



## NEWS

### **Singapore International Water Week trade expo sold out within months**

Visitors and participants can look forward to more new technologies, products and business opportunities at the Singapore International Water Week (SIWW). A total of 150 companies from 18 countries have snapped up the entire space at the Water Expo within months and the organisers have increased the floor space by 30 per cent to cope with the overwhelming demand.

The Water Expo, one of the highlights of SIWW, is a trade show that focuses on innovations, products and services, as well as best practices, successful case studies and practical applications of water technologies.

The 4,000-square-metre exhibition hall will feature national pavilions from China, Germany, Malaysia, the Netherlands, Japan, Israel and Singapore. Companies and organisations from North America, Europe, the Middle East and the Asia-Pacific region have signed up for several booths too.

At its pavilion, the national water agency of Singapore, PUB, will share its successful integrated water management experience and expertise with cities looking for sustainable water solutions. Visitors can get a taste of NEWater, the country's own brand of high-grade reclaimed water, which will be distributed for sampling in attractive bottles.

The Water Expo will feature a dedicated New Product/Innovation Corner, where exhibitors can launch new products and solutions in an exclusive area. In addition, a platform called H2O Biz Stage will highlight research projects that are ready for commercialisation.

"We are delighted that the global and regional water industries have taken a great interest in the Singapore International Water Week," said Mr Jimmy Lau, Managing Director of SAe Pte Ltd, who is co-organising the event with PUB. "With the wide range of practical solutions and products on display, exhibitors are confident that they can reach influential decision-makers through our event."

Mr Michael Toh, General Manager of the Singapore International Water Week, added: "The strong support shown by all sectors of the water industry has been very encouraging. It shows Singapore's emerging reputation as a hub for water technologies, as well as the growing importance of water as a worldwide concern."

For bookings and information, please contact the sales representative in your region:

#### China

Mr Li Wenbing  
Ace Vision (Beijing) Exhibition Co., Ltd  
Room 2002A Wisdom Plaza  
38 Xueyuan Road South, Beijing 100088  
PR China  
Tel: +86 10 6223 5280  
Fax: +86 10 6226 1531  
Email: wenbing@acevision-expo.com  
Website: www.acevision-expo.com

#### Germany

Mr Kristian Schischke  
ECM Expo&Conference Management GmbH  
Engeldamm 64 b | 10179 Berlin | Germany  
FON +49 30 61 78 43, FAX -49  
MOB +49 172 6048321  
Email: ks@ecm-berlin.de  
Website: www.ecm-berlin.de

#### The Netherlands

Ms Annemieke van Zuylen  
Netherlands Water Partnership  
Westvest 7  
P.O. Box 3015  
2601 DA Delft  
The Netherlands  
Tel: 31 15 215 1728  
Fax: 31 15 215 1759  
Email: a.vanzuylen@nwp.nl  
Website: www.nwp.nl

#### Malaysia

Mr Martin Lau  
PROTEMP EXHIBITIONS SDN. BHD.  
38-3, (2nd Floor) Jalan PJU 5/9,  
Dataran Sunway, Kota Damansara,  
47810 Petaling Jaya, Selangor Darul Ehsan.  
Tel: +603 6140 6666  
Fax: +603 6140 8833  
Email: martin@protemp.com.my  
Website: www.protemp.com.my

#### Singapore

Ms Monica Lim  
Singapore International Water Week  
Changi Airport Post Office  
PO Box 1053  
Singapore 918156  
Tel: +65 65428660 ext 167  
Mobile: +65 9362 3991 / +65 9487 0097  
Fax: +65 6542 8683  
Email: monicalim@siww.com.sg  
Website: www.siww.com.sg

#### Japan

Japan Water Forum  
Ms Yamaguchi, Ms Kondo  
5th Floor, 1-8-1 Kojimachi Chiyoda-ku  
Tokyo 102-0083  
Japan  
Tel: 81 3 5212 1645  
Fax: 81 3 5212 1649  
Email: siww@waterforum.jp  
Website: www.waterforum.jp

