

The leading trade exhibition  
for process, drinking and waste water

**AQUATECH  
INDIA**  


CONFERENCE 2 - 4 MARCH | MUMBAI • IN  
EXHIBITION 2 - 4 MARCH | **2011**



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# Aquatech India 2011

The largest and most international water technology show in India, with over 200 exhibitors, displays the latest products and innovations in process, drinking and waste water on more than 10,000 square metres.

Exhibitors will be able to connect directly with national and international buyers. Aquatech India is the authoritative platform for the exciting Indian water sector, all market leaders will be present under one roof!

## Exhibition programme

- Water treatment systems and equipment
- Transport and storage systems
- Process control technology & process automation
- Research and consultancy companies
- Water utilities
- Country pavilions

## Aquatech India 2011

Amsterdam RAI (organisers of Aquatech Global Events) and Inter Ads-Brooks (organisers of the former Water Asia show) bring forth the second edition of Aquatech India 2011, which promises to be a one-of-its-kind, international, high quality water technology event serving the complete Indian water sector. After making a highly successful debut in New Delhi in 2010, Aquatech India 2011 has made a significant move from its home base in New Delhi to Mumbai, India's financial capital.

Aquatech India incorporates all sectors of process, drinking and waste water industries under one roof, making it the only complete platform for the exciting Indian water sector. The event will continue to be a unique gathering of decision makers and professionals from Asia and throughout the world.

Recognized for its excellence in providing unmatched marketing opportunities and exposure, the event is set to make an even more lasting impression on both the exhibitors as well as delegates.

## Over 50 years of experience

Since the very first Aquatech trade fair in Amsterdam in 1964, the brand has gone from strength to strength. Aquatech Global Events have been successfully held in other parts of the world including South America, South East Asia, China and North America (in partnership with the Water Quality Association). Aquatech India brings together water professionals from all over the world with the Indian water experts, providing a unique experience at the premier Indian event for the water industry.



## Looking back at Aquatech India 2010: the show set the standard

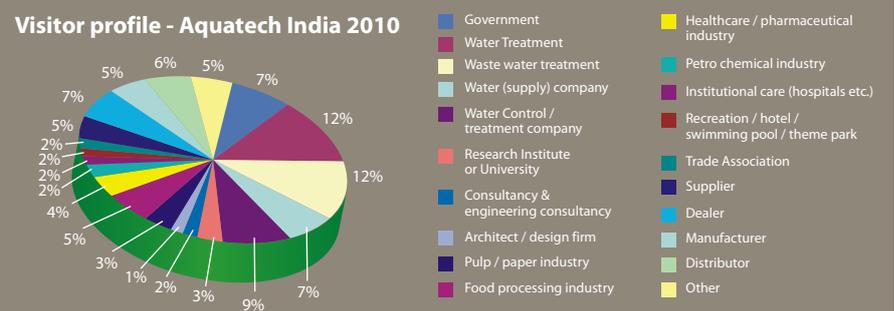
Aquatech India 2010 exceeded all expectations. With about 180 exhibitors from 16 countries filling 8,000 square metres of floor space, a high level conference, the Utility Leaders Forum and other seminars, Aquatech India immediately set the standard for water technology trade events in the region.

The event featured pavilions from China, Netherlands, Taiwan and the WQA. Amongst the exhibitors were Aquanomics, Doshion Veolia Water Solutions, Dow, GE, Halopure, Kirloskar Brothers, MMP, Norit, Netherlands Water Partnership, Pentair Water, Philips, Prominent, Wilo Mather & Platt, Wipro Water and many more. The exhibition was supported by

the International Water Association (IWA), the Indian Water Works Association (IWWA) and the Water Quality Association (WQA).

The conference proved to be an excellent opportunity to exchange industry views, gain knowledge about the best practices in the water industry and to meet fellow professionals. With over 250 conference delegates from various countries, it was a resounding success. Experienced leaders from Belgium, France, Germany, Ireland, Malaysia, the Netherlands, UK and the US were successful in providing a holistic perspective on water sustainability. In addition to this distinguished speakers from India gave a sharp insight on varied subjects related to water.

Visitor profile - Aquatech India 2010



## Rapid economic growth + limited water resources = unprecedented opportunity for the water sector

With its many challenges and strong ambitions, India is one of the fastest growing markets in the world. It is the world's largest democracy with a population of 1.2 billion, an economy growing at an annual rate of 8 percent and a highly- skilled workforce fluent in two main languages (Hindi and English). India has 16 percent of the world's population, 2.5 percent of the land mass and just 4 percent of the water resources. Faced with a backdrop of water scarcity, a 'failed' monsoon can be disastrous for food crops. India faces many water issues with its fast growing population. More and more

consumers will demand better drinking water, better service and better quality, and there is a huge demand for water in agriculture.

