



iwater

INTERNATIONAL INTEGRATED
WATER CYCLE SHOW

15–17 November 2016
Barcelona
Gran Via Exhibition Centre



Join an unique meeting for
the future of water

Join the new Iwater trade fair

It is a time of opportunities for the water sector, but also of many difficulties if we do not manage correctly this natural resource that is so vital to our lives. It is a crucial moment, in which new challenges are emerging that we must all be prepared for.

In this context, **lwater** has emerged as a national and international meeting point for all agents of complete water cycle management. The aim of this trade fair is to find solutions to major challenges, such as resources and infrastructure management, increasing water demand in a context of water stress, and new models of public and private collaboration. These areas will be addressed from a global perspective, with an innovative, technological approach.

Welcome to a city surrounded by water

Welcome to Barcelona

What better place to hold this trade fair than a city surrounded by two rivers, where people live facing the sea. An **open and cosmopolitan city**, that attracts **visitors, investors, new talent, technological and scientific innovation and avant-garde culture**.

In the Barcelona metropolitan area, methodology and innovation in water management have become benchmarks worldwide. This has led to an increase in the number of professionals visiting the city to find out how technology is applied.

In the last year and a half, complete water cycle management facilities in the Barcelona metropolitan area have received over 1,300 visitors from 32 countries.





All these features of the city, along with its international prestige, will make **lwater a leading trade fair** on industry, innovation and technology for complete water cycle management.

