



## MEDIA RELEASE

### SELL-OUT SUCCESS AT SINGAPORE INTERNATIONAL WATER WEEK 2010

Record number of eight country pavilions and over 450 participating companies leverage strategic value of this global platform

**Singapore, 6 May 2010** – The organisers of the third Singapore International Water Week today announced a record turnout expected at the annual event this year, boosted by the debut of two new country pavilions, a 10 percent increase in the number of participating companies, and more than 70 co-located events to date. Recognising Singapore's position as the global hub for water technologies, more leading water players are investing their R&D dollars here, and will be leveraging the Singapore International Water Week as a platform to make these announcements.

Toray, a leading Japanese membrane manufacturer and one of Water Week's new founding sponsors, will officially open their R&D centre in Singapore during the Water Week. The Water Week will also see the official launch of Netherlands Water House, a set-up that will enhance cooperation and strengthen ties between Singaporean and Dutch businesses and research institutes in the water sector.

Overwhelming participation by industry players can also be seen by the sell-out success of the Water Expo. All available exhibition space has been completely taken up, a strong testimonial of the relevance of the Water Week as a proven global platform for showcasing technologies, forging partnerships and tapping business opportunities presented by the fast-growing water industry.

Acknowledging the strategic value and pro-business environment of the Water Week, water companies from Canada and Korea will for the first time participate

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in the Water Expo this year under the flag of their respective country pavilions. They join returning country pavilions China, Europe, Germany, Japan, the Netherlands and Singapore, to bring the total number to a record of eight pavilions this year. Following their success in previous editions of the Water Week, Japanese companies will showcase their latest water solutions in an expanded exhibition space, which has grown nearly 1.5 times as compared to the Japan Pavilion last year.

In addition, Singapore International Water Week 2010 will see a larger number of co-located events. Highlights include the inaugural Asia Pacific Water Ministerial Forum, the 14th Meeting of the UN Secretary-General's Advisory Board on Water and Sanitation, the second World Cities Summit, the first ever River Basin and Delta Management Workshop and the IWA Project Innovation Award. The Water Week will also be supported by 25 international organisations, both returning and new, such as the World Water Council, Arab Water Council, International Society for Trenchless Technology, UN Habitat, Korean Water Forum, and ANEAS (Asociación Nacional de Empresas de Agua y Saneamiento) of Mexico. Reinforcing the Water Week's stature as a significant global water solutions platform, Black & Veatch, one of the Water Week's founding sponsors, will conduct the last in a series of six international roundtable sessions during the Water Week. This high-level discussion will bring together industry thought leaders to discuss how to overcome barriers to water reuse as part of an integrated water portfolio and thereby inspire new solutions. Singapore was chosen as the final destination for this global dialogue as it serves as a best practice model in adaptive water management.

Said Michael Toh, Managing Director, Singapore International Water Week: "Singapore International Water Week takes a pro-business approach towards inspiring innovative water solutions for the global water needs. The positive response from the movers and shakers of the water world tell us that they recognise the value-add generated by the quality platforms and holistic programme at the Water Week. We hope that by bringing the best minds together, we can catalyse the advancement of sustainable and viable water management infrastructure, and build an ecosystem conducive for the delivery of clean and affordable



water globally.”

The over 12,000 attendees to the Singapore International Water Week and more than 450 participating companies at the Water Expo will now have more opportunities to connect with fellow participants and water companies ahead of the Singapore International Water Week, which will be held from 28 June to 2 July. Through the newly-launched online portal, *Connect@SIWW*, participants will be able to engage potential business partners prior to attending the event so as to maximise their time during the Water Week. This will complement the many networking events at the Singapore International Water Week as well as Industry-to-Industry Networking Tea Sessions hosted by local industry associations to provide rich networking grounds for connecting the water community and in creating cross-industry business opportunities.

Recognising the concerted effort required to develop efficient and innovative solutions and to address key water challenges, this year’s Water Leaders Summit will focus on three critical areas in water management. These are:

1. Good governance: sustainable and integrated resources management
2. Innovative technology: clean solutions for green growth
3. Sound financing: ensuring affordability and sustainable infrastructure

The three themes will be explored at the Joint Opening Plenary of the Water Week and the World Cities Summit, ensuring that issues related to sustainable urban living take global centrestage among the ministers and leaders from the public and private sectors as well as top academia participating in the event. Working with the International Desalination Association (IDA) and the Lee Kuan Yew School of Public Policy’s Institute of Water Policy, the by-invitation only Water Leaders Summit will be attended by 300 luminaries, including 15 Ministerial/Vice Ministerial-level representations from key markets.

More than 160 oral presentations from over 30 countries will be made at the Water Convention, jointly organized by the International Water Association (IWA) and supported by



the Asian Development Bank (ADB), where trends and challenges facing the water world globally, and in particular, in Asia Pacific and the Middle East will be examined. In line with the theme of this year's Water Week, the selected presentations will focus on issues related to water quality and safety, financing and pricing, and urban water sustainability, with new countries such as Belarus, Belgium, Cyprus, Iran, Ireland, Mexico, Nigeria, Russia, Ukraine and Kyrgyzstan joining the important dialogue.

To generate greater synergy and facilitate dialogue in the governance and financing of water innovations, eight country and region-specific Business Forums will be held at the Water Week. At these Business Forums, industry experts and leaders in public policy will share insights on each country's market growth and potential, giving investors and solution providers a clearer outlook of prospective business opportunities. In addition to sharing market details, the Business Forums will also host the signing of several memoranda of understanding between water bodies and commercial entities to share best practices and boost the development of water solutions and infrastructure.

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### **About Singapore International Water Week 2010**

The Singapore International Water Week is the global platform for water solutions. It brings policymakers, industry leaders, experts and practitioners together to address challenges, showcase technologies, discover opportunities and celebrate achievements in the water world.

Comprising the Water Leaders Summit, Water Convention, Water Expo and Business Forums, it culminates in the presentation of the Lee Kuan Yew Water Prize, a prestigious international award to recognise outstanding contributions in solving global water issues. The third Singapore International Water Week will be held from 28 June 28 to 2 July 2010. The theme is Sustainable Cities – Clean and Affordable Water.

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