



**15-17 20
MAY 22**



**EGYPT INTERNATIONAL
EXHIBITION CENTER**

EMPOWERING YOUR BUSINESS AND INITIATIVES TO BECOME THE MARKET LEADER

**The 6th International Exhibition & Conference for Water & Wastewater Technology
(Purification, Desalination & Wastewater Treatment)**



EVENT BROCHURE



**Middle East & North Africa MENA Region Delivering
Water for Tomorrow**

ORGANIZED BY



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WELCOME MESSAGE

Watrex Expo 2022 continues its message this year towards contributing to the development strategic plan for 2037 of President

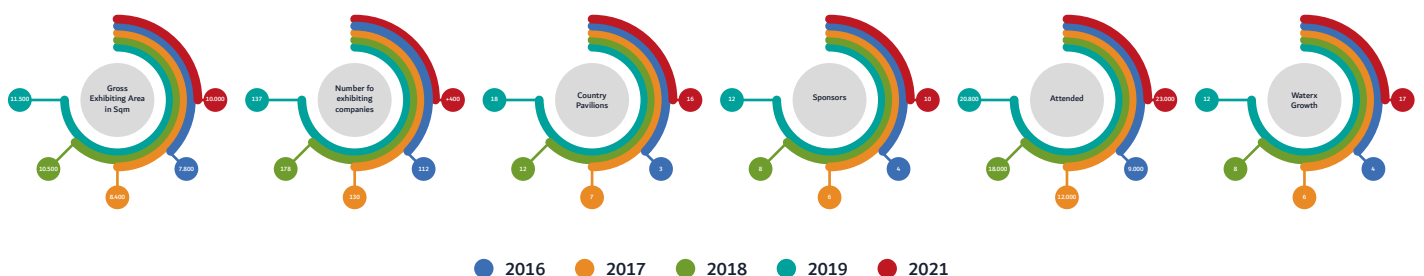
H.H Abdel Fattah El Sisi



With the increase of new projects with new infrastructure, the demand has increased for the presence of more water and wastewater 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 project decision-makers in the governmental bodies.

Water Expo 2021 in its fifth-anniversary edition hosted more than 400 brands from 80 Countries, represented most of the global trademarks and technologies, and welcomed +23.000 attendees over 3 days. We invite you to participate and be part of this successful exhibition and conference that will support your business's shared industry knowledge and increase your return on investments.

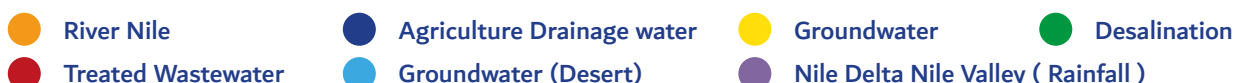
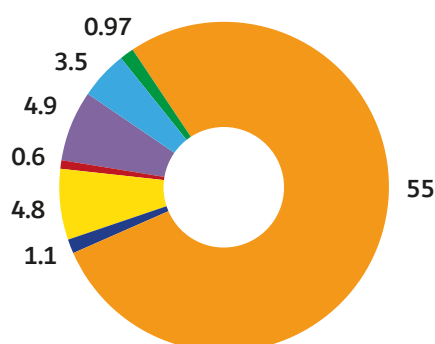