1st Smart City
in Spain

3rd city
in the world in the
number of internatio-
nal conferences

**Habitat
Award**
for the **commitment
of its citizens
to sustainability**

City valued
for its **smart water
system**

**Mobile World
Capital**

**European
capital**
of innovation

Fira de Barcelona

An international leader
in technology and innovation

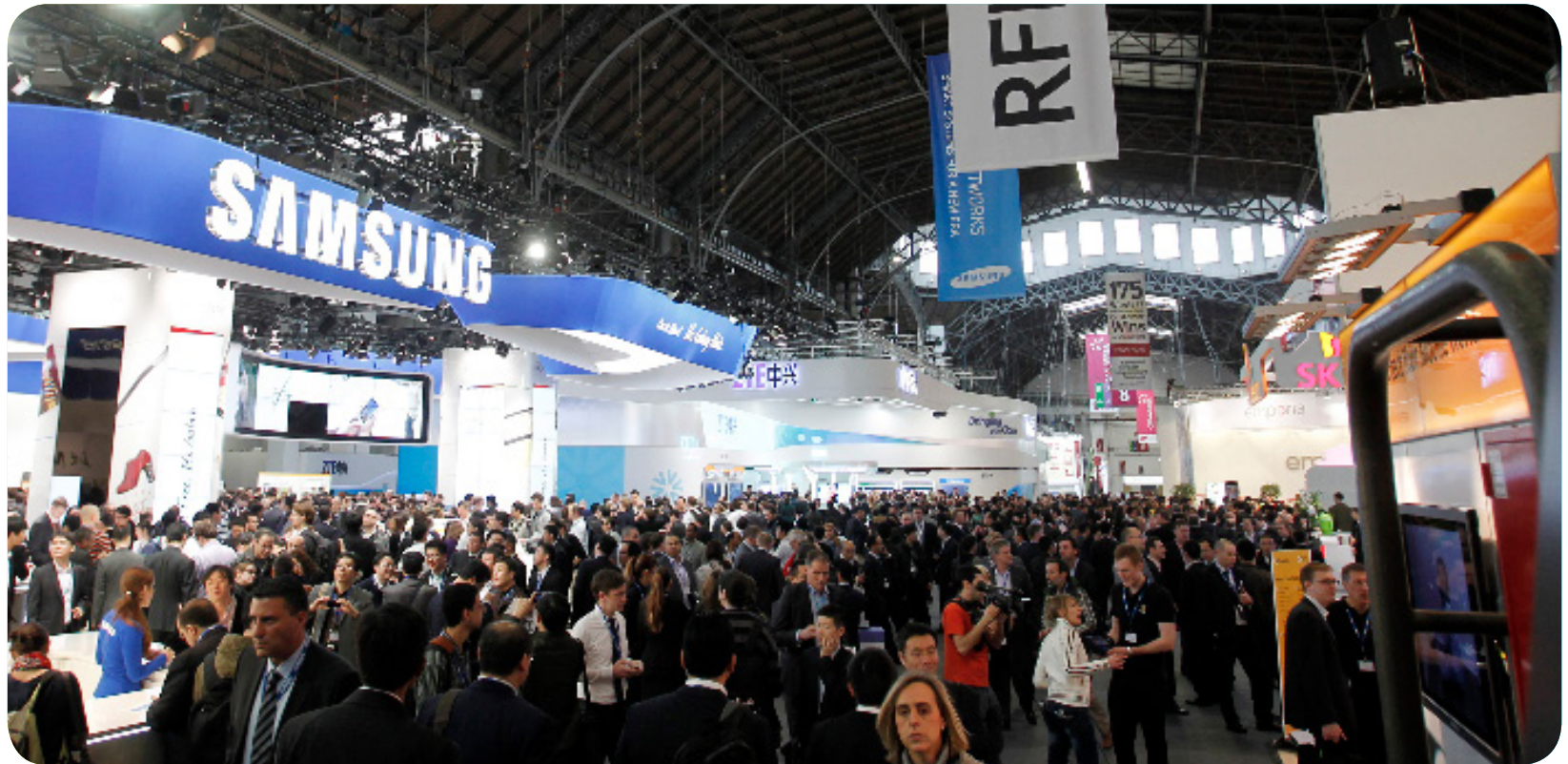


Fira de Barcelona is **one of the biggest trade fair institutions in Europe**, due to its level of activity, exhibition sites, experience and leadership.

In its efforts to **strengthen foreign business** in various sectors, it decided to organize a trade fair that would meet the needs of companies in the water treatment and management sector. This is an event of **international reach** that will respond

to challenges in a sector that is increasingly technical and competitive.

Fira de Barcelona has two aspects that differentiate it and make it unique: a **strong background in trade fairs and visitors** that will boost Iwater from the outset, and an innovative, very attractive city.



TRADE FAIRS,
CONFERENCES
AND EVENTS



ECONOMIC IMPACT
ON BARCELONA AND
ITS SURROUNDINGS



INTERNATIONAL
DELEGATIONS



DIRECT EXHIBITORS
AND REPRESENTATIVES



VISITORS FROM
200 COUNTRIES

The water sector today

Water stress is a fact

Although the water sector is a **growing market**, with global annual revenue of €332 billion, it is also true that the management of this vital resource for the planet is now facing complicated challenges.

In addition to a **regulatory framework that is increasingly more challenging and complex**, there has been an **increasing demand** for water due to high **population density and climate change**, which is increasingly evident in the extreme weather events that are occurring.

These factors will cut water resources by almost half, which will make the **water crisis** a global threat.



Spain leads the change

Spain is an international leader in water governance, irrigation, desalination techniques and water efficiency in agriculture. This, along with its commitment to the sector and investments in research, development and innovation, provide an optimum environment for addressing, discussing and sharing possible solutions to the challenges threatening water on the planet.



Water demand

V



S

Quality and quantity available

Iwater 2016

International Complete Water Cycle Show

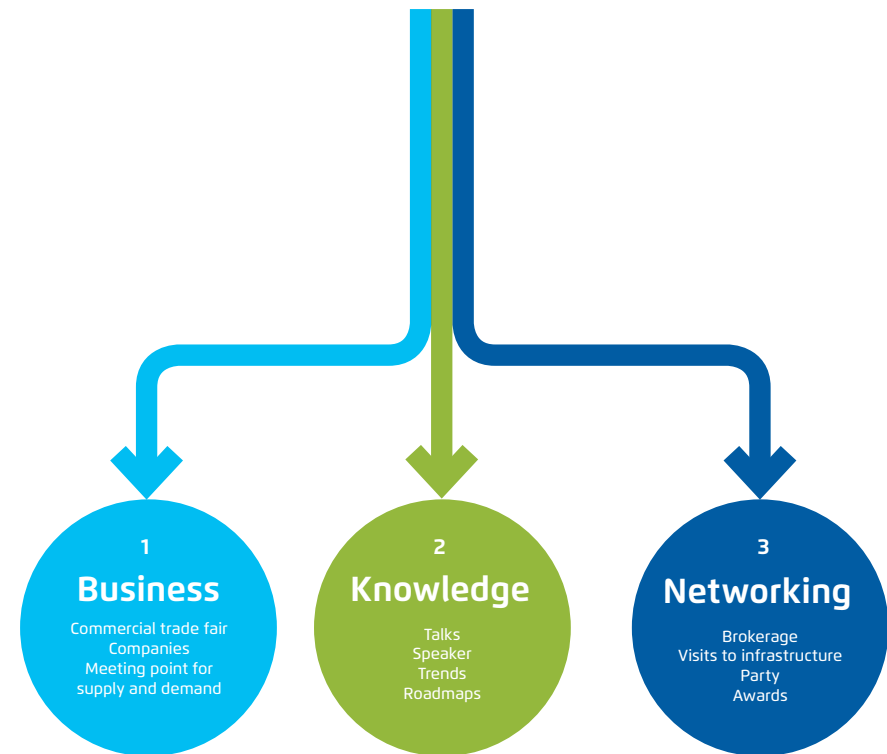
Iwater will cover the water sector from a **global perspective**, taking into account all aspects of the complete water cycle and all the stakeholders involved.

