

Empower Your Business Brand and Be a Market Leader

The 8th International Exhibition & Conference for Water & Wastewater Technology
(Purification, Desalination & Wastewater Treatment)



Event Brochure

Together for a better tomorrow towards
sustainable water resources and development

in Africa and MEA region

WELCOME MESSAGE

Watrex Expo 2024 continues its message this year towards contributing to the development strategic plan for 2050 of the President

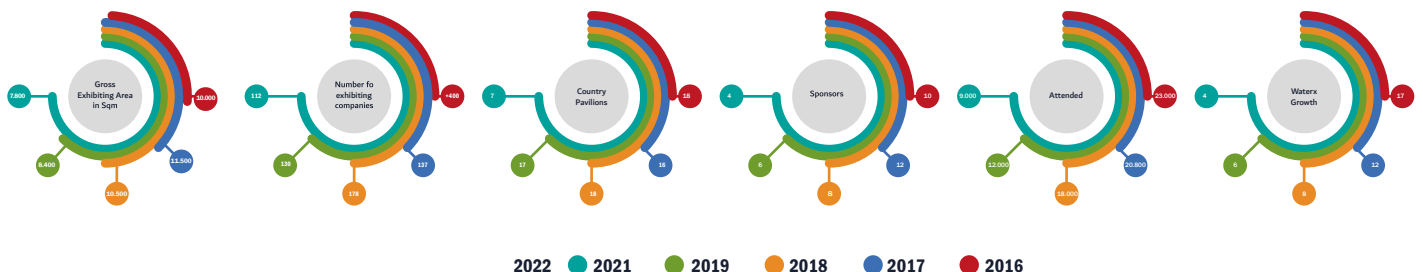
Abdel Fattah El Sisi



With the continuous increase of new infrastructure projects, water and wastewater treatment technologies and sustainability plans are highly demanded, which pave the way for more investment opportunities in Egypt.

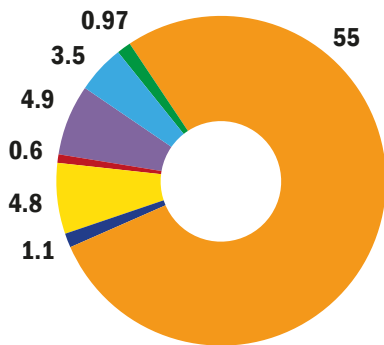
Watrex Expo has been the only hub in the Egyptian market for business networking and meetings, which provides the opportunity to share your expertise and products, as it brings together all the national and multinational companies, associations, contractors, etc... who work in the Egyptian market and who desire to invest in Egypt and the MEA region as well , , enhancing the opportunity of meeting concerned governmental water projects decision-makers

Watrex Expo 2024 in its Eightieth-anniversary edition is to host more than 400 brands from 80 Countries, which represent most of the global trademarks and technologies. 23.000+ attendees are to be welcomed throughout the exhibition 3 days. We are honored to invite you to participate and be part of our successful exhibition and conference that will boost your business's update you with the latest water technologies , and increase your return on investments.



The Egyptian Water Market witnesses a huge development especially with the new mega projects (the new Suez Canal, new urban communities, new smart cities such as the New administrative capital and new housing projects) which has been executed and planned, enhancing the opportunity of future investments in the water market and raising the demand for new technologies to be applied. That demand urges the Egyptian government to support trade liberalization, promote exports and encourage foreign direct investments to support the Egyptian market's competitiveness in the MEA region, and to attract multinational entrepreneurs and corporate executives to access the rapid urban developing market.

Water Resources in Egypt in Billion Cubic Meters



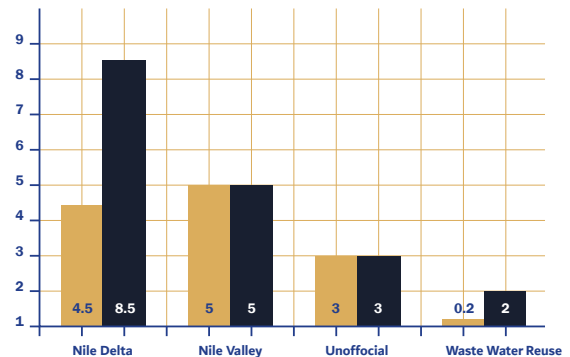
- River Nile
- Agriculture Drainage water
- Groundwater
- Desalination
- Treated Wastewater
- Groundwater (Desert)
- Nile Delta Nile Valley (Rainfall)

