



MENA DESALINATION PROJECTS

Organised by



**THE LARGEST
DESALINATION
CONFERENCE
AND EXPO
IN THE REGION**

**10 - 11
MARCH
2020**

Jumeirah Etihad Towers
Abu Dhabi, UAE
menadesal.com



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An aerial photograph of an industrial facility, likely a desalination plant, featuring a prominent tall smokestack and various buildings. The facility is situated near a coastline with a multi-lane road and a beach. The ocean is visible on the right side of the image.

EVENT OVERVIEW

The second edition of the **MENA Desalination Projects**, the largest government-endorsed regional desalination conference in the Middle East & North Africa, will bring together **400+ regional and international stakeholders** from the government, consulting, contracting and supply chain to discuss about the **\$50bn of upcoming desalination** mega projects in the region and highlight national sustainability visions driving the 2030 water agenda.

The second edition of the conference will address critical issues such as financial modelling, R&D optimization, regulatory framework, membrane replacement & recycling, environmental footprint, water security & preservation.

Featuring a **2-day trade show, with project showcases, governmental panel discussions and case studies** involving project owners and top consultants in the region, this exciting event will offer an unparalleled learning curve on the latest technology in the desalination domain delivered by the world's trailblazers.

2020 EVENT IN NUMBERS

500+

DELEGATES



40+

SPEAKERS



10+

COUNTRIES

50+

Exhibitors &
Sponsors



2

DAYS
TRADE
SHOW



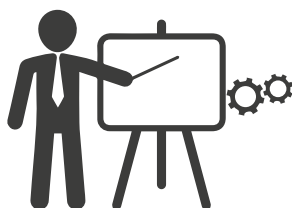
5

INDUSTRY
DEBATES



3

GOVERNMENTAL
PANEL DISCUSSION



7

EXCLUSIVE PROJECT
SHOWCASES

2020 SUPPORTING PARTNERS

IWMI International Water Management Institute



المؤسسة العامة لتحلية المياه المالحة
Saline Water Conversion Corporation



دائرة الطاقة
DEPARTMENT OF ENERGY



الشركة السعودية لشراكات المياه
Saudi Water Partnership Company



هيئة كهرباء ومياه الشارقة
Sharjah Electricity & Water Authority



مرافق
MARAFIQ

المكتب الوطني للكهرباء والماء الصالح للشرب
Office National de l'Électricité et de l'Eau Potable

UNPARALLELED BUSINESS OPPORTUNITIES

The projected value of upcoming desalination projects to be delivered **by 2030 in MENA amounts to \$50bn**, according to the GWI report.

In such a momentous economic time for MENA economies, companies keen on penetrating the water market to seize new business opportunities can assess the great wealth of multimillion investments that public and private sectors are looking into implementing ahead of 2030.

WHO ATTENDED IN 2019

Delegates and industry leaders that attended the MENA Desalination Projects in 2019 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

INDUSTRIES

- Government
- Engineering
- Construction
- Energy & Utilities
- Legal Firms
- Infrastructure Investment Funds
- Financial & Insurance Companies
- Environmental Consulting Firms
- Solution Providers

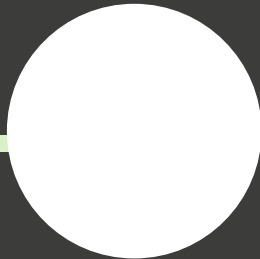
JOB TITLES

- Chairman
- Managing Director
- CEO
- Water Sector Leader
- Project Manager
- Desalination Specialist
- Operations Team Leader Water
- Lead Engineer – Desalination Technology
- Private Investors

SPEAKERS



Jamal Shahid, Director of Policy, Abu Dhabi Department of Energy



HE Eng Abdullah Bin Ibrahim Alabdulkareem, Deputy Governor, Planning and Development, SWCC



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



Charafat Afilal, Advisor & Former Minister of Water, Moroccan National Company of Drinking Water and Sanitation



Corrado Sommariva, CEO, SWPC



Robert Bryniak, CEO, Golden Sands Management Consulting



Francois-Xavier Basselot, International Water Client Director, Atkins



Dr. Rifaat Abdelwahhab, Head of R&D, Egypt Holding Company for Water and Wastewater - HCWW



Amgad Elmahdi, Head of MENA region, International Water Management Institute



Julio De La Rosa Jurado, Middle East Managing Director, Acciona Agua



Thomas Altmann, VP – Technology & Innovation, ACWA Power



Miguel Angel Sanz, Director of Strategic Development, Suez International



Eng. Ahmad M. Alazemi,
Private-Sector Projects
Department, Undersecretary
Sector, Kuwait Ministry of
Electricity and Water