Government and industry alike are recognizing the challenges and are acting with urgency. This is expected to fuel a Compound Annual Growth Rate in the region of 15 percent over the coming years. An estimated \$ 287 billion global water market is projected to expand into India. Investment will cover many areas, including the more efficient use of water in agriculture, improvements in

infrastructure, and the transportation of drinking and waste water. New desalination plants will be required, out-of-date facilities have to be rebuilt, smaller decentralised systems created and water treatment systems developed in the commercial and industrial sectors.

It is very clear that solving the Indian water challenges is not only a matter of high-tech solutions for the high-end market, but also of appropriate and affordable solutions for the huge rural market. The opportunities for you and other international players are self - evident.

### Exhibiting – what's in it for you?

- Direct contact with thousands of potential clients
- Highly qualified visitors with decision-making authority
- Chance to seek out international partners
- Start or expand your presence in the rapidly growing Indian water market
- Increase brand visibility and build brand image



### More than just an exhibition...

#### Conference

To create an ideal business environment and to stimulate the exchange of best practises, a conference will run simultaneously with the trade fair. The conference programme is supported by the International Water Association (IWA).

#### Utility Leaders Forum(ULF)

The IWA and the Indian Water Works Association (IWWA) will host the second ULF, attracting CEO's of Indian water utility boards to the event. The forum will provide the opportunity to share the latest trends and emerging issues on current topics such as linkages between water, energy and climate and their impact on water service delivery in India and across the globe.

#### AquaStages

Located on the exhibition floor, Aquatech India will feature the renowned AquaStages for seminars, workshops and lectures. The 'stages' serve as interactive meeting points where exhibitors present new solutions, demonstrations and technical sessions on various topics.

#### AquaJobs

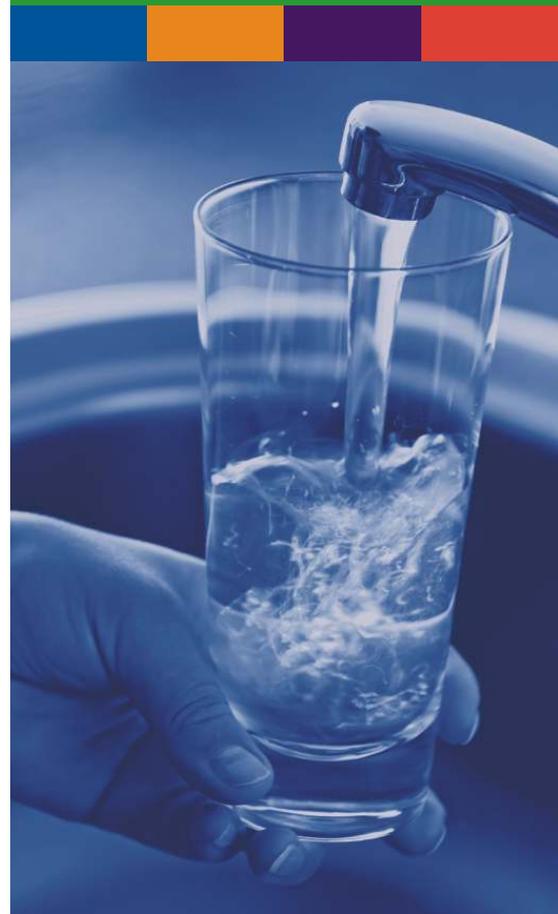
Are you looking for capable engineers? Or a new career for yourself perhaps? The AquaJobs segment at Aquatech India will feature worldwide careers, jobs and employment opportunities in the water technology industry.

#### Global Network

Aquatech Global Events has built up an extensive database of international water professionals. As an exhibitor at Aquatech India, you will profit from the enormous matchmaking opportunities this global network offers:

- Global media campaign
- Direct mail, e-news, e-zines
- Online campaigns, advertisements and advertorials with 15 leading trade magazines worldwide
- Extensive press and PR campaign
- (Digital) Invitation cards

Enter one of the world's fastest-growing markets by exhibiting at India's only professional water technology show.



## About the venue

Mumbai is the business capital of India and generates an estimated 5% of India's GDP. Mumbai is home to important financial institutions and serves as the corporate headquarters for numerous Indian companies and multinational corporations.



The Bombay Exhibition Centre (BEC), the venue for Aquatech India 2011, is one of the largest exhibition centres in India, which hosts a variety of prestigious international exhibitions. BEC has an ideal location. It is near the national and the international airports as well as the Mumbai city centre, and has numerous international hotels in the vicinity. Ideal entertainment, retail shopping and sight-seeing spots are also in close proximity.

