



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

## Sales Brochure

*Your Gate to Africa*

Organized by



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



## WATREX EXPO

IS ESTABLISHED TO COPE WITH THE STRATEGIC POLICY OF

THE PRESIDENT

HIS EXCELLENCY ABD EL FATTAH EL SISI  
PRESIDENT OF THE ARAB REPUBLIC OF EGYPT



# Thank you for your participation in WATREX 2021

Platinum sponsor



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Silver Sponsor



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**See you Again In WATREX 2022**  
**from 18<sup>th</sup> - 20<sup>th</sup> June**

# Welcome Message

*Watrex Expo 2022 continues its message this year towards contributing to the development strategic plan of President H.H. Abdel Fattah El Sisi and his vision for Egypt 2030 with more focus on African & Middle East markets.*



*With the increase of new projects with new infrastructure The demand has increased for the presence of more water And waste water treatment technologies and sustainability Plans, leading to opening new investment opportunities in Egypt.*

*Watrex Expo remains to be the sole hub in the Egyptian market for networking and business meetings, providing you with the opportunity to share your expertise and products as it brings together all the national and multinational companies, associations, contractors, etc... working in the Egyptian market or desiring to invest in Egypt and the MEA region as well as having the opportunity to meet with different water projects decision makers in the governmental bodies.*

*We invite you to participate and be part of this successful exhibition and conference that will support your business and increase your return on investments.*



## WATREX GROWTH FROM 2017 TO 2021



# Why Exhibit

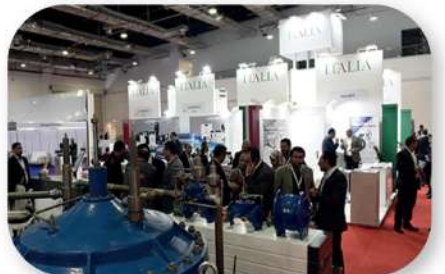
*Watrex Expo 2022 is a great opportunity for you to meet stakeholders from around the globe sharing business opportunities and exploring innovative water solutions as well as stay updated with the most recent technologies being used in water and wastewater treatment. Watrex Expo attracts the most important buyers from around the world especially in the MEA region as well as key decision makers in both the private and governmental sectors. Giving yourself the chance to exhibit gives you the opportunity to:*

- 1- Maintain your company image . and brand position .
- 2- Direct sell your products and services .
- 3- Showcase/Launch any new products or services .
- 4- Monitor your competition in the market in terms of activities, services and products .
- 5- Find new clients or partners to increase your database .
- 6- Strengthen governmental relations .
- 7- Increase your return on investment .



*Egypt International Exhibition Center (EIEC)*

## Country pavilions



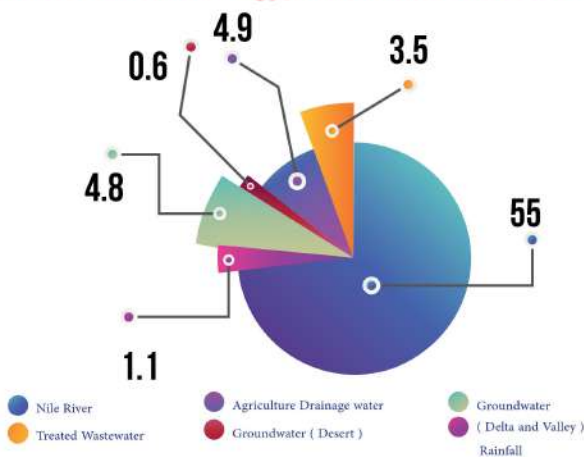
**WATREX EXPO 2022** will be held this year in conjunction with many of other major Exhibitions & Conferences.

**PIPE AFRICA EXPO**, The 3<sup>rd</sup> International Exhibition for (Pipes, Pipe Fittings, Tubes, Valves, & Fluid handling Systems)  
[www.pipeafrica.com](http://www.pipeafrica.com)

**WATREX EXPO** is more than Trade Show, It's a Comprehensive & Hands-on Event including perfect conferences, workshops, case studies, panel discussions and more.