EGYPT IS PROMOTING THE FUTURE OF WATER

Egypt's Water Market 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**

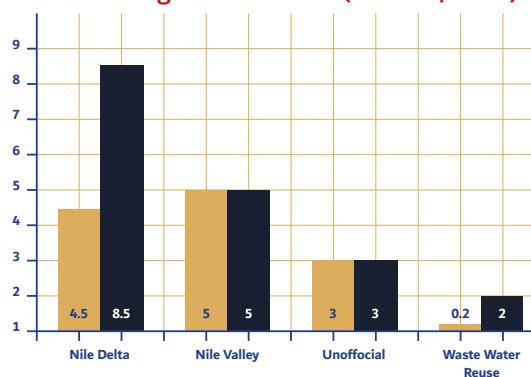


Water resources in Egypt in Billion cubic meters

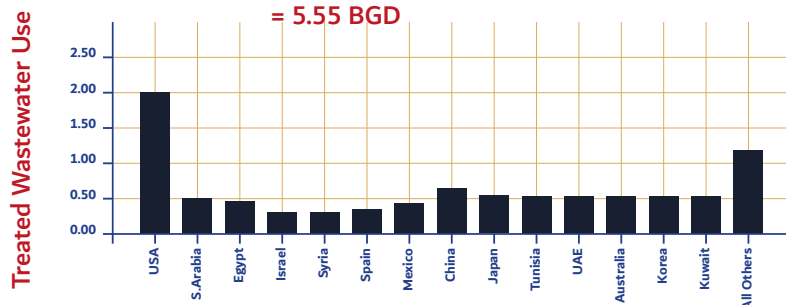
The Egyptian government vision is to search for different sources for water aside of counting on Nile river inform of new underground water explorations, huge desalination plants beside maximizing the value of each water drop by huge wastewater treatment plants, industrial water treatment, reuse of agricultural 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 Reuse conducive to this.

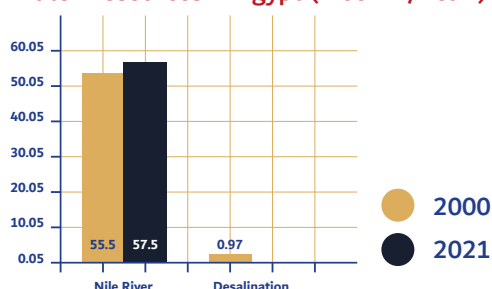
Drainage Water Reuse (109 m³/Year)



**Global Reuse of Treated Wastewater
= 5.55 BGD**



Water Resources in Egypt (109 m³/Year)



Where Egypt stands in the global reuse of treated wastewater

Source: The National Academies Press

Source: 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 2019/2021 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 2037.



WHY EXHIBIT / TO A POWERFUL MARKET TOOL

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. Country pavilions
- 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.

WATREX EXPO 2022 will be held this year as a part of the Egyptian Sustainability Week in conjunction with many of other major Exhibitions & Conferences.

PIPE AFRICA EXPO The 3rd International Exhibition for (Pipes, Pipe Fittings, Tubes, Valves, & Fluid handling Systems) www.pipeafrica.com.eg

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



**Egypt International
Exhibition Center (EIEC)**



The Egyptian sustainability week 2022



THE INTERNATIONAL EXHIBITION AND CONFERENCE FOR WATER AND WASTEWATER TREATMENT

FROM 14-16 OF JUNE 2021

AT EGYPT INTERNATIONAL EXHIBITION CENTER (EIEC)
HALL (3)



GROUND FLOOR PLAN



Exhibition Fees

Shell Scheme: 395 USD / M² including Space, wall to wall carpet, partitions, lighting, one table, 3 chairs, fascia sign with company name and stand number

Upgraded turn key shell scheme : 495 USD / M²

Indoor Space Only 430 USD / M² (To design and build your own stand)

Outdoor Space Only 225 USD / M²

FOR EXHIBITION & SPONSORSHIP ENQUIRIES & PLANNING DYNAMIC IN 2022

PLEASE CONTACT

Dr.doaa@atf-egy.com.eg | (+20) 102 790 4140 & (+20) 100 609 7072



WHY ATTEND ?

INVEST IN YOUR BRAND BY INVESTING THE COMMUNITY OF DEVELOPERS

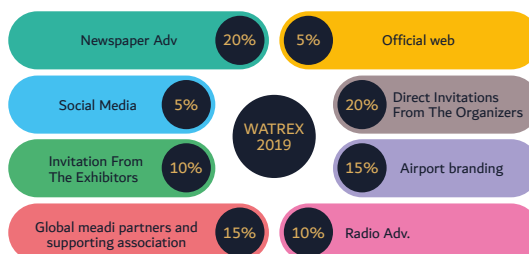
Attending Watrex Expo 2021 will give the visitors the opportunity to:

- 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.

