



15 – 17 November 2016
www.iwaterbarcelona.com

The show offers a new scenario for dealing with the increasing scarcity of hydric resources

Iwater offers the water sector business, knowledge and international exposure

From 15 to 17 November, Fira de Barcelona is organising the first edition of Iwater, an event that brings together knowledge and networking for everyone involved in the integral water cycle at a single event. The show – through its trade show and side events – will use innovation, technology and sustainability to address challenges such as efficient water management, water reuse, hydric stress and lack of resources, the financing of infrastructures and new models of public-private collaboration. Iwater also has a strategic international component aligned with the interests of the industry which will help to raise the profile of Spanish firms abroad.

The first Iwater trade show boasts 127 confirmed exhibitors from ten different countries, including leading operators, engineering firms, construction companies and public authorities, as well as companies providing solutions for the extraction, treatment, distribution, transport, storage, sanitation, purification, reuse, irrigation, management and consumption of water for agricultural, industrial or domestic use. Firms taking part include Aigües de Barcelona-Agbar, Aqua Ambient Ibérica, Aqualia, AVK Válvulas, Azud, Bermax, Blupura, Canal de Isabel II, Canaletas, Chiemivall, Contazara, Copersa, Culligan, Danfoss, Ebara, Espa, Hanna Instruments, Hawle, ITC, Kamstrup, Krypton Chemical, Kurita, Likitech, Panatec, Oxidine Water Technology, Regaber, Remosa, Sofrel, Sorigué, SUEZ, Waterologies and Xylem. Apart from Spain, there will be exhibitors from Denmark, Italy, Portugal, Austria, Germany, Turkey, France, Brazil and Morocco.

The president of the organising committee of Iwater and deputy CEO of SUEZ in charge of Water Europe, Ángel Simón, notes the high expectations that the show has generated: *'It will be a crucial event for the sector, presenting new products and sharing knowledge with a direct impact on water management and our ability to address its challenges. It will also help to raise the international profile of Spanish firms in the sector, especially in the Mediterranean area and Latin America.'*

In this respect, Iwater aims to galvanize business and growth for companies operating in the integral water cycle in Spain, attracting professionals and stakeholders in the main user sectors. At the same time, Iwater has identified the priority markets abroad in which to highlight the R&D&I, know-how and excellence of Spanish firms. The organisers have invited around a hundred industrial and business users with specific investment projects, along with consultants, water operators, distributors, installers, institutional representatives and organisations in charge of managing the hydric resources of some 20 different countries. The attendance of top-level professionals and business delegations from Colombia, Mexico, Brazil,

The new show takes place on 15-17 November at Fira de Barcelona's Gran Via Exhibition Centre

It includes the Iwater Forum where some 80 experts will discuss the future challenges of the water sector

The latest technologies and innovations for the different phases of the integral water cycle will be on show

India, Israel, Italia, Morocco, China and Denmark, amongst others, has already been confirmed.

Iwater will occupy Hall 1 of the Gran Via exhibition centre and is being held at the same time as three other notably international events with which it will share synergies and visitors from all over the world: Smart City Expo World Congress, dedicated to smart cities; European Utility Week, focusing on energy and utilities; and the Circular Economy European Summit.

The future of water management

As part of its activities, Iwater will address the key issues that will define the future of water management in areas with extreme hydric stress. The main venue in this respect will be the Iwater Forum, a space for conferences and debates involving around 80 national and international experts, including US scientist and co-founder of the Pacific Institute in Oakland (California), Peter Gleick, who will be giving the keynote speech on a new approach to managing water resources, 'Soft Path Water'.

The Iwater Forum will analyse the keys to the new scenario for the integral management of the water cycle. Core topics include resilience, to address the effects of climate change such as desertification, drought and floods; governance, to structure more efficient and inclusive management models; and financing, to find investment alternatives to update and modernise our infrastructures. An emphasis will also be put on the true value of water and its impact on the economy and the development of society, as well as its key role in environmental matters.

Innovation and Technology Hubs

The Inno Hub will be the place to find R&D&I projects and facilitate contacts and knowledge-sharing among companies, technology centres and universities, putting a particular emphasis on innovative public procurement, the financing of R&D and dual training. It will also include meetings between entrepreneurs and potential investors. Meanwhile, the Tech Hub will present the cutting-edge solutions being exhibited at the show as well as examples of good practices in energy efficiency, irrigation and water management in smart cities, buildings, residential areas and industrial sectors, and will also reveal several countries' plans for public investment in water.