Water resources in Egypt in Billion cubic meters

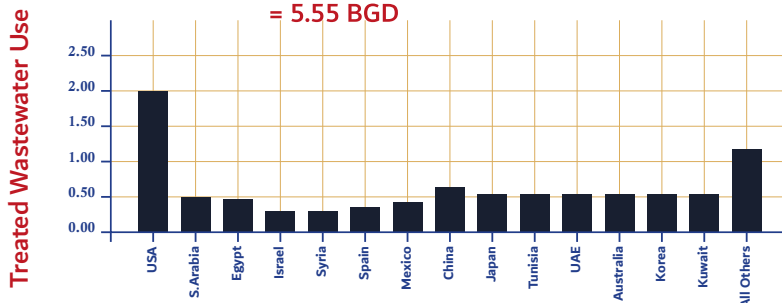
The Egyptian government sustainable strategy is to ensure a better future by reaching new water resources aside from The Nile River, the government has announced new underground water explorations, huge desalination plants establishments, besides maximizing the value of each water drop gain by huge wastewater treatment plants, industrial water treatment, reuse of agricultural irrigated water. Also, the government rises awareness programs and campaigns about water saving and decrease of consumption, especially with the rapid increase of the population reaching 100,966,940 in 2019 corresponding to 43.33% relates to urban community and 56.67% relates to rural population for its citizens .

The Minister of Water Resources and Irrigation has announced that the Sustainable National Water Plan in Egypt (2017-2037) includes strategic projects of an investment costs no less than \$50 billion. He also mentioned that the Egyptian government has developed the 2050 National Water Resources Development and Management Strategy by putting a plan that aims to improve water quality, rationalize water use, and develop water resources. The Minister of Planning, and Administrative

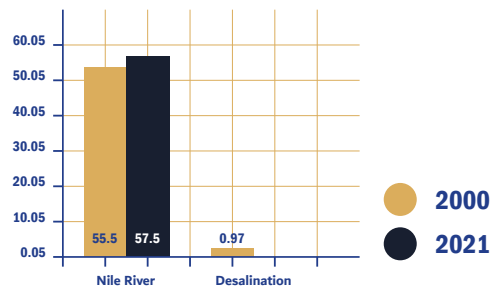
Drainage Water Reuse (109 m³/Year)



Global Reuse of Treated Wastewater = 5.55 BGD



Water Resources in Egypt (109 m³/Year)



Where Egypt stands in the global reuse of treated wastewater

Source: The National Academies Press

Source: https://www.researchgate.net/figure/Water-Resources-in-Egypt_tbl2_268357787

The Minister of Planning, Monitoring and Administrative Reform has mentioned that the total investments allocated to drinking water and sanitation projects in the 2019/2021 fiscal year are estimated at EGP 18 billion. The investments include about EGP 4.6 billion for drinking water projects with the aim of providing full access to potable water, adding that a sum of EGP 13.4 billion will be allocated to sanitation projects. Those endeavours are among the main targets of Egypt's Vision 2037.

WHY EXHIBIT / TO A POWERFUL MARKET TOOL

WATREX Expo 2024 is a great opportunity for you to meet stakeholders from around the globe sharing business opportunities and exploring innovative water solutions as well as stay updated with the most recent technologies being used in water and wastewater treatment.

WATREX Expo attracts the most important buyers from around the world especially in the MEA region as well as key decision makers in both the private and governmental sectors. Giving yourself the chance to exhibit gives you the opportunity to:

- 1- Maintain your company image and brand position.
- 2- Direct sell your products and services. Country pavilions
- 3- Showcase/Launch any new products or services
- 4- Monitor your competition in the market in terms of activities, services and products.
- 5- Find new clients or partners to increase your database.
- 6- Strengthen governmental relations
- 7- Increase your return on investment.

WATREX EXPO 2024 will be held this year as a part of the Egyptian Sustainability Week in conjunction with many of other major Exhibitions & Conferences.