In addition, it will consider factors that affect the **quality and quantity of water on the entire planet**.

The objective throughout will be to **guarantee sustainability and the correct management of water**.



The trade fair will include three platforms:



Promoting growth in the entire value chain

In this sector, all of us are important and all of us can collaborate to increase the efficiency of water management. For this reason, Iwater considers the entire value chain of the complete water cycle and seeks to **provide solutions by proposing 4 critical topics for the evolution of the sector.**

New technologies and innovation

- How can we use technological advances to face water stress?
- How can new technology and innovation enable us to improve water performance and the energy efficiency of our facilities and infrastructure?

Regulations and legal framework

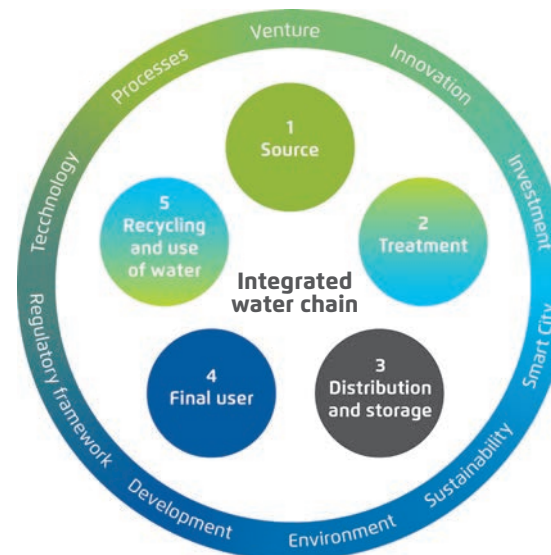
- What are the regulatory frameworks and regulations into which the sector is organised, and what is their impact on innovation and business?

Investment and entrepreneurship

- Can the new business models help in the funding of new infrastructure, the upgrading of existing infrastructure, and the commitment to entrepreneurship and new technologies?

Sustainability and environment

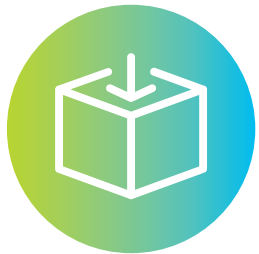
- How can we raise social awareness about the use of this resource and its value?



Business: exhibition area

Where technology, innovation and networking come together, with an integrated approach

With **over 8,000 m² dedicated to the presentation of new products and solutions** for the sector, the exhibition area will provide a comprehensive view of complete water cycle management.