To showcase and recognise the latest innovations, on 16 November the Iwater Awards will be presented to the best product, research and idea on show at the event, and a special prize will be given to the best humanitarian initiative in the water sector.

Iwater will also be sharing the Brokerage Event with the Smart City Expo World Congress, organised by Acció, which will host bilateral meetings between SMEs, technology centres, universities, organisations and city council representatives from more than 40 countries, with a view to reaching collaboration, business or technology transfer agreements.

As a complement to the main event, Iwater offers visiting professionals the chance to tour some ground-breaking local infrastructures in water cycle management, such as the wastewater treatment plant (EDAR) at Prat de Llobregat, which includes a water regeneration station (ERA) for recharging aquifers; the control centre of municipal water authority Barcelona Cicle del Agua, SA (BCASA), and the rainwater retention tank in the Joan Miró Park in Barcelona; the desalination plant in the Llobregat river basin, and the potable water treatment plant (ETAP) at Abrera, amongst others.

Iwater is also hosting various guest events such as the Smart Water & Smart Cities seminar organised by the We are Water Foundation, which will shine a spotlight on Mexico and Central America; a seminar on the R3Water project, featuring the latest technological advances for regenerating water, recovering value-added products and the efficient use of resources in treating urban wastewater; and the conference by the CEIT-IK4 technology centre on eco-innovative solutions in the water sector. Finally, the Spanish Association of Water Supply and Sanitation Services (AEAS), Aqua España, and the Spanish Water Technology Platform (PTEA) will be holding their own meetings and events under the umbrella of the show.

Iwater enjoys the support of the sector's main business associations in Spain and has also been given wholehearted backing by the International Water Association (IWA), the global organisation with a presence in 130 countries which promotes knowledge and research to solve the challenges facing the water sector from a standpoint of sustainability. This organisation has recognised Iwater as the benchmark event for the water sector in Spain.

Barcelona, November 2016



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Fact Sheet

Iwater 2016, the International Integrated Water Cycle Show

Dates

15 – 17 November 2016

Times

9:00 – 19:00

Location

Hall 1 Gran Via Exhibition Centre of Fira de Barcelona.
Av. Joan Carles I nº 58-64. 08909 L'Hospitalet de Llobregat

Edition

1st

Frequency

Biennial.

Type of event

Professional

Entrance prices (*)

€100 (for the exhibition area only for 3 days)

€250 (for the exhibition area plus 1 day at the Iwater Forum)

€450 (for the exhibition area plus 3 days at the Iwater Forum)

(*) These passes also give you access to the trade shows of the Smart City Expo World Congress and the Circular Economy European Summit in Hall 2

No. of exhibitors

127 from 10 countries

Area occupied

3,200 sq. m net area

Sectors

- . Catchment, Treatment and Storage
- . Consulting, Engineering and Infrastructure
- . Distribution, Drainage and Purification
- . Irrigation, Agriculture and Industry
- . Control and measurement, services and IT
- . Science, Research and Development

Activities

- **Iwater Forum:** The Congress will discuss the keys to the future of water management in terms of resilience, governance and financing. **33 sessions, 6 round tables and 80 speakers.**
- **InnoHub:** The place to get a heads-up on the sector's R&D. Presentations, conferences, success stories, meetings between entrepreneurs and investors, dual training and networking
- **TechHub:** The place to find solutions and technology for efficient water management in fields such as irrigation, smart cities, buildings and residential areas. Situational analysis and success stories in water and environmental health, the circular economy, and water reuse. Presentation of public investment plans in the water sector in various countries.
- **Brokerage Event** (*shared with the Smart City Expo World Congress*). Bilateral meetings to reach agreements on business collaboration or technology transference.
- **Business meetings with international buyers**
- **Prize-giving ceremony** (*16 November*) for the best product, innovation, product and humanitarian initiative in the water sector
- **Guided tour of water-related infrastructures in Barcelona's metropolitan area**
- Wastewater treatment plant (EDAR) and water regeneration station (ERA) in Prat de Llobregat for recharging the aquifer.
- Control centre of Barcelona's municipal water agency and rainwater retention tank in the Joan Miró Park
- Desalination plant for the Llobregat Basin (Prat de Llobregat)
- Potable water treatment plant (ETAP) at Abrera
- Aquifer recharge ponds at Sant Vicenç dels Horts

Guest events

- Smart Water & Smart Cities seminar organised by the We Are Water Foundation
- Seminar of the R3Water project on the latest technological advances for regenerating water
- Conference by the CEIT-IK4 technology centre on eco-innovative solutions in the water sector
- Meetings of the wastewater and treatment committees of the Spanish Association of Water Supply and Sanitation Services (AEAS)
- Assembly of AquaEspaña partners
- Meeting of the Spanish Water Technology Platform (PTEA)

