				4:20	4:40	Dr. Abdelsalam Al Awwad - Assistant Professor of Environmental Engineering - Faculty of Engineering, Cairo University	"
				4:40	5:00	Prof. Dr. Inas Aboutaleb- Professor of Liquid Waste Treatment Technology and Environmental Studies, Department of Water Pollution Research, National Research Center	Activated Sludge Modelling: A tool for Optimization and extension of existing WWTPS
				5:00	5:20	Centex Egypt for Engineering & Water Works Eng. Mohamed Nagy El Shafeay Regional Manager	Wastewater Treatment Technology Systems
				5:20	5:40	Headworks International Ms. Afnan Udin- Vice President & Process manager	Advanced solutions in wastewater treatment plants
	05:40-06:00		Chairman: Prof. Dr. Medhat Abdelmonem Saleh - Professor of Health Engineering, Al-Azhar University and Chairman of the Board of Directors of Sanitary & Environmental Engineering Consultant Office (SEECO) Moderator: Eng. Mahmoud Abdelhameed Al Mazian - Engineering Expert	Recommendations			
	06:00-07:00 Dinner						





A comprehensive integrated marketing campaign was put together and implemented for Watrex Expo 2019 through:



#### - Marketing & Media Campaign :

##### Introduction:

From the first day of planning for WATREX EXPO 2019, a comprehensive integrated marketing campaign has been decided WATREX was supported by a very strong promotional tools. A highly professional marketing team were dedicated to deliver that campaign successfully .



#### - Media Support :

Two press conferences have been delivered more than 120 press releases in the daily and weekly newspapers and magazines have been published. WATREX EXPO was covered by 45 media representatives .



#### - Social Network :

Facebook page - Linked in page of WATREX have been created to support the promotional and awareness campaign in social media .



#### - Targeted Advertising :

Newspaper advertisements in Al Ahram-The leading local daily newspaper Direct advertisements in several of specialized magazines for water and environment that distribute in Gulf Africa and Europe .



#### - Telemarketing :

To our targeted data. base and our listed clients through our telemarketing team



#### - Postal VIP Newsletters :

To approach our VIPs customer as a special service to keep them updated with the latest and what is going on in the preparation for WATREX EXPO .



#### - Email Marketing Digital Marketing :

E-mail shoots and repeated digital adv. in high traffic websites to support the media campaign internationally .



#### - Direct Mail :

To our listed database. to keep them linked with our event news and keep them updated with the latest offers and services through the event .



#### - Radio Campaign :

WATREX EXPO 2019 radio adv. Had been put on two main leading Radio Stations, more than 120 spots have been delivered in the premium timings of both channels.



#### - Promotional Materials:

Well designed posters and stands for WATREX EXPO 2019 have been posted in main business centers and near wholesalers governmental buildings and related official offices .



#### - TV Coverage :

WATREX was covered by 5 main T.V channels that broadcast on NILESATE and viewed in almost all Arabic countries and have followers in USA,Canada and Europe



#### - SMS Campaign :

More than 250,000 SMSs invitations have been delivered to our database and on selected geographical business territories .



#### - Outdoor Campaign :

WATREX EXPO 2019 was supported by 24 outdoor locations (fixed) in addition to mobile advertising (more than 16 cars) spread all over Cairo in main streets and nearby the venue .



#### - Testimonials :

Recommendations and feedback from our esteemed exhibitors and visitors have been submitted in a form of official report to the governmental authorities for study and follow up .



#### - An official catalogue :

The official catalogue of WATREX EXPO 2019 with more than 200 colored pages in high resolution , have been distributed free of charge to the commercial offices of working embassies in Egypt and to all ministries as a source of data to all concerned persons in water and wastewater sectors. It also has connected many exhibitors with some customers,