**Collection,
Treatment
and Storage**



**Distribution,
Sewerage and
Purification**



**Control and
Measurement,
Automation
and IT Services**



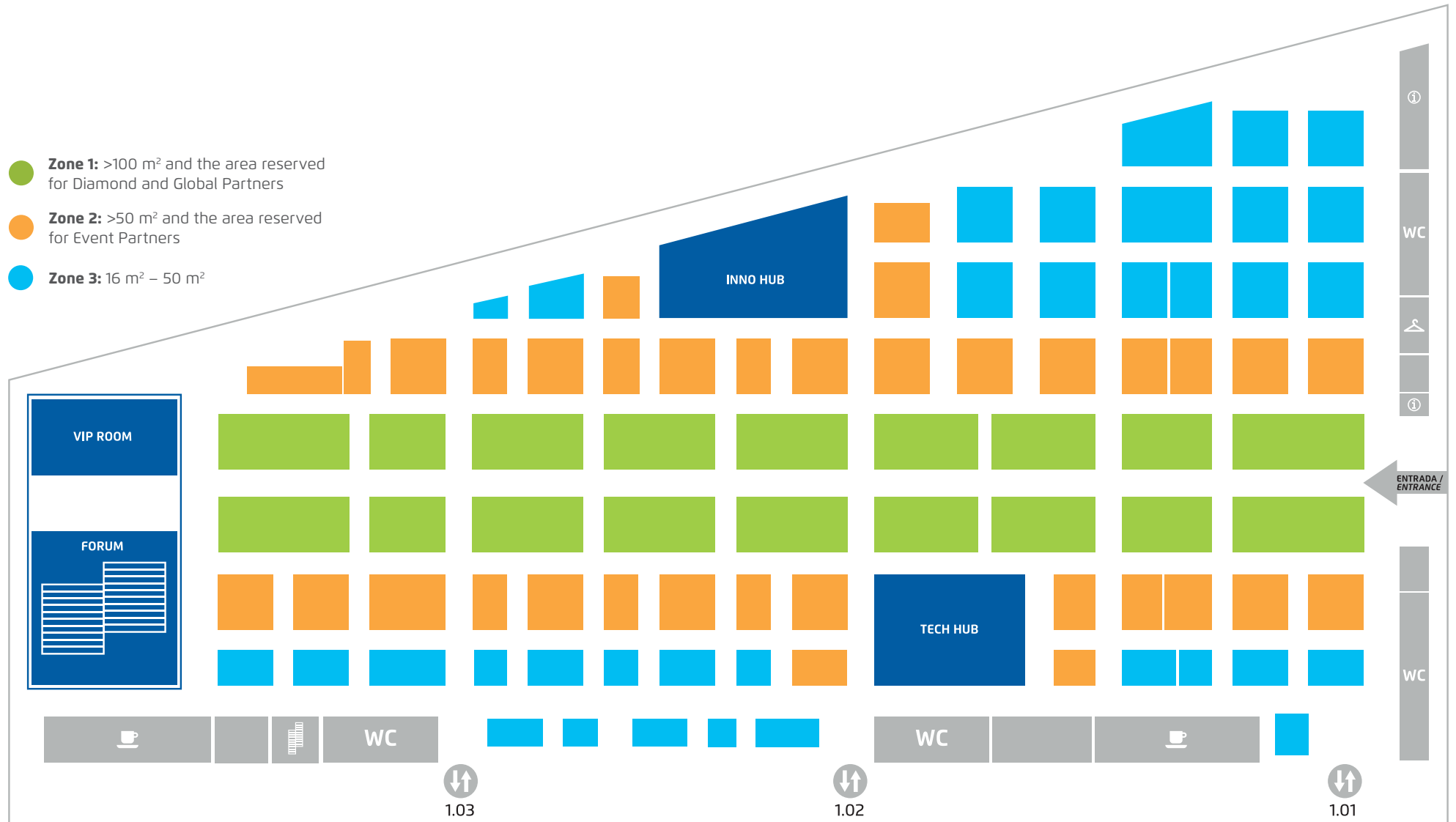
**Consultancy,
Engineering and
Infrastructures**



**Irrigation,
Agriculture
and Industry**



**Science,
Research and
Development**



Visitor profile

At Iwater, you can make direct contact with a **high number of potential clients from all around the world with many different profiles.**

Take advantage of this opportunity to open up new markets and have real business opportunities.

In addition, you can increase the loyalty of your clients by inviting them to this trade fair, which will be of great interest and value to them.