Organised by

Fira de Barcelona

With the overall support of

IWA (International Water Association)

President of the Organizing Committee

Ángel Simón, deputy CEO of SUEZ in charge of Water Europe

Director

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Media relations

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Press accreditations

In person during the dates of the show at the Press Office of the Gran Via venue. Gives access to the Smart City Expo World Congress and the Circular Economy European Summit



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US scientist Peter Gleick will be giving the keynote address, entitled 'Soft Path for Water'

The Iwater Forum will discuss the keys to moving forward in efficient and sustainable water management

One of the core activities at Fira de Barcelona's new trade show, Iwater, is the Iwater Forum, a space that offers conferences and debates on the key issues for the future of water in areas with high hydric stress. Some 80 national and international experts will be taking part, including the US scientist and co-founder of the Pacific Institute in Oakland, California, Peter Gleick, who will be giving the keynote address and presenting a new approach to the water management challenges of the 21st century, based on measures for saving, reusing and improving the efficiency of the integrated water cycle, local infrastructures, protecting the environment and a smart economy.

The Iwater Forum combines resilience, governance and financing as the three main cornerstones that will enable us to move forward in water management in the medium term and guarantee its future supply. The three-day event (15-17 November) will host some 30 sessions and eight round tables. In the words of Ángel Simón, the president of Iwater and deputy CEO of SUEZ, in charge of Water Europe, the forum 'will be the ideal place for upholding the true value of water as an essential element for society to function and a key economic agent for sustainable growth.'

According to the OECD, 40% of the world's population live in areas of hydric stress and water demand is set to increase by 55% by 2050. To tackle the lack of water resources we need formulas that change the way we consume water and promote the reuse of water for urban, industrial and agricultural use. At the same time, we need flexible governance systems that can be adapted to every region and every timescale, encompassing all the social, sectorial and institutional stakeholders involved in the water cycle. It is also essential to get access to new sources of finance to renovate and update water supply networks and sewerage infrastructures. All of this will be explored in depth at the Iwater Forum.

The general manager of Agua, Liana Sandra Ardiles, will be opening the Forum, which features speakers from the public administration, the academic world and water management professionals from different countries. Meanwhile, the local perspective and the challenges facing the water sector in Spain will be discussed at various round tables involving national experts, companies, associations and organisations.

Some of the issues on the table will be the true value of water; urban resilience; public-private partnerships; regulation; financing of infrastructures; the cost of non-sustainability; and the challenges and opportunities of reusing potable and non-potable water. At the end of each day, Enrique Cabrera, a professor and expert in urban hydraulics and

The sessions will address the resilience, governance and financing of water

The Forum will champion the 'true value of water' for social, economic and environmental development

The Forum includes representatives from the public administration, academia, the corporate sector and water management professionals from various countries

director of the Water Technology Institute, will sum up the main conclusions of the issues discussed at the different sessions.

Resilience, governance and financing

Several presentations at the Iwater Forum will focus on resilience; in other words, the ability to control and overcome adverse situations such as desertification, droughts and floods, and its relevance to water management in cities, agriculture and industry, the three sectors that account for the highest consumption of this resource. In this respect, the director of Water Production for Orange County Water in California, Mehul Patel, will explain their experiences of indirect potable water reuse; professor, economist and politician Jaime Lamo de Espinosa will put forward the viewpoint of agriculture; and experts from the civil engineering schools of Paris and Lisbon and the Directorate-General of Water from the Ministry of Agriculture, Food and Environment will focus on resilience in the cities of southern Europe and the Mediterranean basin. Case studies will include examples of how cities such as Barcelona, Lisbon and Paris are implementing resilience.

To guarantee a supply of water of sufficient quality and quantity, it will be essential to establish governance systems that are capable of coordinating the different actors involved. The Iwater Forum will make a comparison between mainly private systems and publicly managed systems, and will examine the model that is currently prevalent in Spain which is a mixture of the two. It will also address the matter of regulation, with examples such as the United Kingdom, Portugal and Italy, which have opted for a single central regulatory body in contrast to the marked local model used in Spain.

This section will feature presentations by the general manager of the Danish Water and Waste Water Association, Carl-Emil Larsen; the president of the European Water Regulators Association (WAREG), Alberto Biancardi; and the former president of the Portuguese Waster Services Regulation Authority (ERSAR), Jaime Melo Baptista, amongst others.