Nizar Kammourie,
General Manager,
SAWACO



Antonio Moreno,
Regional Director,
Abengoa



Gavin Van Tonder,
Water Sector Head,
Neom



Michael Sronce,
Managing Director,
Abu Dhabi, Sergent
and Lundy



Martin Stahl,
Infrastructure Director,
The Red Sea Company



Adel Aboujaoude,
Operations Director,
Jacobs



DAY ONE - Tuesday 10th of March 2020

08:00	Registration and Refreshments
08:40	Official Exhibition Opening, Ribbon Cutting and VIP Tour
09:00	Official opening: National Anthem and Holy Quran
09:05	Chairman's welcome and opening remarks <ul style="list-style-type: none"> • Dr. Corrado Sommariva, CEO & Founder, Sustainable Water & Power Consultants
Overview of the water landscape in the MENA region	
09:10	<p>Executive panel discussion: MENA 2050: Promoting effective stewardship of water resources</p> <ul style="list-style-type: none"> • The role of PPPs: Buffering costs for mega desalination projects • By 2050, the water demand gap is projected to grow fivefold. How can we promote a more conscious usage of water in the region? • Augmentation of water supplies: reducing unsustainable groundwater mining in the region <p>Moderator:</p> <ul style="list-style-type: none"> • Dr. Corrado Sommariva, CEO & Founder, Sustainable Water & Power Consultants <p>Panelists:</p> <ul style="list-style-type: none"> • Eng. Jamal Shahid, Policy Development Director, Department of Energy – Abu Dhabi, UAE • Eng. Iqbal Altayar, Director of Technical Supervision Department, Ministry of Electricity & Water, Kuwait • Charafat Afailal, Advisor and Former Minister of Water, National Company of Drinking Water and Sanitation, Morocco • Dr. Amgad Elmahdi, Head of MENA region, International Water Management Institute - IWMI
09:50	Excellence in Sustainability Award Ceremony
09:30	<p>Saudi Arabia's 2030 vision and upcoming desalination projects</p> <ul style="list-style-type: none"> • Road to 2030: KSAs agenda on sustainable desalination • An overview on the upcoming desalination plants to be delivered by 2022 in KSA <p>Panelists:</p> <ul style="list-style-type: none"> • HE Eng Abdullah Bin Ibrahim Alabdulkareem, Deputy Governor, Planning and Development, SWCC
10:40	Session reserved to Platinum Sponsor
11:00	Networking Break
11:30	<p>Panel discussion: Water desalination for industrial projects</p> <ul style="list-style-type: none"> • Utilizing desalination to meet the growing industrial water demand • Exploring key industries to benefit from water desalination techniques • Case studies on use of water desalination for oil and gas and petrochemical plants • Role of water desalination in ensuring water availability for key industries and reducing dependence on water supply <p>Speakers:</p> <ul style="list-style-type: none"> • Antonio Moreno, Regional Director, Abengoa

Sustainable desalination systems	
12:10	NEOM desalination project overview: Greenfield development of water supply system <ul style="list-style-type: none"> • Status of NEOM Water supply • Strategy for supplying water in NEOM • Desalination Strategy for NEOM • Brine Treatment in NEOM Speaker: <ul style="list-style-type: none"> • Gavin Van Tonder, Water Sector Head, NEOM
12:30	Optimizing desalination sustainability <p>Panelists:</p> <ul style="list-style-type: none"> • Michael Stronce, Managing Director, Sargent and Lundy Abu Dhabi • Miguel Angel Sanz, Director of Strategic Development, Suez International • Thomas Altmann, VP – Technology & Innovation, ACWA Power
13:10	Session reserved to Gold Sponsor
13:30	Panel discussion: Alternative energy and emerging technologies for sustainable desalination <p>Moderator:</p> <ul style="list-style-type: none"> • Francois-Xavier Basselot, International Water Client Director, Atkins
14:10	Chairman's closing remarks
14:00	Networking lunch & end of conference day one