## About the organisers

Amsterdam RAI exhibitions serves as a matchmaker between visitors and exhibitors. Dedicated teams of professionals organise 25 national and international consumer and trade exhibitions each year. From our Amsterdam home base, successful exhibition formulas are exported worldwide in partnership with trade organisations, magazines and market leaders.

Inter Ads - Brooks is a renowned name in organising conferences and exhibitions based in India. Inter Ads regularly organises many reputed exhibitions in India, in collaboration with renowned international exhibition partners.

Aquatech India is organised by Amsterdam RAI in association with Inter Ads - Brooks.



Amsterdam RAI  
Aquatech Global Events  
1070 MS Amsterdam  
The Netherlands  
T +31 (0)20 549 12 12  
F +31 (0)20 549 18 89  
E [aquatech@rai.nl](mailto:aquatech@rai.nl)  
[www.aquatechtrade.com](http://www.aquatechtrade.com)



**INTER ADS - BROOKS**  
EXHIBITIONS (INDIA) PVT. LTD.

Inter Ads-Brooks Exhibitions (India)  
Pvt. Ltd.  
Plot No. 859, Phase-V, Udyog Vihar  
Gurgaon-122 016, Haryana  
India  
T +91 124 452 4105  
F +91 124 438 1162  
M +91 981 004 2500  
E [info@interadsindia.com](mailto:info@interadsindia.com)

## For sales enquiries

Please contact the Aquatech India Project Team or, where applicable, the local representative in your country. If you have any questions, please contact a member of our team.

In Amsterdam:

### **Paddy Young**

Domain Manager Aquatech Global Events

### **Nick Mouthaan**

Sales Manager

### **Julia Hoferichter**

Product Manager

### **Marieke Leenhouts**

Communications & PR Manager

### **Janine Sinnige**

Communications & PR Assistant

**In India:**

### **Sunil Chhibber**

Project Head

### **Siddharth Chibba**

Marketing Head

### **Aarti Sachdeva**

Manager - Conference

### **Kishor Shetty**

Manager - Sales & Marketing

(For Maharashtra only)

+91 9820604551

## Your next step

**Book your stand before the 1st of September 2010 and receive an early bird discount.**

**You can find all exhibitor information at:**

**[www.india.aquatechtrade.com](http://www.india.aquatechtrade.com)**

## Local representatives & organising offices

### *UK – Avanti Sales & Marketing*

Nigel Hurcomb  
T +44 173 724 2803  
E [hurcomb@ntlworld.com](mailto:hurcomb@ntlworld.com)

### *France – Paris RAI*

Catherine Métais  
T +33 146 104 750  
E [info@parisrai.com](mailto:info@parisrai.com)

### *Italy*

Roberto Rampazzo  
T +39 049 8070 457  
E [roberto.rampazzo@tin.it](mailto:roberto.rampazzo@tin.it)

### *Israel – Abarbanel Commercial Company Ltd.*

Dafna Poleg  
T +972 54 4984070  
E [abrenel@netvision.net.il](mailto:abrenel@netvision.net.il)

### *Eurasia & Middle East – NTSR*

Serkan Tiglioglu  
T +90 216 4256300  
E [s.tiglioglu@ntsr.com.tr](mailto:s.tiglioglu@ntsr.com.tr)

### *China – CHC Business Development*

Simon Ding  
T +86 21 6270 5336  
E [simon@chcbiz.com](mailto:simon@chcbiz.com)

### *Korea – Kong Myong E & T*

Tae-Jik Chae  
T +82 2 778 6792  
E [tradefairs@hanmail.net](mailto:tradefairs@hanmail.net)

### *Russia – Restec International*

Anna Simbirtseva  
T +7 812 603 23 23  
E [simbirtseva@restec.ru](mailto:simbirtseva@restec.ru)

### *Water Quality Association*

Janine Collins  
T +1 630 505 0160  
E [jcollins@wqa.org](mailto:jcollins@wqa.org)

### *For all other countries*

Amsterdam RAI  
Nick Mouthaan  
P.O. Box 77777  
1070 MS  
The Netherlands  
T +31 20 549 1212  
E [n.mounthaan@rai.nl](mailto:n.mounthaan@rai.nl)

**AQUATECH**  
**INDIA**

MUMBAI - IN  
2-4 MARCH  
2011

**WQA**  
**AQUATECH**  
**USA**

SAN ANTONIO (TX) - USA  
8-11 MARCH  
2011

**AQUATECH**  
**CHINA**

SHANGHAI - CN  
1-3 JUNE  
2011

**AQUATECH**  
**AMSTERDAM**

AMSTERDAM - NL  
1-4 NOVEMBER  
2011