Construction companies



Government bodies



R&D&I centres



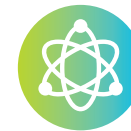
Engineers and consultancy companies



Operators and distributors



Laboratories



Users of industrial and agricultural water

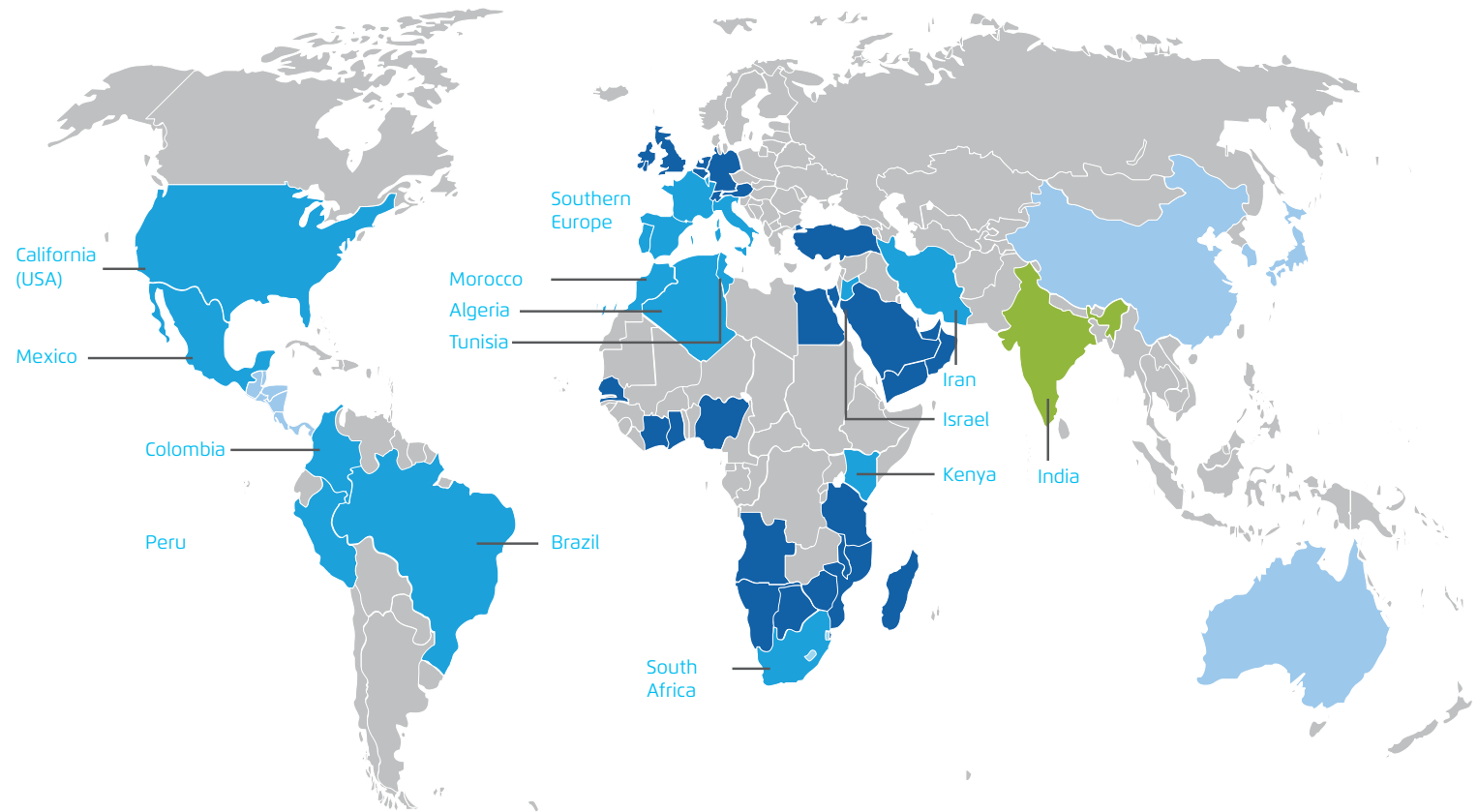


Facility managers

Priority markets

Iwater will attract visitors and purchasers from the national market and other priority countries, such as Latin America, Mediterranean countries and the Middle East.

- Priority 1
- Priority 2
Central Europe
Sub-Saharan Africa
Middle East
- Priority 3
Central America
China, Korea, Japan,
Australia
- Guest countries



Knowledge: Iwater Forum

Over 80 experts
at national and
international level

You can access ideas, advances and trends focused on overcoming challenges, whilst taking into account the regulatory framework and sustainability.

Benefit from the knowledge and opinions of over 80 top-level experts: access **ideas, advances and different proposals to overcome major challenges in the water sector**.

Sustainability, new forms of governance, and new business models make these challenges into opportunities.



