



THE 6<sup>th</sup> INTERNATIONAL EXHIBITION & CONFERENCE FOR  
WATER & WASTEWATER TECHNOLOGIES  
(PURIFICATION, DESALINATION & WASTE WATER TREATMENT)

FROM **18 TO 20**  
**JUNE 2022**

AT EGYPT INTERNATIONAL  
EXHIBITION CENTER . EIEC



# POST SHOW REPORT 2021



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## INTRODUCTION



About the Exhibition: **WATREX Expo 2022** continued in its 6th round to be the Biggest and the sole leading expo in the field of Water & Wastewater technologies in Egypt & MEA . 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 EGYPT 2030.

**WATREX Expo 2021** took place from 14th - 16th June 2021 at Egypt International Exhibition Center (EIEC) and it was privileged by the attendance of most of the governmental water associations such as the National Authority for Potable Water and Sanitary Drainage (NOPWASD).

**WATREX** was under the patronage of the Prime Minister and Minister of Housing and Urban communities , honored by the inauguration of Dr. Saied Ismael - Vice Minister of Housing for Infrastructure Affairs , Dr.Enas Aboutaleb - CEO Egyptian Environmental Affairs Agency , ministry of Environment , and General Asem Shokr - Board Member of the Holding Company For Water & Wastewater HCWW

**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.



# 3

## SHOW FACTS & FIGURES

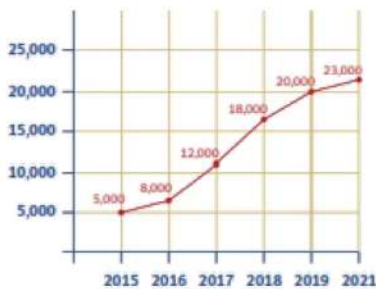
*The Exhibition was attended by very strong and important buyers such as : seniors and high management from Ministry of Housing and Urban Development, Ministry of Irrigation and Water Resources, President and Vice President of the Holding company for Water & Wastewater HCWW*

### WATREX ATTENDEES & BUYERS



### VISITORS PROFILE

#### A) TOTAL NUMBER OF VISITORS



#### B) VISITORS PROFILE BY JOB FUNCTION



### VISITORS BY REGION





## VISITOR PROFILE BY GOVERNMENTAL BODIES

- The Prime Minister
- 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



## VISITOR PROFILE BY GOVERNMENTAL BODIES

**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**

- 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.*

**+400**  
EXHIBITORS  
BRANDS

**15**  
VISITORS  
COUNTRIES

**3**  
DAYS

**175**  
CATEGORIES

**10.650**  
GROSS SQ.FT

**20.000**  
FOOTFALL

**20**  
EXHIBITING  
COUNTRIES

**25**  
PRODUCTS  
& SHOWCASES

**3**  
INTERNATIONAL  
PAVILIONS



# 6

## PURPOSE/REASON FOR PARTICIPATION

### 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?



## 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



## EXHIBITORS PROFILE

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

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

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  
 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  
 Membranes Reverse Osmosis  
 Membranes Ultrafiltration  
 Mineral Water Plant Suppliers  
 Mineral water suppliers  
 Misting Systems & Misting Pumps  
 Motors  
 Water conservation Devices  
 Water coolers / Dispensers  
 Water Drilling And Boring equipment  
 Water From Air  
 Water Meters







**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.

- ★ 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
- ★ CAPPWW

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 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
	4:00	4:30	Registration	
	4:00	5:00	Welcome Reception	
Day 1(Wednesday 20/03/2019)	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 6: H.E. Minister of Environment
				Speech 3: H.E. Minister of Water Resources and Irrigation
				Speech 7: H.E. Minister of Local Development
				Speech 4: H.E. Minister of Agriculture and Land Reclamation
				Speech 8: H.E. Minister of Planning
				Speech 5: H.E. Minister of Health and Population
				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			Registration			
	09:30-12:15	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	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. Castorcriado 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 membranes 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		

## WATREX EXPO 2021 SEMINAR

### Hungarian Hydro Innovation Forum

#### Workshop in the spirit of the Hungarian-Egyptian water industry partnership

*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.*

*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.*

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.

### Programme

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.



**WATREX EXPO 2021 SEMINAR**

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

**HEPA**Hungarian Export  
Promotion Agency**HUNGARIAN  
WATER  
PARTNERSHIP***Linking partners who respect water*

# Hungarian Water Solutions

**Visit us:****Watrex 2021, booth E6C**

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

## *A comprehensive Integrated Marketing Campaign Was Put Together and Implemented for **WATREX EXPO 2021** 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 and 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 - Linkeden 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 environ ment 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 news and what is going on in the preparation for WATREX EXPO .*



### **- E.mail 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's 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 2021 have been posted in main business centers and near wholesalers governmental buildings and relat ed official offices .*



### *A comprehensive Integrated Marketing Campaign Was Put Together and Implemented for **WATREX EXPO 2021** Through ;*

#### **- 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 2021 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 the form of official report to the governmental authorities for study and follow up .*

#### **- An official catalogue :**

*The official catalogue of WATREX EXPO 2021 with more than 200 colored pages in high resolution , has 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,*

# 2022



FROM **18** TO **20**

**JUNE 2022**

AT EGYPT INTERNATIONAL  
EXHIBITION CENTER . EIEC



## BOOK YOUR STAND NOW

**FOR EXHIBITION & SPONSORSHIP ENQUIRIES KINDLY CONTACT :**

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