

MENA DESALINATION PROJECTS

POST EVENT REPORT 10 - 11 MARCH 2019

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Organised by



SUPPORTING PARTNERS



Holding Company
for Water & Waste Water



وزارة الكهرباء والماء
Ministry of Electricity and Water

المؤسسة العامة لتحويل المياه المالحة
Saline Water Conversion Corporation



دائرة الطاقة
DEPARTMENT OF ENERGY



هيئة كهرباء ومياه الشارقة
Sharjah Electricity & Water Authority



شركة الماء والكهرباء عجم
WATER & ELECTRICITY S.M.L.L.C

EVENT OVERVIEW

The MENA Desalination Projects brought together 300+ regional and international stakeholders from the government, consultants, contractors and suppliers to discuss about the upcoming desalination mega projects in the region and highlight national sustainability visions driving the water agenda.

The supporting government partners of the event were the Saline Water Conversion



Corporation (KSA), Water & Electricity Company (KSA), the Department of Energy (UAE), Sharjah Electricity & Water Authority (UAE), Public Authority for Electricity & Water – DIAM (Oman), Ministry of Electricity & Water (Kuwait), Holding Company for Water & Wastewater (Egypt).

The conference addressed critical issues such as environmental footprint, financial modelling and water security as well water preservation.

Featuring governmental panel discussions as well as industry debates involving the top consultants in the region, this exciting event offered an unparalleled learning curve on the latest technology in the desalination domain delivered by the world's trailblazers.

The MENA Desalination Projects is the largest regional conference on desalination in the Middle East and North Africa.



Julio De La Rosa Jurado
ME Director
Acciona Agua

MENA Desalination Projects was a fantastic event where most important Water Utilities of the GCC Region along with other public and private stakeholders share their views about how to move forward in the development of the sector based on sustainability and most efficient technologies

IN NUMBERS

300

Attendees

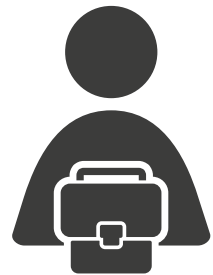


36

Speakers &
Panellists

30

Exhibitors &
Sponsors



10

Countries
Represented

150+

CEOs &
MDs



26

Sessions



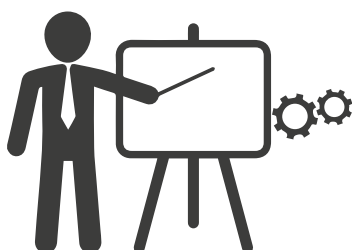
7

Awards of Excellence
in Sustainability



30

Media
Attended



7

Project Showcases

EXCELLENCE IN SUSTAINABILITY AWARDS



H.E. Saif Saeed Al Qubaisi
Director General
Department of Energy



H.E. Eng. Abdullah Nasser Alzowaid
Deputy Governor for Operation
and Maintenance, SWCC



H.E. Mohammed Abdullah Al Mahrouqi
Chairman
DIAM



Mosa Al Asiri
Director of Communication
WEC



Iqbal Al Tayar
Director of Technical Supervision
Department, Kuwait Ministry of
Electricity and Water



Esam Al Mulla
Manager
Sharjah Electricity & Water



Dr. Rifaat Abdel Wahaab
Head of R&D, Holding Co. for
Water and Wastewater

WHO ATTENDED

Delegates and industry leaders that attended the MENA Desalination Projects included the key government stakeholders, EPC contractors, consultants and solution providers regionally, such as:

- Department of Energy
- Ministry of Electricity and Water Kuwait
- SWCC
- SEWA
- WEC
- Abu Dhabi National Energy Company
- Public Authority Of Electricity and Water
- Egyptian Desalination Research Center of Excellence
- International Water Management Institute
- Fisia Italimpianti
- Abengoa
- SWPC
- Atkins Global
- WSP
- Acciona Agua
- ENGIE
- DLA Piper
- Mott Macdonald
- GS Inima Environment
- GDF SUEZ
- Environment Agency AD
- Sharpoorji Pallonji
- PDSI Group
- Holding Company for Water and Wastewater
- Besix
- ACWA Power

- Stantec
- Barka Desalination Company
- Tecexsa
- KWI International Environmental Treatment GmbH
- Acciona Agua
- OSMOFLO
- Energy Recovery Inc
- SUEZ
- Solvay
- NOMAC
- NEOM
- Nanostone Water
- Haji Abdullah Alireza
- Qatarat Saqia Desalination Co
- TECNICAS REUNIDAS
- SETE SAUDIA
- Itochu Plantech
- Enprode
- Toyobo CO
- Arabian Japanese Membrane Co
- Bernard Controls
- Vontron Membrane Technology
- Agru Kunststofftechnik GmbH
- BMC Gulf Trading LLC
- BWT HOH
- EVERS GmbH & Co. KG
- WATER TECHNOLOGY and