Water Market in Egypt is witnessing a new development especially with the new mega projects ( the new Suez Canal, new urban communities, new smart cities such as the New administrative Capital and new housing projects ) being executed and planned giving the opportunity for new investments in the water market and raising the demand for new technologies to be applied, what drives the Egyptian government to support trade liberalization, promoting exports and encouraging foreign direct investments to enhance the Egyptian market's competitiveness in the MEA region, attracting multinational entrepreneurs and corporate executives to seek access to the rapid urban developing market.

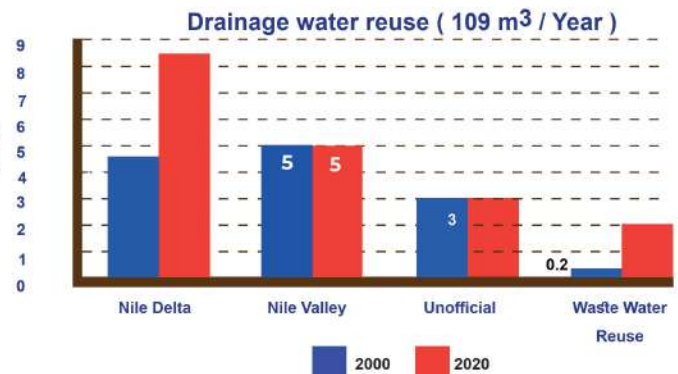
## Water resources in Egypt in Billion cubic meters



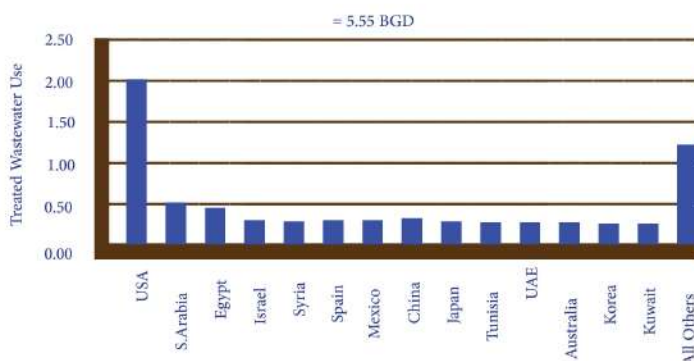
Source: [www.researchgate.net](http://www.researchgate.net)

The Egyptian government vision is to search for different sources for water aside of counting on Nile river inform of new underground water explorations, huge desalination plants beside maximizing the value of each water drop by huge wastewater treatment plants, industrial water treatment, reuse of agricultural irrigated water, along with continuing to raise awareness programs and campaigns about water saving and decreasing consumption, especially with the increase of the population reaching 100,966,940 in 2019 with 43.33% urban community and 56.67% rural population, to ensure a better life for its citizens.

The Minister of Water Resources and Irrigation has announced that the National Water Plan in Egypt (2017-2037) includes strategic projects of an investment cost of not less than \$50 billion, he also mentioned that the Egyptian government has developed the 2050 National Water Resources Development and Management Strategy by putting a plan that aims to improve water quality, rationalize water use, develop water resources, and create an environment conducive to this.



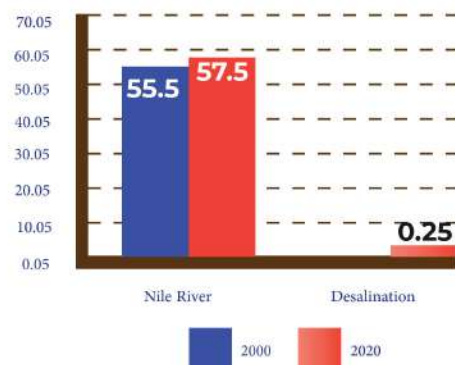
Global Reuse of Treated Wastewater



## Where Egypt stands in the global reuse of treated wastewater

Source: The National Academies Press

Water Resources in Egypt (109 m³ / Year)



Source: [https://www.researchgate.net/figure/Water-Resources-in-Egypt\\_tbl2\\_268357787](https://www.researchgate.net/figure/Water-Resources-in-Egypt_tbl2_268357787)

The Minister of Planning, Monitoring and Administrative Reform has mentioned that the total investments allocated to drinking water and sanitation projects in the 2019/2020 fiscal year are estimated at EGP 18 billion. The investments include about EGP 4.6 billion for drinking water projects with the aim of providing full access to potable water, adding that a sum of EGP 13.4 billion will be allocated to sanitation projects. Those endeavours are among the main targets of Egypt's Vision 2030.