WHO SHOULD ATTEND TO VISIBLE AND PROFILE YOUR PLATFORM

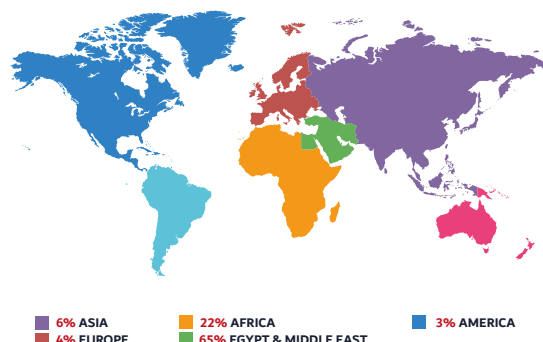
Watrex Expo entices different types of visitors from different regions, industries Social Media and governmental bodies to attend and meet with exhibitors to address their business needs and stay updated with the recent technologies in water and Wastewater Treatment as well sewage and drainage systems.

Watrex attracts visitors



Targeted visitor Profile:

Governmental bodies, Power Companies, oil & Gas Companies, construction & Development Companies, Industrial companies, Power Production companies, Service and Maintenance Providers, Distributors and Retailers, NGOs, Municipalities, Water Authorities and regulators, Industrial 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, Academics, 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
- Pumping Equipments

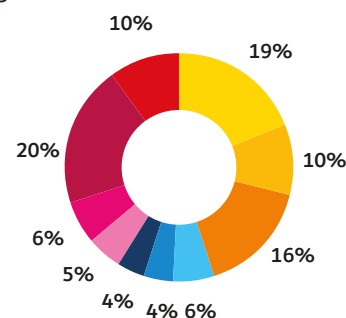
By Interest:



- 30% Water supply, water Treatment, Waste Water Disposal
- 25% Pumping Equipments
- 20% Pipes, Pipelines Accessories, Fittings
- 15% Ventilation & Air-conditioning
- 10% Automation Systems
- 9% Measurements and control Equipments
- 8% Heating
- 6% Sewage Systems
- 5% Energy Efficient Technologies
- 4% Pumping Equipments

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

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





WATREX CONFERENCE

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,bannel discussion, workshop presentations and successful stories for global trade marks.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.

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 March 2022) / Late Rate (After 15 March 2022) Fees are including Access to all Conference sessions /Daily Coffee Break / Daily Lunch / Conference Kit / Wifi



FOR SPEAKER AND DELEGATE CONFERENCE ENQUIRIES

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Organized by



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About ATF

ATF is one of the leading trade fairs organizers in Egypt and the MENA region (the Middle East & North Africa), with a portfolio of successful trade events, and played a key role in delivering the power of trade shows in stimulating regional and international trade and has set the place for the international trade exhibitions in Egypt. ATF has built its enviable reputation for organizing successful events by attracting quality, targeted audiences to its fairs from across the region and beyond. ATF's success is built upon running effective marketing campaigns utilizing a high experience in advertising, PR, and management of databases. The fairs' publicity campaigns take full advantage of ATF's extensive database to ensure region-wide reach and high visitor attendance using a full range of media.

ATF services

in coordination and with the support of our professional service providers and exhibition official partners, our clients (exhibitors and visitors) can enjoy competitive packages and offers such as - Travel services (hotel booking - ticketing - visa support - meet and assist - transportation tours and excursions - translation - personal assistance.)

- Shipping and custom clearance
- Internet and communication facilities
- Advertising, Printing, Promotional Activities
- Decoration and stand building



FOR PLANNING DYNAMIC PARTNERSHIP OR SPONSORSHIP IN 2022

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