Resilience

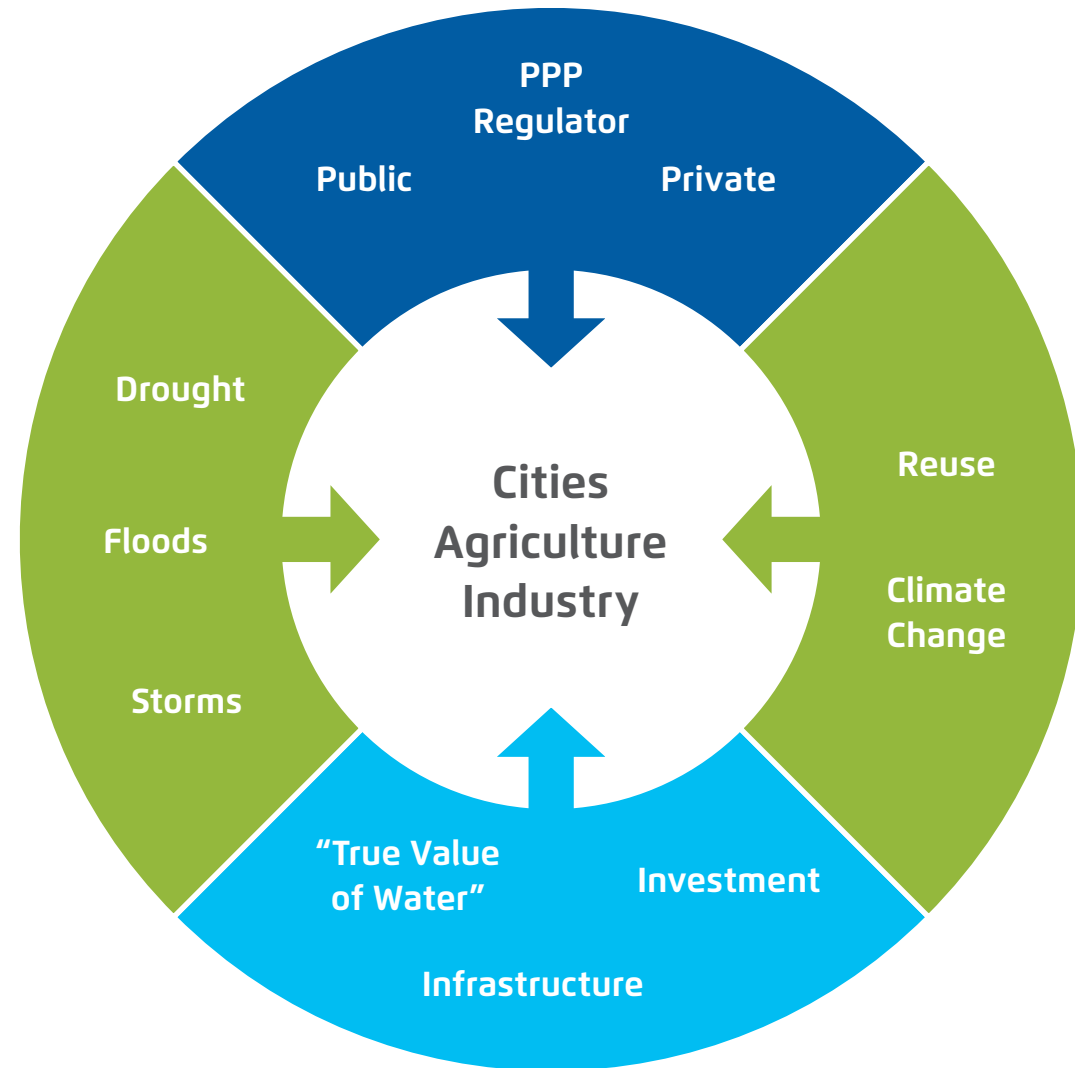
- Climate change
- Floods, storms and droughts
- Reuse

Governance

- Public, private and mixed partnership models
- Regulatory models (UK, Portugal, Italy, etc.)

Financing

- Financing of infrastructure (maintenance and new)
- “True Value of Water”.
Water as an economic agent



Networking: activities

Side Event and much more

During the trade fair, different activities will be offered to make your visit even more enriching.



Inno Hub

This activity is focused on research, development and innovation projects. All participating stakeholders will have the opportunity to contribute. **Knowledge exchange will be fostered between researchers, technology centres, companies, the Spanish and international government,** and investors. All of these people are responsible for ensuring that knowledge reaches the market, generates new business models, and stimulates entrepreneurship in the water industry.

Tech Hub

At this **technical and technological forum,** potential solutions will be proposed and **investment projects and best practices will be presented.** Exhibiting companies will have the opportunity to explain the different applications and advantages of their product.



Brokerage Event

Rapidly form relationships with new companies or partners who could help you to meet your business objectives at this **business networking event, organised in the form of two-way interviews.**

Visits to infrastructure

High-interest, organised visits will be carried out in the Barcelona metropolitan area, for example, to the **El Prat de Llobregat desalination plant or the tank to prevent combined sewer overflows in the Joan Miró park, among others.**

Cocktail party

Enjoy a cocktail party in which you can **continue to share ideas and experiences** in a relaxed atmosphere.

lwater awards

The event will include an awards' ceremony, relating to the trade fair.

