






LEE KUAN YEW
WATER PRIZE
MEDALLION

**Singapore
International
Water Week**

EXHIBITOR PROSPECTUS

**SINGAPORE
INTERNATIONAL
WATER WEEK 2022**

THE GLOBAL PLATFORM TO SHARE AND
CO-CREATE INNOVATIVE WATER SOLUTIONS

-  17 – 21 April 2022
-  Sands Expo & Convention Centre
Marina Bay Sands, Singapore
-  17 April – 31 May 2022
-  On-Demand Period

Organised By:

Singapore International Water Week Pte Ltd, a company set up by Singapore's Ministry of Sustainability and the Environment and PUB, Singapore's National Water Agency

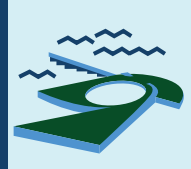


Event Organiser:



Held In:





ABOUT SINGAPORE INTERNATIONAL WATER WEEK 2022

Singapore International Water Week 2022 returns as a physical event from 17 to 21 April 2022 at the Sands Expo & Convention Centre in Singapore, alongside the CleanEnviro Summit Singapore.

As one of the first international water shows to be held in-person in Asia since the COVID-19 pandemic, SIWW2022 will bring stakeholders from government, utilities, industry and academia together to share best practices, policy development in water, and to present the latest in technological innovation.

With the opening up of international travel lanes into Singapore, SIWW2022 is expected to attract over 10,000 physical and virtual on-demand international, regional and local attendees looking for solutions to urban water challenges, and to build and renew business partnerships. Showcasing products and services spanning the entire urban water cycle, the SIWW2022 Water Expo will feature 350 exhibitors with the latest solutions and technologies across 3 full exhibition halls.

SIWW2022 is the place-to-be if you wish to build brand exposure for your products, as well as establish new leads and business opportunities.

SIWW2018 Key Statistics



Over **500** Water Leaders



Over **24,000** Participants



From **110** Regions and Countries



S\$23 Billion In Total Value for Business Announcements

What Sets SIWW Apart?



SOLUTIONS & TECHNOLOGY

Innovation and solutions in urban water management, for municipal and industrial users



GLOBAL EVENT, REGIONAL FOOTPRINT

A global water event with strong relevance and application to Asia



BUSINESS & NETWORKING

Gathering of industry, utilities and governments for business collaboration and partnerships



URBAN SUSTAINABILITY

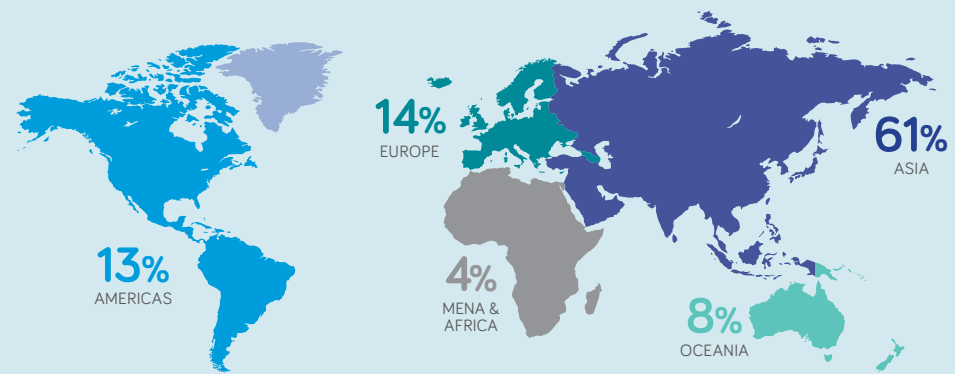
Co-located with CleanEnviro Summit to advance sustainability agenda for built urban environment



THOUGHT LEADERSHIP

Insights on latest trends, solutions and case studies in various thematic areas

Top Regions at SIWW 2018 (excluding Singapore)



Statistics reflected based on Singapore International Water Week 2018



The **Water Expo at SIWW2022** will take place from **18 to 20 April 2022** at the Sands Expo & Convention Centre, Marina Bay Sands, Singapore.