**FOR EXHIBITION & SPONSORSHIP ENQUIRIES**

Contact us :

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# Why Attend

Attending Waterex Expo 2022 will give the visitors the opportunity to:

- Meet with the leading suppliers showcasing the latest equipment, machinery, tools, products and technology in the wastewater and water treatment industry that will help them in achieving their goals more efficiently and save their company's time and money
- Network and connect with colleagues from around the world and share experiences
- Attend the conference which provides industry-specific information about the Wastewater treatment technologies being implemented, desalination and purification issues and solutions, the most recent projects in the market and the challenges in the Egyptian market and the steps taken to enhance and develop the water market.
- Become aware of the new laws and regulations concerning the water market and the water projects in both public and private sectors through meeting with the heads and decision makers of the governmental bodies

## Marketing Analysis



## Who Should Attend :

Waterex Expo entices different types of visitors from different regions, industries and governmental bodies to attend and meet with exhibitors to address their business needs and stay updated with the recent technologies in water and Wastewater Treatment as well sewage and drainage systems.

## 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, Muncipalities, Water Authorities and regulators, Industrial waterers City Planners and Architects, International Environmental Organizations, Plant Optors, Engineering Companies, Technology providers, Contractors, Researchers and Scientists, Irrigators, Hydrologists, Consultants, Head of Infrastructure Projects, Acaemics, Media.

### - Categorized by Product Interest

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



### By Interest:



## Visitors by region



- Categorized by job functions in different water sectors both private and governmental is as follows:

- Owner / Chairman / Managing Director
- Department Head
- Project Engineering
- Contractors
- Plant Management
- Purchasing
- Design / Development
- Consultant
- Sales / Marketing
- Others



*Watrex Conference 2019 was honored to be held in conjunction with the National Authority for Potable Water and Sanitary Drainage, where it was attended by the experts and the leaders of the governmental bodies and leaders from all governorates of Egypt who are responsible for the water projects in Egypt such as the leaders of the Holding Company for Water and Wastewater, the Armed Forces Engineering Authority, and the Executive Authority for drinking water and sanitation, where they discussed the challenges facing the Egyptian market and the recommendations to overcome these issues. In addition to that, powerful presentations were held by special experts representing their latest technologies applied in the water industry. Following last year's successful conference, the conference this year in 2022 will be following up on the recommendations of the last conference and seeking to cover the new updates along with the strategic development plan in Egypt, Africa and the Middle East for the upcoming years. The conference will include keynote presentations, practical case studies, numerous round tables, interactive sessions and workshops delivered by regional and local experts covering the hot topics about desalination, water treatment technology and wastewater operations.*



*Watrex Conference 2022 aims to offer you:*

- *Networking opportunities with the key decision makers in the governmental bodies,*
- *Helps you stay on top of the latest updates in the water industry's policies and regulations allowing you to identify the new opportunities in the water market in Egypt Africa and the Middle East*
- *Provides you with the maximum benefits from meeting with current and prospective customers*

*Don't miss out on this great opportunity of meeting international, regional and local experts and key decision makers in the Water Industry.*

*We are looking forward to welcoming you all.*



## Conference and Registration Fees :

*Catch the Early Bird discount (Before 15 Feb., 2022) / Late Rate (After 15 FEB., 2022)*

*Fees are including Access to all Conference sessions / Daily Coffee Break / Daily Lunch / Conference Kit / Wifi*

**FOR SPEAKER AND DELEGATE CONFERENCE ENQUIRIES**

**info@atf-egy.com / info@values-expo.com**

**ORGANIZED BY**



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**OUR MISSION:**

ORGANIZING WORLD CLASS EXHIBITIONS WHICH DELIVER REAL VALUE FOR OUR EXHIBITORS, SPONSORS AND VISITORS THAT DRIVE OUR CUSTOMERS TO COME BACK YEAR AFTER YEAR.

