Technical data sheet

2016, first edition of Iwater
A unique, committed event. United for a better future.

Business
A space for business with a global reach. Exhibitors at the show.

Shared knowledge
A key space for the future of water management. Leading speakers. Forum attendees.

Technology and innovation

Guided tours of infrastructure
Iwater visits Barcelona’s main internationally-renowned facilities.

Iwater awards
Acknowledgement of the best advances in the sector.

Visitors to the show
We all count in the integrated water cycle.

Communication campaign
Iwater is launched to a warm welcome. Media coverage of the show.

Partners & collaborating organizations
Have promoted this great event.
2016
The first Iwater show
A unique, committed event

The Iwater show was created to provide a response to the important challenges facing the water sector, such as resources and infrastructure management, increasing demand for water in a context of water stress and the new forms of public-private partnership.

This, the very first of these events, was a great success, thanks to the show’s ability to bring together leading representatives of the integrated water cycle chain.

Although this was the first show, Iwater has already become a benchmark event for the water sector.

Main achievements

- Participation of the leading Spanish operators.
- Great coverage of the show in the specialist press.
- High attendance at technical sessions: Inno Hub and Tech Hub.
- Great social media.
- High degree of satisfaction on the part of exhibitors and visitors.
- Support from the IWA (International Water Association).

127
Exhibitors

3,200 sqm
rented

109
National
18
International

4,562
Visitors

4,106
National
456
International
United for a better future

The show was held in conjunction with three other events: the Smart City Expo World Congress, the Circular Economy European Summit and European Utility Week. All of them of particular importance, and with which Iwater shared, in addition to venue and dates, goals which, in line with the proposals of the United Nations, seek to foster shared, sustainable development.

The simultaneous holding of these four leading events allowed those attending each of them to visit the others, resulting in an overall total of more than 32,000 visitors.

A global vision with an innovative focus

The concurrent nature of these four events focusing on sustainable development has greatly enhanced the show’s synergies, international profile and convening power.

Specifically, 11,500 professionals visited Iwater from another of the events held simultaneously at Fira de Barcelona’s Gran Via exhibition site, joined by the 4,562 who registered exclusively for the Integrated Water Cycle Show.
1 Business
A space for business with a global reach

With more than 5,000 square metres dedicated to displaying products and solutions, the show boasted the presence of **127 exhibitors from 10 countries**, including:

- Operators
- Engineers
- Construction companies
- Public bodies

as well as companies with solutions in

- Distribution, transportation
- Storage
- Sanitation, wastewater treatment
- Reuse
- Irrigation
- Management
- Consumption

for agricultural, urban, industrial or domestic use.

**Iwater has become a business catalyst for companies involved in the integrated water cycle in Spain.**

Priority markets abroad were also identified: Latin America, the Mediterranean Arch and the Middle East, which the show invited directly, making it a quality event with a marked international character.

In this way, Iwater communicated and highlighted the value of the R&D&I and the know-how of Spanish companies and strengthened the “Agua España” brand.
Exhibitors at the show

Exhibitor quality was the highest-rated aspect of the show.

I thank you for your efforts, which have made possible this show, which is very important to us. An event that provides us with the opportunity to export and show to the market, to our customers and to the world our technology, our possibilities, improvements and solutions.”

RAFAEL ÁLVAREZ
XYLEM

I believe that supporting this first Iwater has been a great success, and we hope to continue doing so in future shows, which will surely be as great a hit as this one.”

JUAN PABLO MERINO
AQUALIA

What we are looking for from the show is to make known our position in the concept of resilience, of the wholeness, of the water cycle; because we believe that Sorigué must be a key actor in all of this.”

IGNASI CLARANA
SORIGUÉ
2 Shared knowledge
A key space for the future management of water

The Iwater Forum, a place for talks and debates, dealt with the keys to managing the integrated water cycle to tackle the great challenges presented by the future: the effects of climate change and how to tackle them with the ability to overcome and control adverse situations such as desertification, drought and flooding (resilience), the implementation of new, more efficient and inclusive management models (governance) and the search for investment alternatives that permit the renewal and modernisation of infrastructure (financing). Three core themes that will allow us to progress in the management of water in the medium term and guarantee its future.

The Forum boasted the participation of more than 80 experts from home and abroad, representatives of the authorities, academics, businesses and water managers from different countries, including leading US scientist Peter Gleick, who was responsible for giving the opening talk. He did so by reviewing the historical ages of water up to the present day, noting environmental abuses, the difficulties of supplying an ever-growing population and the conflicts arising from the scarcity of water resources.