Finally, discussions at Iwater will also address the planning of new financing formulas to fund both the renovation of obsolete infrastructures and the construction of new ones. Presentations will be made on the possibilities of public-private investment and the diversity of financing options used for infrastructures in other countries, mainly Latin America, as well as Morocco and India. Notable speakers include the principal administrator at the OECD Environment Directorate, Xavier Leflaive, and the deputy director of the Latin American Development Bank (CAF), Gonzalo de Castro.

The scientific coordinator of the programme and president of the European Water Technology Platform, Tomas Michel, points to a fourth challenge for improving integrated water cycle management in addition to resilience, governance and financing: *'turning water into another element of the real economy, recognising its true value and making efforts to meet the needs of people (in cities), food production (in agriculture) and factories (in industry). To do so, we need regions and users to stop competing for water and move on to investing and collaborating in new relations where everyone is a winner,'* concludes Michel.

The Iwater Forum enjoys the support of the International Water Association (IWA) the global organisation that promotes knowledge and research to resolve water issues from a standpoint of sustainability.

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Fira de Barcelona is hosting the Barcelona Smart City Expo, the Circular Economy Summit, Iwater and European Utility Week at the same time

Barcelona is set to be the world capital of sustainable development with four simultaneous events

From 15 to 17 November, Fira de Barcelona's Gran Via exhibition centre plays host to four international events based on sustainable development. The latest innovations, trends and technologies, along with applied knowledge for smart cities, energy, the integral water cycle and the circular economy, will attract more than 1,300 exhibitors and 30,000 trade professionals from over 100 countries to visit the different exhibitions and new products on show at the Smart City Expo World Congress, the Circular Economy European Summit, Iwater and European Utility Week.

These four shows, which share some important synergies, will occupy three halls and bring together some 1,300 national and international exhibitors. In addition, representatives from around 600 cities around the world are expected to attend, along with some 1,000 speakers involved in the different plenary sessions, conferences and seminars taking place over the three-day event.

The general manager of Fira de Barcelona, Constantí Serrallonga, contends that *'the fact that these four international events are being held at the same time in the same place positions not only Fira de Barcelona but also the city and the country as a benchmark in the move towards sustainable development.'* According to Serrallonga, *'our goal is to create synergies between all these shows and generate the maximum number of opportunities for companies and trade professionals, uniting knowledge, experience, business and technology so that together we can build a better future.'*

The Smart City Expo World Congress 2016 will be the biggest edition to date of the leading global event on smart cities. It will feature more than 600 cities, 412 speakers and 576 exhibitors, including the leading firms in the smart urban solutions industry. Occupying Hall 2 of the Gran Via exhibition centre, the event expects to attract over 14,000 visitors from around one hundred countries. Organised by Fira de Barcelona, the event puts a focus on people and the different initiatives that are being rolled out worldwide to empower them and make metropolises more human.

To achieve this, the programme has been built around seven main themes: Governability, Economy, Society, Sustainability, Mobility, Data & Technology and Security, on which the leading experts in the sector will be speaking, including Susan Etlinger (director of the Big Boulder Initiative to promote the

From 15 to 17 November, the Gran Via Exhibition Centre is hosting more than 30,000 trade professionals from all over the world

A hub of business, knowledge and networking centred on cities, water, energy and the circular economy

The international element is one of the key factors of these four joint events

ethical use of social data), David Bollier (founder of the Commons Strategies Group) and Parag Khanna (one of the leading geopolitical analysts on the international scene).

At its first edition, the *Circular Economy European Summit* will address a new economic model that aspires to redirect economic and production processes to focus on the reuse and recycling of materials and resources, in contrast to the current linear system based on the extraction, manufacture, use and elimination of products, which many experts are citing as obsolete. The event, which is being launched this year by Fira de Barcelona, will present a range of different business experiences, including a programme of conferences featuring experts on urban planning and local government managers and representatives from the private sector, most notably Ellen MacArthur, the instigator of the foundation that bears her name, who has become the greatest champion of this paradigm shift in the economy and will also be speaking at the Smart City Expo World Congress.

The other new show organised by Fira de Barcelona, *Iwater*, on the integral water cycle, will be featuring in Hall 1 the latest innovations and technologies for tackling hydric stress as well as showcasing investment projects, new trends and new business models in the sector. Some 120 exhibitors are taking part to reveal their solutions for water catchment, treatment, distribution, storage, sanitation, purification and reuse, as well as its agricultural, industrial and domestic management and consumption, amongst other uses. It also includes the Iwater Forum with presentations by over 80 speakers to address some of the most important global issues facing this industry from the perspective of resilience, governance and financing, along with the Tech Hub, where new regulations, success stories and investment projects will be presented, and the Inno Hub, encompassing the sector's R&D&I as presented by *start-ups*, technology centres, universities and entrepreneurs.

