



September 2015

IWE Istanbul Water Expo
3 – 5 September 2015

Istanbul Fair Center
Fuar Mezkezi 34149 Yeşilköy,
Istanbul, Turkey
Ph: +90 212 465 74 74

Show dates and hours:
03 Sep 10.00 – 19.00
04 Sep 10.00 – 19.00
05 Sep 10.00 – 17.00

Exhibition areas:
Water extraction
Water treatment
Wastewater treatment incl.
energy production
Water storage, transportation
and distribution
Process control and automation
Flood and waterbodies control

Interested in the great water and wastewater market potential in Turkey?

Join the Danish Pavilion at Istanbul Water Expo from 3 – 5 September, incl. B2B-meetings and networking dinner with pre-invited Turkish companies and stakeholders

IWE Istanbul Water & Wastewater treatment Technologies Exhibition is the first B2B event in Turkey focusing only on the water and wastewater industry. The event will bring together a comprehensive range of the latest technologies and developments in sustainable utilization of water resources, water saving, wastewater treatment and recycling.

Danish Water Technology Group in cooperation with the Trade Council of Denmark in Turkey is happy to invite your company to participate in the Danish pavilion at Istanbul Water & Wastewater Treatment Technology Exhibition.

Why you should participate!

- **Turkey is projected to be the 9th largest economy in the world by 2050**
- **In 2014, Turkey was ranked the 24th most attractive foreign direct investment destination**
- **Turkey is one of the largest markets in the world for water and wastewater solutions according to EU reports**
- **Investments at approx. 33,9 bn euros have been allocated until 2023 for new and rehabilitations projects**

Facts on the Turkish market

The Turkish water and wastewater market is characterized by:

- Current water amount per capita is around 1.500 – 1.750 m³, but it will drop to a critical low level at 1.042 m³ in 2030, when population has grown to 87 million people.
- 50% of Turkey's environmental expenditures are allocated to wastewater treatment investments.
- New drinking water treatment plants investment is needed for 50% of the population.
- Plenty of projects to obtain water from sea are in preparation phase to improve the water share of 0.1% of the total water used.
- In order to reduce the share of water used in agriculture from 75% to 50%, priority is given to the serious investment projects for irrigation systems.
- Rehabilitation of the existing treatment plants in industrial areas is required - 20% of the water used contains biological, chemical and physical pollution which exceeds the critical limit.
- An increase in private sector investment is expected due to the laws and regulations for the new rehabilitation wastewater treatment plants in Organized Industrial Zones and for manufacturing industry.
- It is aimed to increase the current level of 35% utilization rate of water reused in manufacturing industry up to 50% in 10 years' time.



Danish companies visiting Istanbul Water during Turkish Danish Water Days in 2012



Ilse Korsvang

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Benefits from joining the Pavilion of Denmark

- We have booked a 70m² pavilion, which will be fully equipped with carpet, walls, furniture, lighting, standard electricity consumption.
- Together with our stand builders, we will handle all practical issues with the exhibition organizer in relation to stand construction and dismantling and any additional needs.
- Your company will be presented in the official catalogue.
- Your company will be presented in the Danish Pavilion brochure, which will also contain ReThink Water white papers. The brochure will be used for marketing before, during and after the show.
- One free conference pass. Free exhibitor badges to WFES/EcoWaste
- We will arrange a seminar on Danish solutions and strongholds.
- The Trade Council will send out invitations for B2B visits, and seminar incl. pavilion brochure and visitor tickets for the pavilion for potential clients.
- The joint area will always offer coffee/tea, cold beverages and snacks for you and your guests. Danish Water Technology Group will be present during the full event, ready to assist you.
- The Trade Council's Energy and Environment Unit will be at the fair on day 1 and 2 to ease communication, establish network and answer your questions.
- DWTG will assist you with travel and hotel arrangements.

Prices:

Price per m² is DKK 2,926/m². Amount of space optional.

This gives a price for a 6 m² stand of DKK 17,555 (with subsidy)

Brochure stand - 2 m² DKK 5,851 (with subsidy)

+ Coordination fee members/non-members: DKK 4,900/9,800 DKK/company

Prices are ex. VAT, subject to 15 participating companies, and subsidy from the Trade Council, which has been granted. The price does not include own graphic works and print, transport, hotel and insurance.

It is important to mention that this fair will be a small but a niche fair only focusing on the water and wastewater sector. The fair will take place in one hall with appx. 35 participating companies but the visitors are expected to be very much to the point such as municipalities, water utilities, water and wastewater related companies, and companies looking for distributors.

Please contact us, if you need more information. You sign up by e-mail to Ilse Korsvang.

Best regards

Ilse Korsvang

Head of Group, Danish Water Technology Group

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Draft programme

	IWE Istanbul Water & Wastewater Technology Exhibition
Wednesday, 2 Sep	Arrival and check-in at hotel Visit and set-up at booth
Thursday, 3 Sep	1st day of the Congress and Exhibition (9:00 – 19:00)
10:00 – 18:00	Official opening of the booth with the participation of the Danish Ambassador and/or Danish Consul General with pre-invited guests/press/stakeholders
14:00 – 15:30	Conference: Water and Wastewater Management Prof. Dr. Cumali Kinaci – Republic of Turkey Ministry of Water and Forestry Prof. Dr. Zeki Sen – Turkish Water Foundation Prof. Dr. Hasan Z. Sarikaya – Republic of Turkey Ministry of Water and Forestry
16:00 – 17:30	Panel discussion: Future of Water and Wastewater Management Recep Akdeniz (Republic of Turkey Ministry of Environment and Urbanization) (TBC) Recep Sahin (Union of Municipalities of Turkey) (TBC) Speaker from Istanbul Water and Sewerage Administration (TBC) Speaker from General Directorate of State Hydraulic Works (TBC) Speaker from Iller Bank (TBC) Speaker from Istanbul Chamber of Industry (TBC)
20:00	Networking dinner with the participation of the Danish Ambassador and/or Danish Consul General with Turkish key decision makers
Friday, 4 Sep	2rd Day of the Congress and Exhibition (10:00 – 19:00)
10:00 – 12:00	B2B-meetings with potential customers/partners/sub-suppliers – organised by the consulate (B2B meetings will take place 120 minutes, and each meeting will be 15-20 minutes depending on the number of pre-arranged meetings)
Time to be decided	Seminar on Danish solutions and strongholds
10:30 – 12:00	Conference: Best Practices of Municipalities in Water and Wastewater Man. ISU – Kocaeli Water and Sewerage Administration (Other speakers to be confirmed)
13:00 – 15:00	Conference: Best Practices in Private Manufacturing Industry (Speakers to be confirmed)
15:30 – 17:00	Conference: Best practices in Organized Industrial Zones Ergene OSB, Tekeli OSB, (Other speakers to be confirmed)
Saturday, 5 Sep	3rd Day of the Congress and Exhibition (10:00 – 17:00)
10:30 – 12:00	Conference: MEM-TEK National Research Center on Membrane Technologies Prof. Dr. Ismail Koyuncu (ITÜ) (Other speakers to be confirmed)
13:30 – 15:00	Conference: Cleaner Production Technologies Tübitak-Mam The Scientific and Technological Research Council of Turkey (Other speakers to be confirmed)
	Departing for Denmark