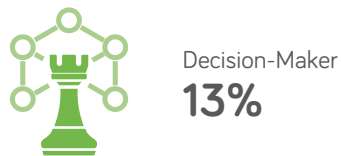
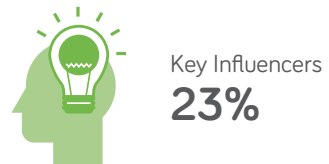
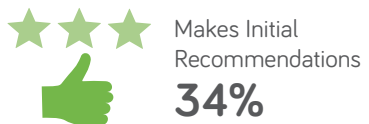
Water Expo is a major trade exhibition showcasing a comprehensive range of products and services and the latest state-of-art technologies of the entire water value chain. It is a marketplace where top government officials, utility and industry leaders, water experts, practitioners as well as procurement officers and enterprises converge to establish business and networking opportunities. Expect the latest product launches and cutting-edge water technologies at the most comprehensive water and environment trade show in the region.

Featuring three new exciting thematic Pavilions on **digital water**, **climate resilience** and **start-ups**, and diverse offerings by country/regional pavilions such as China, Netherlands and Singapore, the Water Expo is already more than 70% booked.

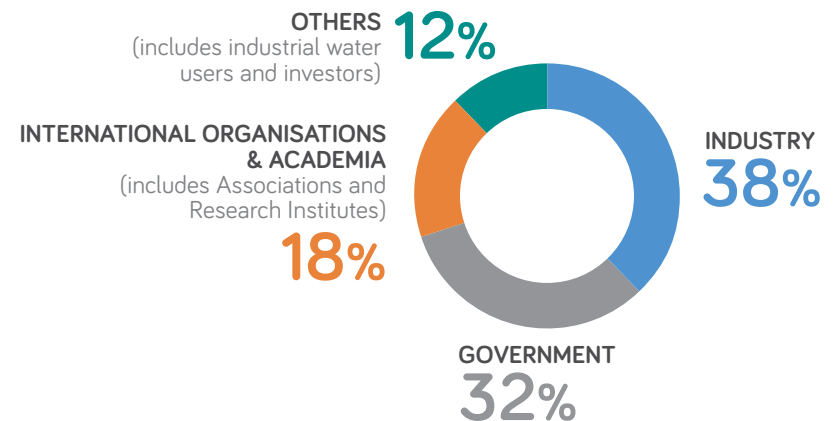
Co-located with the CleanEnviro Summit Singapore, the two events will welcome more than 10,000 delegates and visitors to drive wider conversations and partnerships towards water sustainability and resilience.

Statistics from SIWW 2018:

Profile/Purchasing Decision



Sector Breakdown



Top 5 Industries that Exhibited at SIWW 2018 Water Expo

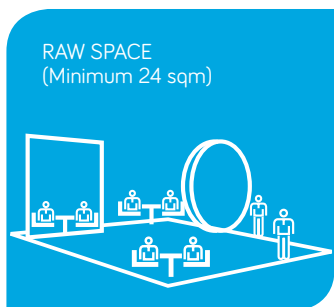
1. Engineering & Construction
2. Manufacturing
3. Industrial Water
4. Water Utilities
5. Environment Management





Cost of Participation

Available Packages:



Zone-based Rate Chart:

Packages	Zone C	Zone B	Zone A
Raw Space (min. 24sqm)	S\$660/sqm	S\$680/sqm	S\$700/sqm
Shell Scheme (min. 12sqm)	S\$740/sqm	S\$760/sqm	S\$780/sqm
Singapore Pavilion (min. 12 sqm)	S\$750/sqm	S\$770/sqm	S\$790/sqm
Additional Charges (where applicable)			
Corner Charge	S\$50/corner		

Curated Expo Programmes

- **VIP Buyers Programme** brings in local and regional buyers with specific sourcing needs or purchasing plans to meet and network with you.
- **Overseas Distributors Programme** lets you connect and engage with reputable Southeast Asian distributors who can represent your products in the region.
- **Product Showcase Programme** is a dedicated presentation zone within the Expo that offers the opportunity to showcase your products and services to trade visitors, buyers and delegates.

Reinforce Your Brand

Stand out from competitors with advertising opportunities that would bring you increased brand visibility and exposure.



Speak to us today!

Hurry, limited booths left! For booth bookings, enquiries on lead generation programmes and advertising opportunities, please email: sales@siww.com.sg



VIP Buyers Programme

Meet and network with local senior decision makers in end user environments and ASEAN buyers for water/waste infrastructure development for industrial parks, satellite cities and developers, large scale industrial end users and more.

How Can Exhibitors Tap on the Programme:

- Referrals – Refer your existing clients to be VIP Buyers for VIP access and privileges
- Nomination – Nominate potential clients to the Organiser Buyers Relation Team to contact and host them as VIP Buyers

Email conciierge@siww.com.sg for more information.