PIPE AFRICA EXPO The 5th International Exhibition for (Pipes, Pipe Fittings, Tubes, Valves, & Fluid handling Systems) www.pipeafrica.com.eg

WATREX EXPO is more than Trade Show, it's a comprehensive & Hands-on Event including perfect conferences, workshops, case studies, panel discussions and



Egypt International Exhibition Center (EIEC)



The Egyptian sustainability week



THE 7TH INTERNATIONAL EXHIBITION AND CONFERENCE FOR WATER AND WASTEWATER TREATMENT

FROM 15-17 OF MAY 2023

AT EGYPT INTERNATIONAL EXHIBITION CENTER (EIEC)

GROUND FLOOR PLAN

- Water Savers & Water Scooters.
- Water Well Drilling Equipment & Accessories.
- Water SCADA Software.
- Heating Tapes (warming).

- Fiber Glass Products
- Manhole covers.
- Micro Tunneling Equipment.
- Sealants
- Adhesive
- Leak Detection and repair Equipment

- Integrated Flood Management.
- Flood Protection Products.
- Flood Drainage System.
- Purifying Equipment.
- Effluent Treatment Plant.

- Chlorination System.
- Dewatering Equipment.
- Waterproofing Products.
- Tanks / Reservoir Lining Materials.

- Waterway Restoration & Maintenance.
- Water Harvesting.
- Water Storage and Treatment.
- Water Distribution.
- Sewage Collection and Treatment.
- Computer Software.

- Pressure Management Technology.
- Leak Repair Technology
- Trenchless Technology.
- Consultancy & Design.
- Water Supply conservation Technology Systems.

- Erosion.
- River Basin Management.
- River Catchment.
- River Protection.
- River Restoration and Rehabilitation.

- Water Transmission & Distribution.
- Related Products.
- Water Resource Management.
- Data Recorders & IT Software Solutions.
- Water Coolers & Water Heaters.

- Sediment Management.
- Distribution and Drainage Network Systems.
- Drainage Products.
- Flood control.
- Flood Risk Management.

- Gate valves (cate)
- Air Pressure.
- Irrigation System.
- Sanitary Wares & Accessories.
- Agriculture & Horticulture Equipment.

- Water Treatment
- Desalination.
- Pipelines.
- Pipeline solutions
- Coating Systems.
- Water Treatment Chemicals.
- Pipe Repairs Technology.

- Domestic Sewage.
- Industrial Wastewater.
- Agricultural Wastewater.
- Construction Site Storm Water.
- Beautification.
- Cleaning Product MUELLER

EXHIBITORS' PROFILE

For booking and sponsorship information At WATREX EXPO 2024

PLEASE CONTACT

Dr-daaa@atf-egy.com.eg | (+20) 102 790 4140 & (+20) 100 609 7072

WHY ATTEND ?

INVEST IN YOUR BRAND BY INVESTING THE COMMUNITY OF DEVELOPERS

Attending Watrex Expo 2024 will give the visitors the opportunity to:

- Meet with the leading suppliers showcasing the latest equipment, machinery, tools, products and technology in the wastewater and water treatment industry that will help them in achieving their goals more efficiently and save their company's time and money.
- Network with experts in the sector of water and wastewater technology Public, private, and governmental sector through communicating with key players and decision makers
- Attend the conference which provides industry-specific information about the Wastewater treatment technologies being implemented, desalination and purification issues and solutions, the most recent projects in the market and the challenges in the Egyptian market and the steps taken to enhance and develop the water market.
- Become aware of the new laws and regulations concerning the water market and the water projects in both public and private sectors through meeting with the heads and decision makers of the governmental bodies.

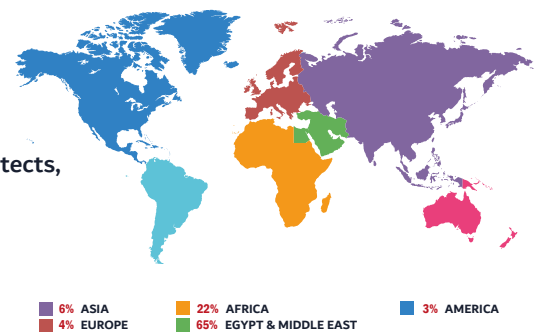
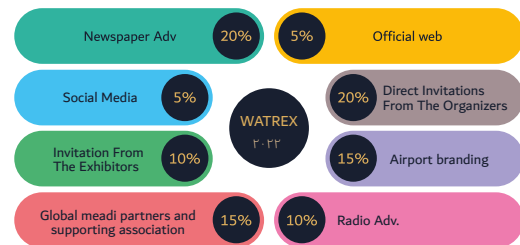
Who are our visitors?