Finally, *European Utility Week* is coming to Barcelona, the leading platform for the energy and resource management sector, organised by the private operators Synergy and Clarion Events. The event takes place in Hall 3 of the Gran Via exhibition centre and expects to host some 600 international companies and 12,000 visitors. The event puts a focus on optimizing the electricity network, developing renewable energies, energy storage, the full gamut of energy efficiency services and the challenges and opportunities of the Internet of Things, cybersecurity and data management. The show features an exhibition zone, business facilitation areas and support for *start-ups*.

Barcelona, November 2016

Press Office

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Iwater Forum

	15 th November	16 th November	17 th November
09:00			
09:30	09:30	09:00	09:00
10:00	10:00	09:30	09:40
10:30	10:00	10:00	10:20
11:00	10:50	10:45	11:00
11:30	11:20	11:15	11:30
12:00	11:50	12:00	12:00
12:30	12:20	12:20	12:30
13:00	13:00	13:00	13:00
13:30			13:30
14:00	14:00	14:00	
14:30			
15:00	15:00	15:00	15:00
15:30	15:20	15:30	15:20
16:00	16:00	16:00	16:00
16:30	16:20	16:30	16:30
17:00	16:50	16:50	16:50
17:30	17:40	17:40	17:10
18:00	17:50	17:50	17:20
18:30			

Inno Hub

	15 th November	16 th November	17 th November
09:00			
09:30	09:30		09:30
10:00		10:00	R&D PROJECT FUNDING
10:30			
11:00	PUBLIC PROCUREMENT OF INNOVATION		11:00
11:30		ENTREPRENEURS MEET INVESTORS	
12:00			PROFESSIONAL TRAINING (Dual PT in water)
12:30	12:30		
13:00	IWA YWPs (IWA young water professionals)		
13:30			
14:00			
14:30			
15:00	15:00	15:00	15:00
15:30	PITCHES CALL: Projects	PITCHES CALL: Projects	PITCHES CALL: Innovation
16:00		16:00	
16:30	16:30	INNOVATION: thematic sessions	16:30
17:00	PITCHES CALL: Innovation		PITCHES CALL: Projects
17:30			
18:00			

Last updated: 31/10/2016

Tech Hub

	15 th November	16 th November	17 th November
09:00			
09:30			
10:00	09:45	09:45	09:45
10:30			
11:00			
11:30	11:30		
12:00		11:40	
12:30			
13:00	12:45	12:50	
13:30	13:05		
14:00	13:50		
14:30			
15:00	15:00	15:00	15:00
15:30			
16:00			
16:30			
17:00		17:00	
17:30			
18:00	18:05		
18:30			
19:00			

Guided tours

The meeting point for the guided tours is in the outside the **main entrance**.

For pre-registered visitors only.

El Prat de Llobregat WWTP and Water Reclamation Plant + recharging water tables by injecting recycled water
Tuesday 15 – 15:00h
 Duration: 1 hour of total travel + 2 hours visiting the facilities.

Water Cycle Control Centre + AnticSO control systems for sewer systems (Joan Miró Park rainwater retention tank)
Wednesday 16 – 10:00h
 Duration: 1 hour of total travel + 2 hours in total touring the two facilities.
**The activity will be canceled in case of rain.*

The SWTP in the El Llobregat Basin
Wednesday 16 – 15:00h
 Duration: 40 minutes total travel + 1.5 hours touring the facility.

El Llobregat DWTP and RED
Tuesday 17 – 10:00h
 Duration: 1.5 hours of total travel + 1.5 hours touring the facility.

Visit to the aquifer recharge ponds at Sant Vicenç dels Horts
Tuesday 17 – 15:00h
 Duration: 1 hour of total travel + 1 hour visiting the facility.



Brokerage Event (Marketplace)

15 and 16 November: 10:00 – 18:00h
17 November: de 10:00 – 14:00h
Hall 2, in the Marketplace of **Smart City Plaza**.

Pre-registered visitors only.

Side Events Iwater

The Iwater side events will be held in the **CC4** function rooms in **Hall 4**.



Iwater Awards

16 November, 17:00h in the Iwater **Tech Hub**.

Admission free.

The following awards will be presented:
Iwater Idea Award
Research Award
Best Product Award
Iwater Solidarity Award