- Closed-door networking receptions – Connect with key buyers from Vietnam, Philippines, Malaysia, Thailand and more who help set out the future of the global water value chain. At these receptions, maximise deal-making opportunities and benefit from knowledge exchange and new leads.

Participation rate:
S\$300 PER PAX

Tickets are on a first-come-first-serve basis and exhibitors may only purchase one ticket.



Overseas Distributors Programme

From S\$1,800, exhibitors can expect **three guaranteed 1:1 meeting** with distributors from key markets of: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, Vietnam, as well as the full list of participating distributors with contact details.

Available Packages:

	Basic Package (S\$1,800)	Premium Package (S\$3,000)
Pre-Event		
Option to indicate preference in countries / regions of distributors to meet at the event		•
List of six (6) potential distributors* will be provided for shortlisting of three (3) for 1:1 meeting at the event	•	•
During Event		
Full list of participating distributors with contact details provided on Day 1 of event	•	•
Three (3) guaranteed 1:1 meeting with distributors	•	•
Others		
Additional guaranteed meeting(s)	S\$300 / meeting	S\$500 / meeting

To register for these programmes, please email:
sales@siww.com.sg.



Product Showcase Programme

Enhance your participation at the Water Expo 2022 by securing a Product Showcase slot at the Solutions Stage!

A dedicated presentation zone located within the Expo, the Solution Stage offers exhibitors the opportunity to showcase your products and services to trade visitors, buyers and delegates attending SIWW2022.



Note: Visuals may be subjected to change at Organisers' discretion.

Special Highlight

New Product Hour: Prime timeslots are available daily for exhibitors bringing in new product launches at SIWW2022.

On-Demand Viewing for Wider Audience Reach

All product showcase sessions will be recorded and made available for on-demand viewing, allowing international participants who are unable to attend SIWW2022 physically to watch the session.

Booking Schedule and Rates

Time (GMT +8)	18 April 2022, Monday	19 April 2022, Tuesday	20 April 2022, Wednesday
9.30am - 10.10am			
10.30am - 11.10am	S\$2,000 per slot	S\$2,000 per slot	S\$2,000 per slot
11.30am - 12.10pm [^]			
12.30pm - 1.10pm ^{^+}	S\$3,000 per slot	S\$3,000 per slot	S\$3,000 per slot
1.30pm - 2.10pm ⁺			
2.30pm - 3.10pm			
3.30pm - 4.10pm	S\$2,000 per slot	S\$2,000 per slot	
4.30 pm - 5.10pm			

[^] New Product Showcase Slots

⁺ Prime slots with timings aligned with SIWW delegates' lunch hours

Cost of Participation includes:

- 1x 40-minute Product Showcase slot at the Solutions Stage
- Complimentary recording and upload to SIWW platform for on-demand access
- AVL set-up and venue rental inclusive
- Publicity support on SIWW platforms as part of promotion on Product Showcase

To note: Slots are reserved on a first-come-first-serve basis, limited to one slot per exhibiting company. Slots are confirmed upon receipt of full payment. Organisers reserve the right to reopen a slot upon failure of full payment within stipulated deadline.

Limited slots available.
Please email: sales@siww.com.sg to book your slot today.



OTHER EXHIBITOR ENTITLEMENTS



- **Physical booth at Water Expo 2022** —
A one-stop platform to meet with municipal and industrial buyers, distributors and resellers
- **20% discount** on Water Leaders Summit* and Water Convention passes
- **Network with peers** at social networking events
- **Connect with like-minded industry partners** with the complimentary business-to-business meeting scheduler tool

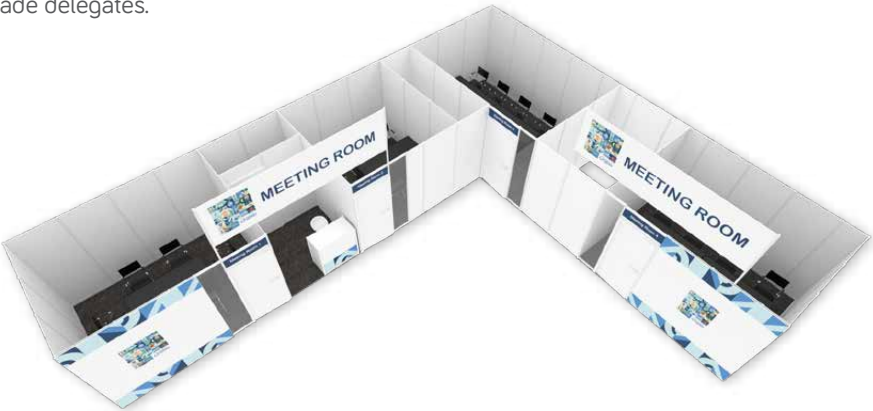
* Water Leaders Summit is by-invitation only.