Watrex Expo entices different types of visitors from different regions, industries Social Media and governmental bodies to attend and meet with exhibitors to address their business needs and stay updated with the recent technologies in water and Wastewater Treatment as well sewage and drainage systems.

Targeted visitor Profile:

Governmental bodies, Power Companies, oil & Gas Companies, construction & Development Companies, Industrial companies, Power Production companies, Service and Maintenance Providers, Distributors and Retailers, NGOs, Municipalities, Water Authorities and regulators, Industrial water cities Planner Academics and Architects, International Environmental Organizations, Plant Optors, Engineering companies, Technology providers, Contractors, Researchers and Scientists, Irrigators, Hydrologists, consultants, Head of Infrastructure Projects, Academics, Media.

Watrex attracts visitors



Sectors of WATREX Expo

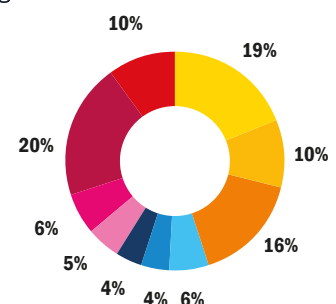
- Water Supply, Water Treatment, Waste Water Disposal
- Pumping Equipments
- Pipes, Pipelines Accessories, Fittings
- Ventilation & Air-conditioning
- Automation Systems
- Measurements and Control
- Equipments Heating
- Sewage Systems
- Energy Efficient Technologies
- Plumping Equipments



- 30% Water supply, water Treatment, Waste Water Disposal
- 25% Pumping Equipments
- 20% Pipes, Pipelines Accessories, Fittings
- 15% Ventilation & Air-conditioning
- 10% Automation Systems
- 9% Measurements and control Equipments
- 8% Heating
- 6% Sewage Systems
- 5% Energy Efficient Technologies
- 4% Plumping Equipments

Representatives and entities attend WATREX from public and private sectors :

- Owner / Chairman / Managing Director
- Department Head
- Project Engineering
- Contractors
- Plant Management
- Purchasing
- Design / Development
- Consultant
- Sales / Marketing
- Others



WATREX CONFERENCE

WATREX Conference is the best chance and solution that certainly boost your brand through networking with concerned governmental bodies throughout the last seven years. Also the conference includes global experts, panel discussions, workshop presentations by governmental bodies and leaders from all governorates of Egypt who are responsible for the water projects in Egypt such as the leaders of the Holding company for Water and Wastewater, the Armed Forces Engineering Authority, and the Executive Authority for drinking water and sanitation, where they discussed the challenges facing the Egyptian market and the recommendations to overcome these issues.

In addition to that, powerful presentations are undertaken by special experts representing their latest technologies applied in the water industry.



Watrex Conference 2024 aims to offer you:

- Direct Network opportunities with the key decision makers in the governmental bodies.
- Helps you stay on top of the latest updates in the water industry allowing you to identify the new opportunities in the water market in Egypt, Africa and the Middle East .
- Provides the advantage of meeting potential and real customers.

Don't miss this great opportunity of meeting international, regional and local experts and key decision makers in the sector of Water Industry.

We are looking forward to welcoming you all .

FOR SPEAKER AND DELEGATE CONFERENCE ENQUIRIES

PLEASE CONTACT

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Organized by



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About ATF

ATF Group is one of the leading exhibitions organizers in Egypt and the MENA region (the Middle East & North Africa), with a portfolio of successful exhibitions. Our company has played a key role in delivering the power exhibitions in stimulating regional and international trade and has set the place for the international trade exhibitions in Egypt. ATF Group has built its enviable reputation for organizing successful events by attracting high quality audiences to its fairs from across the region and beyond. The success of ATF Group has been woven by running effective marketing campaigns utilizing a high experience in advertising, PR, and management of databases .

ATF services

in coordination and with the support of our professional service providers and exhibition official partners, our clients (exhibitors and visitors can enjoy competitives packages and offers such as - Tavel services (hotel booking - ticketing - visa support - meet and assist - transportation tours and excursions - translation - personal assistance.)

- Shipping and custom clearence
- Internet and comunication facilites

- Advertising, Printing, Promotional Activities
- Decoration and stand building

FOR PLANNING DYNAMIC PARTNERSHIP OR SPONSORSHIP IN 2022

PLEASE CONTACT

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