*who couldn't reach those exhibitors at time of the expo..*

## WATREX EXPO 2021 SEMINAR

<b>Hungarian Hydro Innovation Forum</b>	
<b>Workshop in the spirit of the Hungarian-Egyptian water industry partnership</b>	
<p><i>The effects of climate change are already showing adverse impacts on the water cycle globally, and can be felt both in Hungary and Egypt. The research and development activities of Hungarian water industry companies offer new and innovative solutions to address these problems. The mission of the Hungarian Water Partnership (HWP) is to present the outstanding knowledge of water management and the accumulated experience beyond the borders of Hungary. Having that in mind, the HWP organized this professional workshop during the the Watrex Expo 2021.</i></p> <p><i>This event would not have been possible without the generous support of the HEPA Hungarian Export Promotion Agency and the Embassy of Hungary in Cairo.</i></p>	
Type of event:	Semi-online workshop
Location:	Cairo, Egypt International Exhibition Center, workshops halls, Hall no.1 second floor (above Watrex Expo Exhibition hall)
Date:	15th June 2021
Languages:	English
Moderator:	Mr. Zoltán Horváth, Executive Director, Hungarian Water Partnership Nonprofit Ltd.
<b>Programme</b>	
10.15-10.30	Registration
10.30-10.35	LIVE Welcome remarks: H. E. Mr. András Kovács, Ambassador of Hungary in Cairo
10.35-10.40	LIVE Welcome remarks: Mr. Hossam Farid, Vice Chairman and CEO, Allweiler-Farid Hassanein Pumps Company
10.40-10.45	ONLINE Welcome remarks: Mr. Gábor Jenei, Deputy CEO, Hungarian Export Promotion Agency HEPA
10.45-10.50	LIVE Opening remarks: Mr. Zoltán Horváth, Executive Director, Hungarian Water Partnership Nonprofit Ltd.
10.50-11.05	ONLINE Presentation: The state of Hungarian-Egyptian cooperation in the water industry Presenter: Mr. Péter Kovács, Water Director of Hungary, and Head of Department at the Ministry of Interior of Hungary
11.05-11.20	ONLINE Presentation: 20 years and € 20 billion water industry development in a cost-effective way Presenter: Mr. Károly Kovács, President, Hungarian Water Association
11.20-11.35	LIVE Presentation: Novelties in wastewater treatment Presenter: Mr. Bálint Horváth, Executive Director, Pureco-Tradeland Ltd.
11.35-11.45	Coffee break
11.45-12.00	ONLINE Presentation: PurAID as a rural water supply solution Presenter: Ms. Csilla Kopornyik, Managing Director, International Sales Director Puraset Ltd.
12.00-12.15	ONLINE Presentation: Sustainable and affordable water purification Presenter: Dr. István Zádor, Managing Director, Researcher, Puraset Ltd.

12.15-12.30	ONLINE	Presentation: HWTC – Innovation in the Water Sector Presenter: Ms. Krisztina Szabó, Project Manager, Hungarian Watertechnology Corporation Ltd.
12.30-12.45	ONLINE	Presentation: (tbc) Presenter: (tbc.) Kristály Ltd.
12.45-13.00	ONLINE	Presentation: Introduction to Organica Water Presenter: Mr. Oscar Palonimo, Director of Strategic Projects, Organica Ltd.
13.00-13.15	ONLINE	Presentation: Water disinfection Presenter: Mr. Dániel Pécsi, Export Manager, Forrás Víztechnológia Ltd.
13.15-13.30	ONLINE	Presentation: Financial background for Hungarian export companies provided by EXIM Presenter: Mr. Balázs Koczka, Chief Relationship Manager, EXIM Hungary
13.30	LIVE	Closing remarks



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[www.hepa.hu/en](http://www.hepa.hu/en)




**HEPA**

Hungarian Export  
Promotion Agency

**B) PROGRAM AT A GLANCE:**

Day 1		
Time	Session	Hall
04:00 - 04:30	Registration	
04:30 - 05:00	Reception Welcome	
05:00 - 06:00	Opening Session	(Cinema Hall Al Manara Center)
06:00 - 07:00	(NOPWASD) Pavillion & Exhibition Opening 0 Dinner	
07:00 - 08:00	Dinner	Al Plaza Hall
Day 2		
Time	Session	Hall
09:00 - 09:30	Registration	
09:30 - 12:15	Session 1: Water Desalination is a Strategic Vision	Plaza Hall (1)
12:15 - 12:45	Prayer & Coffee Break	
12:45 - 03:00	Session 2: State of Art Technologies in Potable Water Projects	Plaza Hall (1)
03:00 - 03:30	Prayer & Coffee Break	
03:30 - 05:40	Session 3: State of Art of Technologies in the field Sanitary Drainage and Reuse Projects	Plaza Hall (1)
05:40 - 06:00	Recommendations	
06:00 - 07:00	Dinner	





**THANK YOU FOR PARTICIPATION**

**SEE YOU NEXT YEAR**

**WATREX 2022**

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