NETWORKING SPACES AT WATER EXPO 2022

Meeting Points & Meeting Rooms

Connect and arrange face-to-face business meetings between delegates, exhibitors and trade delegates.



Note: Visuals shown for illustration purposes only and may be subjected to further revision.

Solutions Stage & Meeting Point

Secure a slot at the Solutions Stage to present your solutions, technologies and offerings to stakeholders across the water industry. Limited slots available. Email sales@siww.com.sg to book your slot today.



Exhibitors' Lounge

Exclusively for exhibitors, arrange meetings with your prospective clients in a casual setting.



Limited slots available.
Email sales@siww.com.sg to book your slot today.



NEW!

THEMATIC PAVILIONS AT WATER EXPO 2022

The SIWW2022 Water Expo returns next April with three new exciting Thematic Pavilions — **Start-Up Pavilion**, **Digital Solutions Pavilion**, and **Climate Resilience Pavilion**. Aim at showcasing technologies and solutions in digital water and climate resilience, and the latest innovations from global tech water start-ups, these Pavilions strengthen our suite of diverse solution offerings in key emerging areas of interest for SIWW2022 delegates and trade visitors.

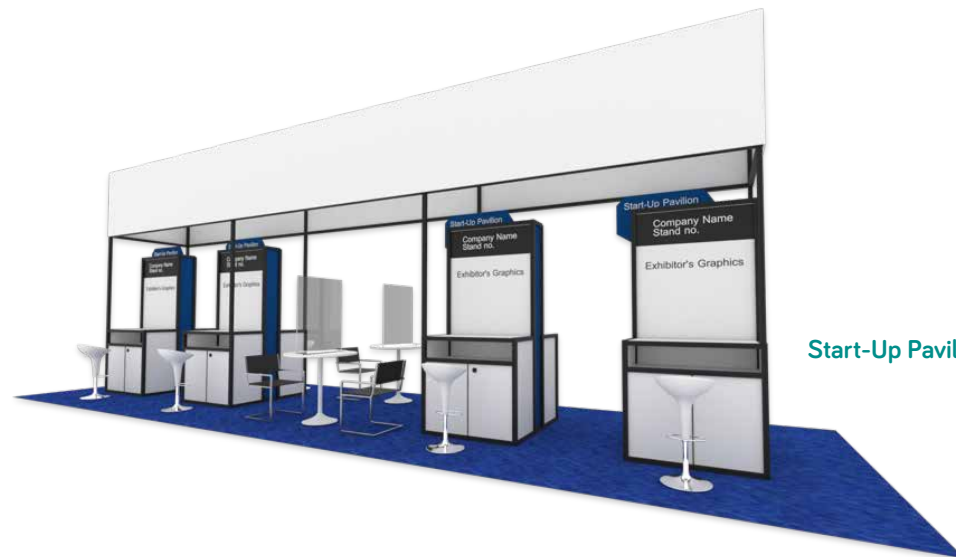
We invite organisations to sign up as an exhibitor of these Pavilions and leverage the opportunity to reach buyers and resellers from Asia and beyond.



Digital Solutions Pavilion

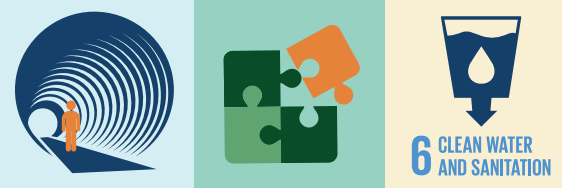


Climate Resilience Pavilion



Start-Up Pavilion

Note: Visuals shown for illustration purposes only and may be subjected to further revision.



Participation rate:
S\$700/SQM (MIN. 12SQM)

Over the last few years, digital transformation has gained traction as a key strategy for water utilities to redefine existing business processes, and in turn, enhance efficiency, safety and resilience of utility operations.

At SIWW2018, PUB, Singapore's national water agency, unveiled its roadmap to be a smart utility, leveraging on smart technologies and solutions to digitalise Singapore's entire water system to improve operational excellence and meet future water needs. This Pavilion brings together smart and digital solutions providers to showcase the latest cutting-edge products and services to participating water utilities at SIWW2022.