## BRIEFS

### Other Highlights

- About 150 ministers, government officials and top industry players have confirmed their attendance at the Water Leaders Summit, a 1½-day platform for exchanging views and ideas on policy, development, as well as global issues and challenges related to water. Jointly developed by the International Desalination Association and the Lee Kuan Yew School of Public Policy, the summit will be chaired by Singapore's Ambassador-at-Large Tommy Koh, with the keynote address by Prime Minister Lee Hsien Loong. There will also be three roundtable discussions, on "The Right Environment for Water Technology Solutions", "The Business of Water", and "Cities of the Future".
- The nominating committee for the **Lee Kuan Yew Water Prize** has convened to decide on the inaugural winner, and results will be announced next month. The prize is an international award to be presented annually to an individual or organisation for outstanding contributions towards solving the world's water problems. A highlight of SIWW, the prize is sponsored by the Singapore Millennium Foundation. The Laureate will be presented with S\$300,000, a gold medallion and an award certificate. He or she will also deliver the first Water Lecture at the Water Leaders Summit.
- A total of 232 abstracts from 25 countries have been received for the **Water Convention**, a three-day conference for industry experts, practitioners, researchers and academics to share the latest advances in water and used water treatment technologies at SIWW. Some 800 delegates are expected to attend the event, which has been jointly developed by the PUB and the International Water Association. More than 100 oral and poster presentations will be given in five parallel tracks.
- Six country/regional **Business Forum** will provide water industry players with a powerful platform for discovering opportunities in emerging markets. These forums, covering markets in China, India, South-east Asia, Australia, the European Union and Middle East, will invite conference delegates, trade visitors and exhibitors to exclusive networking sessions with potential business partners in these regions.
- **Online registration** for the Singapore International Water Week is now open at [www.siww.com.sg](http://www.siww.com.sg).

Event	Registration Fees
Water Leaders Summit (includes Summit, Water Convention, Business Forums, Technical Workshops and all Social events) <i>By invitation only</i>	S\$2,500
Water Convention (includes Convention, Business Forums, Technical Workshops, some social events, e.g. welcome reception and dinner by the bay)	S\$1,400
Water Expo	Refer to <a href="http://www.siww.com.sg/waterexpo/index.php">http://www.siww.com.sg/waterexpo/index.php</a>

Further details are available at [www.siww.com.sg](http://www.siww.com.sg).

## An auspicious lunch for sponsors to welcome the Year of the Rat



Some 150 representatives of the founding sponsors of the Singapore International Water Week gathered at Singapore's Marina Mandarin Hotel on Feb 15 for a traditional Chinese New Year *lo hei* lunch to usher in the Year of the Rat.

The founding sponsors are Asahi Kasei Chemicals, Black & Veatch, CDM, CH2M HILL, Dayen Environmental, Dow Water Solutions, Hyflux, Keppel Corporation, Salcon, Sembcorp Industries, Siemens Water Technologies, Suez Environment, United Engineers, and Veolia Water Solutions & Technologies.

*Lo hei*, meaning "to toss" in Cantonese, is a meal which offers the dish *yu sheng* as one of its courses. *Yu sheng* simply means "raw fish" - the

main ingredient in this colourful dish, and it also contains shredded vegetables and various sauces and condiments.

This unique Singaporean dish is traditionally eaten during the Lunar New Year period. Families, friends or business acquaintances gather and use their chopsticks to mix and toss the ingredients while making various wishes for a good new year. The ritual is meant to bring good luck because the Chinese word for fish, *yu*, sounds like the word meaning "abundance".

## SPOTLIGHT

### Closing the loop: Water reclamation successes around the world

What do Namibia, Singapore and California have in common? Not much, but the list of things they share got a little longer last November when a county in the American state set up the world's largest plant devoted to purifying treated used water to increase drinking water supplies.

This plant in Orange County signals the growing, although sometimes cautious, acceptance of water reclamation schemes.

Reclaimed water has for decades been accepted for use in non-domestic sectors such as agriculture and manufacturing.

But from San Diego to Florida, cities in the US are now looking to it as a source of drinking water, to cope with increasing water scarcity.

About a dozen agencies in the US currently have programmes to reclaim used water in order to bump up drinking water supplies.

"These types of projects you will see springing up all over the place where there are severe water shortages," Mr Michael R. Markus, the general manager of the Orange County district told The New York Times.

The county's US\$487 million Groundwater Replenishment System will take the treated used water and run it through

microfilters and membranes before blasting it with peroxide and ultraviolet light.

Some 70 million gallons a day will then be pumped back into lakes, where it will seep through sand, clay and rock into aquifers in the groundwater basin. Months later, it will flow back into the homes of half a million Orange County residents, according to an article on Slate.com.

In Singapore, a high-grade reclaimed water (branded NEWater) is used mostly for commercial and industrial purposes. About 7 million gallons a day - 2 per cent of all water used daily - is mixed with raw water in reservoirs before being treated at the waterworks for drinking.