DAY TWO - Wednesday 11th of March 2020

08:00	Registration and Refreshments
09:00	<p>Chairman's welcome and opening remarks: Sustainable water development in the region: Ideas and initiatives</p> <ul style="list-style-type: none"> • Corrado Sommariva, CEO & Founder, SWPC
Country specific exclusive showcases	
09:05	<p>Keynote address: 2030 water desalination roadmap and opportunities in United Arab Emirates</p> <p>Speaker: Senior representative, Department of Energy</p>
09:25	<p>Keynote address: 2030 water desalination roadmap and opportunities in Egypt</p> <p>Speaker: • Dr. Rifaat Abdelwahaab, Director of R&D, Holding Co. for Water and Wastewater</p>
09:45	<p>Keynote address: Current desalination opportunities in Kuwait presented by the Ministry of Electricity & Water</p> <p>Speaker • Eng. Iqbal Altayar, Director of Technical Supervision Department, Ministry of Electricity & Water Kuwait</p>
10:05	<p>Keynote address: 2030 water desalination roadmap and opportunities in Morocco</p> <p>Speaker: • Charafat Afailal, Advisor and Former Minister of Water, National Company of Drinking Water and Sanitation</p>
10:25	Networking Break
10:50	<p>Panel discussion: Efficient desalination project planning and execution</p> <ul style="list-style-type: none"> • Improving energy efficiency in water treatment • Exploring the key challenges faced and solution to overcome them • Meeting environmental standards and regulations <p>Panelists: • Julio De La Rosa Jurado, ME Managing Director, Acciona Agua • Adel Aboujaoude, Operations Director, Jacobs</p>
11:30	Session reserved to Silver Sponsor
11:50	<p>The Red Sea project overview: Desalination – A sustainable approach to water at the Red Sea project</p> <ul style="list-style-type: none"> • Project Phases and water demands (construction phase 12,500 m3/d, 1st Project Phase 30,000 m3/d) • Water types required and qualities (potable water, irrigation water/TSE, top-up water) • Sustainability and environment (as a basis for technology and process selection) • Water generation, transmission and distribution (TRSDC concepts) <p>Speaker • Martin Stahl, Infrastructure Director, The Red Sea Company</p>
12:10	Sponsored session

Financing desalination projects	
12:30	<p>PPP financing in water desalination infrastructure</p> <ul style="list-style-type: none"> • Achieving the 6th Sustainable Development Goal: ensuring water access and mitigating water scarcity in the region • Creating the recipe for success: shaping robust regulatory frameworks <p>Panelists:</p> <ul style="list-style-type: none"> • Eng. Ahmad M. Alazemi, Private-Sector Projects Department, Undersecretary Sector, Ministry of Electricity and Water, Kuwait • Dr. Corrado Sommariva, CEO & Founder, Sustainable Water & Power Consultants • Robert Bryniak, CEO, Golden Sands Management Consulting
13:15	Chairman closing remarks
13:30	Networking lunch and end of conference



2020 SPONSORS & PARTNERS

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WHY GET INVOLVED

Learn about the regional Privatization Programs to strengthen the role of the private sector by unlocking state-owned assets for investment



Hear about the latest sustainable water treatment and desalination methods deployed globally



Asses cross-sector implementation of automation systems and how your project can benefit from it



Connect and network with industry peers to tackle shared operational and stakeholder collaboration challenges



Discover the upcoming \$50bn water projects in the MENA region



OPPORTUNITIES TO PARTICIPATE

We only work with the best to offer the best to our customers. Great Minds Conferences are a great platform to get your message across to your target audience. Whether you are looking to educate your target market, launch a new product or increase your branding and visibility, our team will work closely with you to develop a package that suits your requirements and helps you stand out as a Great Mind in this space.

WHO SHOULD SPONSOR:

Technology providers

System Integrators

Consultants

System Developers

SPONSORSHIP OPPORTUNITIES

We have a diverse range of sponsorship opportunities available, a member of the sponsorship team will work with you to create a bespoke package to suit your businesses objectives.



What's included in standard exhibition package

- ▶ 9 square meters shell scheme booth
- ▶ 1 table and 2 chairs
- ▶ Lights and standard power supply
- ▶ Waste bin
- ▶ Fascia board
- ▶ 2x passes (All event access)
- ▶ Logo inclusion on conference website, brochure and on-site marketing material

2020 FLOOR PLAN & AVAILABILITY



1- KEE SAFETY.	7- ARFLU.	13- Available Area.	19- Available Area.	25- Aqua Technik.	31-	37- Available Area.	43- AERZAN.	49- Available Area.
2- TEMAK.	8- AZUD.	14- Available Area.	20-	26- TALDEEN.	32-	38- Available Area.	44- Available Area.	50- Available Area.
3- VONTRO.N.	9- Bernaid.	15- Gulf Refined.	21- PLASTEK.	27- TBC EXSA.	33-	39- Available Area.	45- Available Area.	51- Available Area.
4- PIPE LIFE.	10- Fluytec.	16- Victaulic.	22- TURAN.	28- STAR Piping.	34-	40- AWK.	46- Available Area.	52- Available Area.
5- BMC.	11- Brothers.	17- Available Area.	23- SWCC.	29-	35-	41- BMS.	47- Available Area.	
6- AL Waseil.	12- AFFCO.	18- Available Area.	24- SWCC.	30-	36-	42- TALS.	48- Available Area.	



CONTACT US

gmevents.ae

Speaking inquiries

Asmae Hamidi

Project Director

asmae@gmevents.ae

+971 50 295 5760

Sponsorship inquiries

Ben Thomas

Head of Sponsorship

partnerships@gmevents.ae

+9714 568 7800

Marketing inquiries

Liam Varnai-Clarke

Marketing Director

liam@gmevents.ae

+971 52 168 1501