- ANTHRACITE REFINING
- RAVAGO CHEMICALS SPAIN, S.A.
- Future Pipe Industries LLC
- Prominent Juffali FZC
- Fluytec Filtration Technologies
- SAMI Holding(hyec)
- HYREC
- PLASTEK SRL
- Victaulic
- KEE SAFETY LLC
- OBL srl
- TABEEA Modern Holding
- OsmoTek International
- AFFCO FLOW CONTROL (Shanghai) Co. Ltd.
- Tecexsa
- TECOFI France
- Georg Fischer Piping Systems
- Hepworth
- Aqualia
- AZUD
- DANFOSS
- Al Wasail Industrial Company
- Taldeen Plastic Solutions
- Al-Qaryan Group
- Turan Makina
- Temak S.A
- Masdar Institute / Khalifa University
- KEOIC

Job Titles

- Chairman
- Under Secretary
- President
- Director
- Water Sector Leader
- Desalination Specialist
- Head of R&D
- Head of Projects
- Lead Engineer-Desalination Technology
- Project Development Manager
- Business Development Manager
- Sales Manager

Industries

- Government
- Construction
- Engineering
- Energy & Utilities
- Banking
- Public and Private Investment Institution



Eng. Abdullah Nasser Alzowaid
Deputy Governor for
Operation &
Maintenance
SWCC



HE Mohammed Abdullah Al Mahrouqi
Chairman
DIAM

VISIONARY

SPEAKER & PANELLISTS

FROM THIS YEAR'S EVENT



Hosam Shawky
Director & founder of
Egyptian
Desalination Research
Center
of Excellence
Desert Research Center



Antonio Ardigo
General Manager KSA
Fisia Italmimpianti –
Gruppo Salini Impregilo



Iqbal Al Tayar
Director of Technical
Supervision
Department
Kuwait Ministry of
Electricity and Water



Julio De La Rosa Jurado
ME Director
Acciona Agua



Valter Caccia
CEO
Barka Desalination
Company



Rolf Keil
Project Development
Manager
Besix



Peter Dalkeith Scott
Desalination Expert
Khatib Alami



Luhay Khdeir
Water Sector Leader
Mott Macdonald



Corrado Sommariva
CEO & Founder
SWPC



Imteyaz Ahmad
ME Head of
Desalination
WSP



Dr. Mohamed Dawoud
Manager
Water Resources
Department,
Environment Agency
Abu Dhabi



Dr. Amgad Elmahdi
Head of MENA region
International
Water Management
Institute



Titia De Mes
Technical Lead
Stantec



Mohammad El Ramahi
Director of Asset
Management and
Technical Services
MASDAR



Keith Bullen
Partner - Project
Development &
Finance
DLA Piper



Maruan ElKhattabi
ME Director
GS Inima Environment



Antonio Moreno
Regional Director
Abengoa



Antonio Moreno
Regional Director
Abengoa



Mohit Sibal
VP – International
Head of Water
Shapoorji Pallonji
Group



**Kartik
Balasubramaniam**
Head of Engineering &
Technical Support
ENGIE



Pedro Otegui
CEO
FLUYTEC
Filtration Technologies



Francois-Xavier Basselot
Client Director
Engineering,
Design and Project
Management
Atkins



Thomas Altmann
VP – Technology &
Innovation
ACWA Power



Dr Peter Kerschberger
Application Manager
KWI International
Environmental
Treatment GmbH



Adrian Schwyzer
Global Market
Segment Manager
Water Treatment,
Georg Fischer
Piping Systems



Jose Manuel Salutregui
CEO
Tecexsa



Dr. Basel Abusharkh
CEO
Hyrec



Julius Steyn
CEO
Osmotek



Jesus Ortiz Mingo
Regional BD Manager
Acciona Agua



Javier Diaz
KSA Manager
Aqualia



AbdulAziz Al Obaidli
VP UAE & GCC & India,
Abu Dhabi National
Energy
Company (Taqa)



Esam Al Mulla
Manager
Sharjah Electricity
& Water



Eng. Jamal Shadid
Director of Policy
Development
Department of Energy



**Dr. Rifaat Abdel
Wahaab**
Head of R&D
Holding Co. for Water
and Wastewater

A series of engaging keynote talks from industry-leaders addressed current and upcoming trends and innovations in the desalination domain:

Day 1

- SWCC's 2030 vision and upcoming desalination projects
- Replacing aged infrastructure through enhanced asset finance
- Executive panel discussion: MENA 2050: Promoting effective stewardship of water resources
- SWRO Energy Efficiency: Paradigm shift in design and optimization of SWRO plants using GCC seawater conditions
- EPC Contractors briefing: an overview of different desalination technologies
- Dissolved Air Flotation (DAF) as powerful protection against algal attacks
- Exclusive project showcase of the Al Khobar SWRO 210 MLD desalination plant in KSA
- Industry panel discussion: Risk mitigation through stakeholder management planning
- Sustainable water development in the region: Ideas and initiatives



Day 2

- HCWW's 2030 water desalination roadmap and opportunities in Egypt
- Current desalination opportunities in Kuwait presented by the Ministry of Electricity & Water
- IWP v's EPC – practical differences for contractors
- Osmotically assisted reverse osmosis technology for enhanced desalination recovery and brine concentration
- Renewable energy desalination options for the UAE
- A MENA outlook on current state of water desalination infrastructure

MARKETING & PR REACH

MENA Desalination Projects activated a 9-month promotion campaign informing industry businesses, organisations and delegates about this ground-breaking event, the knowledge of our speakers, the innovations of our exhibitors

and the calibre of our delegates. We reach thousands of desalination industry professionals from across the Middle East and internationally by investing heavily in our multi-channel campaign.



500,000+ Emails Were Sent



300,000+ Online Advertising Impressions Delivered



40,000 SMSs Were Sent



68,178,264 Global PR Reach



US\$447,000 Global PR Value



70 Number of Media Outlets

PR REACH

Global campaign reach:

Media attended the exhibition from across the Middle East and internationally from Japan to Italy, India to Saudi Arabia to cover this ground-breaking inaugural edition. MENA Desalination Projects received coverage from the following regional and international media outlets:

- Abu Dhabi TV
- Al Hurrah TV
- WAM NEWS
- MaritimeSky Network
- Emirates News Agency (WAM)
- Saudi Gazette
- Gulf News

- Khaleej Times
- The National
- Al Khaleej
- Middle East Business
- Trade Arabia
- Roaya News
- Emaratyah
- Alittihad
- Al Roeya.com
- M.Gomhuria Online
- Albayan
- Oman Daily
- LE MATIN France
- AlwatanVoice
- Alkhaleej
- Abu Dhabi Env
- UAE Business News
- Sharjah 24
- Albawabh News
- Gulf 365
- Water Digest
- Business Intelligence Middle East
- Gulf Construction

- Urdu Point
- MENA FN
- TAQA Global
- Al Press
- MSN News
- Maarif Press
- Al Press Business News
- Alsahwa
- Pakistan Point
- Eye of Dubai
- Middle East Magazine and News
- ZAWYA
- Global Dubai News
- Eye of Riyadh
- Eye of Dubai
- Alqaralaraby New
- Egy Saudi
- EurAsia Diary
- Alsharq Times

PR COVERAGE



Join Us at the 2020 Edition of MENA Desalination Projects

THANK YOU TO OUR SPONSORS AND PARTNERS

+GF+

تلدين
Taldeen

TECEXSA
Egile

(KWI)

FPI
FUTURE PIPE INDUSTRIES

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filtration technologies

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Al Qaryan Group
Since 1988

طبيعة
TABEEA
MODERN HOLDING

OBL
OBL INDUSTRIES

TURAN BORFIT

BWT
BEST WATER TECHNOLOGY

osmotek

Tecofi'
VALVE DESIGNER - FRANCE

VONTRON

الوسائل
Alwasail Industrial Co.
شركة الوسائل الصناعية

AFFCO
VALVE

BERNARD CONTROLS
Invent in Confidence

EVERS

Ravago
CHEMICALS

hyrec

ENGINEERING
TOMORROW
Danfoss

Plastek
HDPE fittings

agru
The Plastics Experts

BMC Gulf

TEMAK
TOTAL WATER SOLUTIONS

victaulic

aqualia

EBRO ARMATUREN

AZUD

Kee Safety

ProMinent

For more information about how to participate in the next edition, please contact:

Tel: +971 (0) 456 87800

Email: partnerships@gmevents.ae

Website www.menadesal.com

10 - 11 MARCH 2020 FLOOR PLAN



1. Prominent	7. HYREC	13.	19.	25. KEE SAFETY	31. Diam	37.	43.	49.
2. TEMAK	8. AZUD	14.	20.	26. TALDEEN	32. Ministry of Electricity & Water Kuwait	38.	44.	50.
3.	9. Bernard	15.	21. PLASTEK	27. Al Qaryan	33. Department of Energy	39.	45.	51.
4. Prominent	10.	16. Victaulic	22. TURAN	28.	34. Department of Energy	40.	46.	52.
5. BMC	11.	17.	23.	29. Saline Water Conversion Company	35. DEWA	41.	47.	
6. OBL	12. AFFCO	18.	24.	30. Water & Electricity LLC	36. SEWA	42.	48.	

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