Award for the best project.
Award for the best innovation.
Award for the best product.
Special social responsibility award.

Side Event / World Water Tech Investment Summit

In this event parallel to the trade fair, **250 leaders of industry from 25 countries** will meet to analyse how to use innovations to face the **most urgent problems** that affect the planet's water supply.



Be a part of this unique event

An event full of opportunities for your company

- **Increase the visibility of your business** with different proposals for participation and presentation of your innovations.
- **Take advantage of this networking opportunity** and make contact with potential national and international clients who will attend the event.
- **Access the latest innovation** in the industry, through the new products and services offered by leading companies in the sector.
- **Enjoy high-value content** on sustainability and the environment, regulations and the regulatory framework, strategic investment and new technologies applicable to your business.



You can chose between different modes

There are different ways of participating in the trade fair. You can choose the option that is best suited to your business and budget.

Partnership

Increase your visibility and services before and during the trade fair.



Event Partner

from 64 m² from €12,000



Global Partner

from 96 m² from €22,000



Diamond Partner

from 128 m² from €50,000

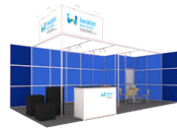
Growing package

Turnkey participation from 16 m² to 49 m².



Bronze I package

from 16 m² from €3,360



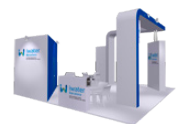
Silver package

from 32 m² from €7,900



Bronze II package

from 24 m² from €4,980



Gold package

from 49 m² from €16,400

Space only

Participation with a free stand.

Only a space of 20 to 199 m² → €135

Only a space of +199 m² → €125

Sponsorship option

Put your company in a prominent position by sponsoring areas, events and services for our visitors and exhibitors.

from €5,000



VIP Room/
Speakers



Mobile
App



Inno Hub
sponsorship



Free Wi-Fi



Visits to
infrastructure



Forum Room



Coffee break

Creating synergies

Iwater will lead Sustainability Week, along with other events

The trade fair will benefit from the features of all the other events held at the same venue on the same dates.



Over 14,200 visitors
Over 400 speakers
Over 500 cities represented

A leading smart cities event **worldwide** for the fifth year running.

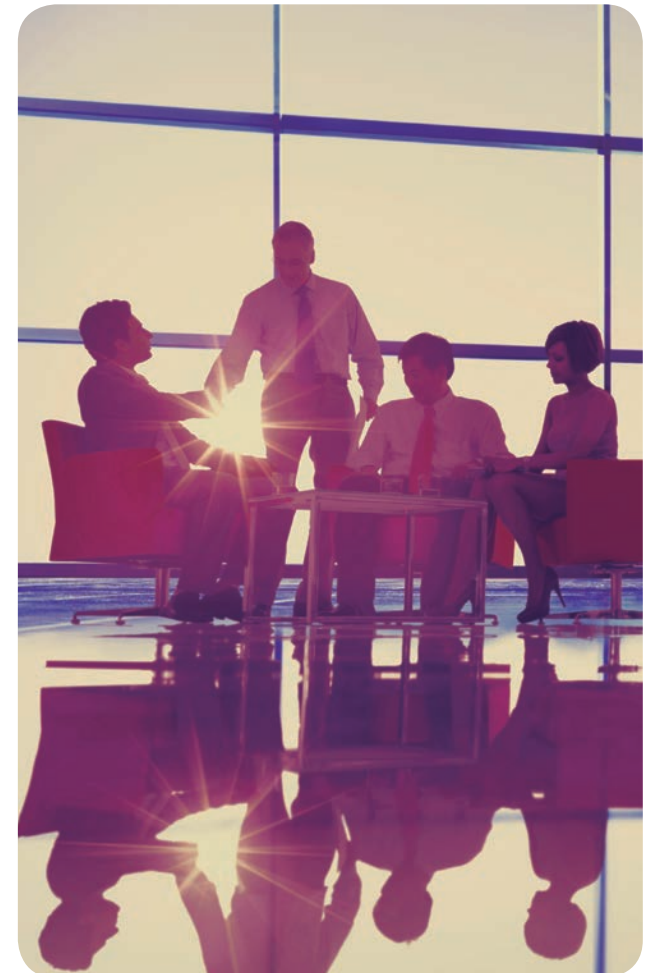


A new event that highlights the **shift** towards the **circular economy**.