The idea of drinking reclaimed water has been well received in Singapore thanks to a highly effective public education campaign. Before the launch of NEWater, briefings were held for community leaders, business groups and the media, and a documentary about the use of reclaimed water in other countries and the advanced technology used in its production was shown on television.

The campaign worked: a Forbes Research survey conducted afterwards showed that 82 per cent of Singaporeans would even drink NEWater directly.

But one would have to travel to Windhoek, Namibia to see consumers drinking reclaimed water directly on a large scale.

The country - one of the driest in sub-Saharan Africa - has been a pioneer in water reclamation technology since 1969.

Water from the Goreangab Reclamation Plant was initially blended with Windhoek's well field and used for up to 25 per cent of the city's water consumption. This has since been increased to 35 per cent, the maximum allowed by law.

How has it managed to convince residents to accept this? The city's officials credit public confidence in the quality of the water, which it takes pains to maintain through vigorous monitoring.

For agencies looking to implement water reclamation elsewhere, this offers a valuable lesson. As the water reclamation expert Lucas van Vuuren once said: "Water should be judged not by its history but by its quality."



If you are in Singapore several days before the Singapore International Water Week kicks off, you are in for a treat.

The Singapore Arts Festival (May 23 to June 22, 2008) is a celebration of the island's exciting multicultural arts scene, one of the most vibrant in Asia.

The annual festival promotes and commissions new works by mostly Singapore and Asian artists, with an emphasis on works that bridge disciplines, cultures, languages and geographical boundaries.

This year's event continues to be the biggest on Singapore's arts calendar, with more than 500 performances and activities staged by artists from 20 countries, who will be watched by up to 700,000 people.

Along with ticketed shows, there will be many free outdoor performances island-wide. Highlights of the programme include "Water Wonders", which are two water-themed spectacles staged in partnership with Singapore's water agency, PUB, and the National Arts Council, in conjunction with the Singapore International Water Week.

One of them, Water Fools, is the opening act of the Festival and it will be a stunning aquatic spectacle complete with fireworks, taking place at Boat Quay, one of Singapore's lively riverfront areas, on May 23 to 25. The other water performance, to be held in the last week of the Festival in June, will be staged at one of the reservoirs in Singapore.

For more information on the programme and how to book tickets, see [www.singaporeartsfest.com](http://www.singaporeartsfest.com).

## Where to find: A meal by the river

No visit to Singapore would be complete without a meal or drink at Boat Quay or Clarke Quay, two bustling nightlife and entertainment hotspots on the Singapore River.

Both offer an eclectic mix of high-end restaurants, bars and nightspots, as well as picturesque views of the city skyline, best enjoyed with an al fresco meal or drink.

You can also treat yourself to a scenic tour down the Singapore River on board a vintage bumboat, much like the ones that many of Singapore's early immigrants depended on for their livelihoods. The relaxing river cruise will take you on a journey through time, offering views of the iconic Merlion, the Esplanade, century-old godowns and shop houses, colonial-style government buildings and grand bridges with their quaint light fixtures, as well as the modern skyscrapers that now dominate the city's skyline.

Boat Quay and Clarke Quay are a short taxi ride away from the Suntec Singapore International Convention and Exhibition Centre, where the Singapore International Water Week is being held. Alternatively, you can take the MRT, Singapore's Mass Rapid Transit rail network, to Raffles Place station (for Boat Quay) or Clarke Quay station.



### Founding Sponsors



### Platinum Insurance Partner



### Strategic Partners



### Lee Kuan Yew Water Prize Sponsor



### Supporting Organisations

International:



Local:

Agency for Science, Technology and Research, Economic Development Board, International Enterprise Singapore, Ministry of Foreign Affairs, Ministry of Information, Communications and the Arts, Ministry of Trade and Industry, National Environment Agency, Nanyang Technological University, National University of Singapore, Singapore Sports Council, Singapore Tourism Board, SPRING Singapore.

Official Media



Official PR Agency



Official Broadcast Partner

Supporting Publication



Organised by Singapore International Water Week Pte Ltd

A company set up by PUB, Singapore's national water agency, Ministry of the Environment & Water Resources and Singapore Airshow & Events Pte Ltd

For enquiries, please contact Tel: +65 65428660 Ext 166 Fax: +65 65428683 E-mail: [info@siww.com.sg](mailto:info@siww.com.sg)

The World Cities Summit will be taking place alongside the Singapore International Water Week 2008.

For more information please visit [www.worldcities.com.sg](http://www.worldcities.com.sg)

This email was sent to {Email Address}, by michael\_toh@siww.com.sg

To unsubscribe from our newsletter, click here.