**OUR VISION:**

HOLD EVENTS AND EXHIBITIONS, WHICH WOULD COMPLEMENT THE GROWING ECONOMY OF EGYPT AND ENHANCE THE EXISTING STRONG BILATERAL TIES WITH AFRICAN, REGIONAL AND INTERNATIONAL COUNTRIES TO FURTHER BOOST TRADE & BUSINESS OPPORTUNITIES.

**OUR VALUES:**

TRANSPARENCY & HONESTY

ETHICS & SOCIAL RESPONSIBILITY

COMMITMENT & RELIABILITY

PROFESSIONALISM & EFFICIENCY

CREATIVITY & TEAMWORK

PASSION

**SCOPE OF WORK:**

WE ARE HIGHLY FOCUSED ON ORGANIZING EXHIBITIONS WHICH ENSURE YOUR BRAND'S SUCCESS AND PROVIDING ATTRACTIVE OPPORTUNITIES FOR ANY INDUSTRY SECTOR TO PRESENT THEIR PRODUCTS AND CONNECT TO THE POTENTIAL VISITORS. WE SPECIALIZE IN ORGANIZING HIGH QUALITY B2B TRADE FAIRS, CORPORATE EVENTS, CONFERENCES, WORKSHOPS, EVENTS MANAGEMENT AND FESTIVALS. APART FROM WHICH WE ALSO PROVIDE A COMPLETE MARKETING TOOL AND EXHIBITION SOLUTION TO OUR VALUED PARTNERS.

**ABOUT US:**

- ★ VALUES COMPANY- IS A NEW ESTABLISHED EXHIBITION ORGANIZING COMPANY IN EGYPT, COMPRISING OF AN ENTHUSIASTIC TEAM OF YOUNG, EXPERIENCED AND DYNAMIC PROFESSIONALS, WHO HAVE THE PASSION AND REQUISITE SKILLS TO ORGANIZE HIGH PROFILE EVENTS FOR OUR PRESTIGIOUS EXHIBITORS AND CLIENTELE.
- ★ OWNED BY DR. AHMED SWELAM & DR. MARWA HUSSAIN – FOUNDERS AND PARTNERS IN AL AWAEL FOR TRADE FAIRS ( ATF ) , BUSINESS CONCEPT INTERNATIONAL ( BCI ) AND UNDER THE LEADERSHIP OF GENERAL / WESAM SWELAM .
- ★ WE ARE A PASSIONATE TEAM. WE KNOW THAT EVEN IN THE WORLD OF TECHNOLOGY THAT WE LIVE IN TODAY, THE MOST EFFECTIVE WAY OF ENGAGING WITH PEOPLE IS AT FACE VALUE, AND EVENTS CAN CREATE AN EXPERIENCE THAT NO OTHER CHANNEL CAN ACHIEVE.
- ★ YOUR EVENTS GIVE YOU A FANTASTIC OPPORTUNITY TO SHOWCASE YOUR COMPANY TO CLIENTS, MEMBERS AND EMPLOYEES, IT'S CRUCIAL THAT THEY DELIVER THE RIGHT MESSAGE AND IMPRESSION FROM THE GET GO.

**COMBINING OUR EXPERIENCE WITH YOUR VISION**

IF YOU LIKE TO ENJOY ANY OF OUR ABOVE MENTIONED SERVICES , KINDLY CONTACT ;

**DR.MARWA HUSSAIN**

**VICE PRESIDENT & SALES DIRECTOR**

**E-MAIL : [DR.MARWA@VALUES-EXPO.COM](mailto:DR.MARWA@VALUES-EXPO.COM) - [DR.MARWA@ATF-EGY.COM](mailto:DR.MARWA@ATF-EGY.COM)**

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