9,300 visitors
77 countries

A platform for the industry to meet and explore emerging trends and **future solutions in renewable energies, gas and water.**





Promoting a sustainable future

Partners & collaborating organizations

We would like to thank all of the companies and institutions that will make Iwater possible. You can also be a driver of change by collaborating in an unprecedented trade fair of high strategic and business value for the water sector.

Diamond Partners



Global Partners



Event Partners



Collaborating organizations



Mediapartners



The Iwater team

Iwater is organized by Fira de Barcelona, whose team has extensive experience in the organization of international trade fairs.

Do not hesitate to get in touch with us for any additional information.



Delphine Romeu
Director of Iwater

+34 93 233 26 39
dromeu@firabarcelona.com



David Belmonte
Head of Sales

+34 93 233 23 51
dbelmonte@firabarcelona.com



Gerard Franco
Accounts Executive

+34 93 233 37 09
gfranco@firabarcelona.com



Julián Pérez
Accounts Executive

+34 629 318 820
comercial.iwater@firabarcelona.com

Delegations and international collaborations

Benelux

Shauni Renmans

Heihoekstraat 133 B 5
9100 Nieuwkerken-Waas – Belgium
Tel.: +32 3 766 11 99 · Fax: +32 3 766 43 90
benelux@firabarcelona.com

China and Hong Kong

Susan Dong

Rm. 616, JuAn Mansion 211
Urumchi (N.) Rd. – JingAn Dstr.
200040 Shanghai
Tel.: +86 21 516 96889 · Fax: +86 21 510 79779
china@firabarcelona.com

France

Arnau Casabó

34, rue Geoffroy Saint Hilaire
F - 75005 Paris – France
Tel.: +33 1 47 07 29 39 · Fax: +33 1 47 07 32 10
france@firabarcelona.com

Germany, Austria and Switzerland

Sascha Thorn

Albrechtstrasse 8
72072 Tübingen – Germany
Tel.: +49 7071 365 595 · Fax: +49 7071 365 596
germany@firabarcelona.com

India

Hemah Saxena

217-B (2nd Floor) Okhla Industrial Estate
Phase III – New Delhi – 110020
Tel.: +91 11 4279 5000 · Fax: +91 11 4279 5098 / 99
Hemasaxena@eigroup.in

Israel

Sergio Vinitzky

Corex House, 10 Zarchin St. P.O. Box 3030
Raanana 43662 – Israel
Tel.: +972 9 777 68 08 · Fax: +972 9 777 68 05
israel@firabarcelona.com

Italy

Debora Colatrella

Via Brugnoli, 8
40122 Bologna– Italy
Tel.: +39 051 649 31 89 · Fax: +39 051 649 32 42
italy@firabarcelona.com

Morocco

Paco Gómez

C/ Aribau 240, 7 – i
08006 Barcelona – Spain
Tel.: +34 935 572 350
marruecos@firabarcelona.com

Portugal

Rita Aguas

Rua da Azinhaga 57
2890-174 Alcochete – Portugal
Tel.: +351 214 002 094 · Fax: +351 212 342 776
portugal@firabarcelona.com

Turkey

Onur Çanga

Hurriyet Mh. Dr. Cemil
Bengu Caddesi 103 D.1 Sisli
Istanbul – Turkey
Tel.: +90 212 224 68 78 · Fax: +90 212 224 85 58
ocanga@senexpo.com.tr

UAE and the Middle East

Carolina de Funes

Núñez de Balboa, 114, 4º – pta 408
28006 Madrid – Spain
Tel.: +91 828 34 68 · Fax: +91 745 99 99
carolina@ambarconnect.com

United Kingdom and Ireland

Ricard Palau

99 White Lion Street, London
N1 9PF – United Kingdom
Tel.: +44 2077 238327 · Fax: +44 2071 704125
unitedkingdom@firabarcelona.com

United States and Canada

Elisabeth Meaney

7 West 34th Street, Suite C117
New York, NY 10001 – U.S.A.
Tel.: +1 212 564 0404 · Fax: +1 703 229 4176
emeaney@pbmarketinginternational.com

**All of us are important
in the complete water cycle.**

**An event not
to be missed.**



iwater

INTERNATIONAL INTEGRATED
WATER CYCLE SHOW



Fira Barcelona

iwaterbarcelona.com
#iwater2016