We are inviting digital solution providers with the following expertise to exhibit with us:

- Artificial intelligence and Machine Learning
- Internet of Things and Real-time sensors
- Smart Water Meters
- Big Data
- Digital Twin
- Automation and Robotics
- Cybersecurity
- Cloud computing and web services



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6 CLEAN WATER AND SANITATION

CLIMATE RESILIENCE PAVILION

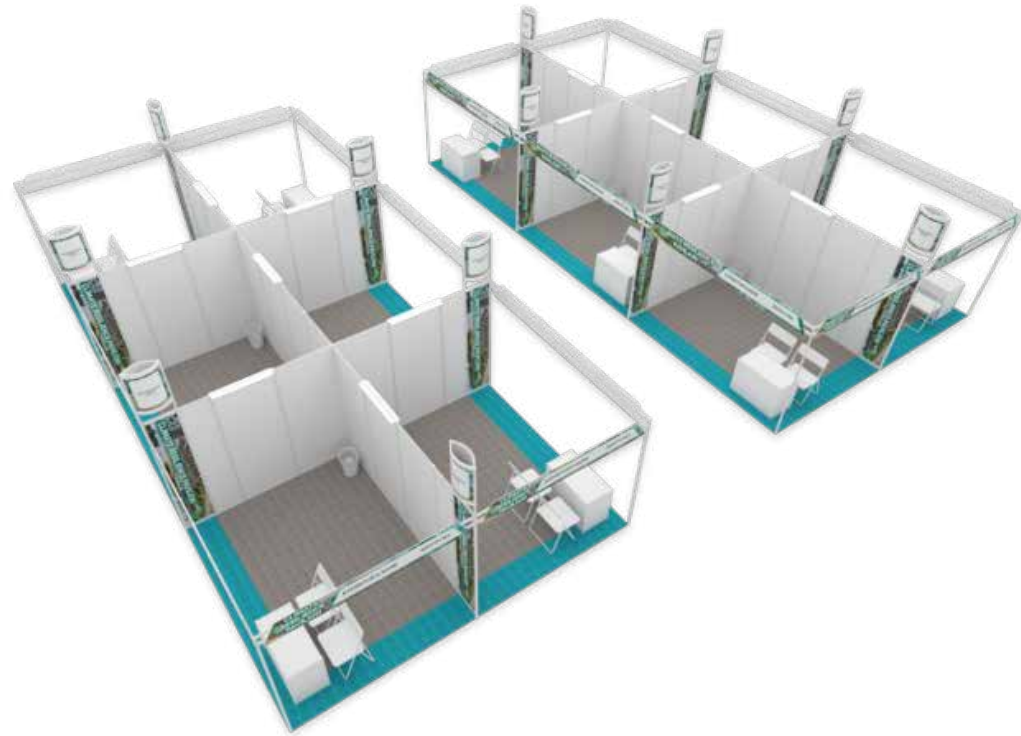
Participation rate:
S\$700/SQM (MIN. 12SQM)

Sea-level rise and extreme weather events such as storm surges and droughts are existential threats facing urban communities, particularly those along the coast. As an island city state, Singapore will be investing \$100 billion over the next 100 years to protect itself against rising sea levels.

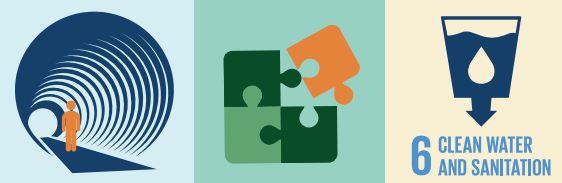
In line with the SIWW2022 theme on Climate Resilience, this Pavilion brings together technology providers and companies with deep climate and coastal protection expertise to showcase your products and services, and build new connections with governments, utilities and regulators who are searching for solutions.

We are inviting companies with the following expertise to exhibit with us:

- Coastal engineering
- Dredging and reclamation
- Flood mitigation
- Catchment management
- Predictive and real-time modelling
- Nature-based solutions
- Design and consultancy



Note: Visuals shown for illustration purposes only and may be subjected to further revision.



Participation Rate: STARTING FROM S\$3,000
Group Rate Available! Please contact us for more information.

The Start-Up Pavilion offers a centralised platform for promising water technology start-ups looking to establish new business partnerships in Asia in an affordable yet effective manner.

Participating start-ups will be given a table-top counter with branding opportunity within the counter.

Located close to networking zones within the Expo, capitalise on the high footfall traffic to create awareness for your innovation.

We are inviting accelerators and incubators, or individual start-ups to exhibit with us.



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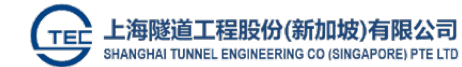
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