Despite all these challenges, Gleick remarked: “the good news is that we are in a transition towards a third, sustainable age. The consequences of the abuses have brought about new thinking. We are at a historical moment.”

Gleick referred to the solutions for the future, along the lines of his “soft path for water”, in which it will be important to reform institutions to bring them into line with the current framework (governance), backing technology that allows people to drink purified water with total safety (reuse) and improving efficiency.

To conclude, he appealed to the responsibility of all of us as agents forming part of the integrated water cycle, highlighting the importance of being active participants in this new stage and dealing with it with commitment and optimism.

“

There is less demand for water today than 30 years ago. The mentality is changing, and more can be done with less. And this is the basis of the soft path for water of the third age, which has already begun.”

Peter H. Gleick is a renowned US scientist and co-founder of the Pacific Institute, who works on subjects associated with the environmental sciences, economic development, international security, scientific ethics and integrity, paying special attention to the challenges presented by fresh water at a global level.
Governance

> All management models are valid. What is important is to ensure the model fits the project. The key is that water, whether its management is public or private, is and must be public.

> There is need for a National Compact whose main provision must be to remove water from the political arena. All actors must be involved in a cross-cutting way, with pragmatism prevailing over dogmatism.

> Water management requires the implementation of holistic policies based on profound institutional reforms that establish competences with clarity (regulation).

> The reasons why urban services need to be regulated go beyond the management model (public, private or mixed) since, whatever the model, there is a need for a regulator that pursues transparency and efficiency goals with pricing incentives and with a holistic vision, in both the short and the medium and long term.

Resilience

> There is a need to boost the environmental education of the public to achieve broad-based social support for the measures that should be taken in the future, ones which, generally speaking, could be quite unpopular.

> We need a strategy based on the circular economy, which, in water management, can be summed up easily in three words: savings, recirculation and reuse.

> Legislation must be improved and an economic framework created to help ensure that the water sources are not marginalised by traditional ones. Water recovery has a cost, and when it comes into competition with traditional water (which tends to be cheaper), its use is, except in scarcity scenarios, brusquely slowed.

> The integrated management of water resources and of their problems is the key to increasing the resilience of the system as a whole.

> The substantial damage (even in terms of human lives) must contribute to the improvement of FRMP (Flood Risk Management Plans) and to increasing both the insurance cover and administrations’ budget headings aimed at risk prevention and management.

Financing

> The price of water is a key tool in moderating costs, particularly in dry periods. Seasonal tariffs should be implemented, as should, in times of drought, special rates.

> Technology and the training of professionals responsible for decision-making (political, managerial and technical) will be key to the efficiency and productivity of facilities.

> The concepts of water and energy footprints, as well as of virtual water, should begin to take their place in water policy.

> Technology must have a crucial role in its achievement, and in understanding the true value of water. According to the United Nations, the new water management is capable of creating a great many green jobs. This will help distribute wealth and thus increase social sustainability.

> Transparency and efficiency in water management are highly important. Sustainability and cost recovery are non-negotiable goals.

The main conclusions* of the first Iwater Forum to ensure the sustainable management of water were:

Over the coming 15 years, there is a need for great investment to achieve the 6th SDG by 2030.*

Ger Bergkamp, IWA Executive Director

* In the drawing up of these conclusions, we have benefited from the collaboration of Professor Enrique Cabrera Marcet, Professor of Fluid Mechanics. ITA. Technical University of Valencia.

Gaetano Casale, Liaison Office Manager, UNESCO-IHE Institute for Water Education

Joanna Drake, Deputy Director-General, Directorate-General for Environment

“Over the coming 15 years, there is a need for great investment to achieve the 6th SDG by 2030.”

Ger Bergkamp, IWA Executive Director

“The 6th is the most cross-cutting SDG. Technology must have a crucial role in its achievement, and in understanding the true value of water.”

Gaetano Casale, Liaison Office Manager, UNESCO-IHE Institute for Water Education

“Transparency and efficiency in water management are highly important. Sustainability and cost recovery are non-negotiable goals.”

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Leading speakers

Adolfo López, Liona
DIRECTOR GENERAL FOR WATER, SPANISH MINISTRY OF AGRICULTURE, FOOD AND THE ENVIRONMENT

Day 1
- Welcome
- The value of water: The Soft Path for Water
- The EU’s Prima Initiative: Food Safety in the Mediterranean
- The value of water: The viewpoint of agriculture
- The viewpoint of industry
- Resilience in cities: France, case study: Paris
- Portugal, case study: Lisbon
- Spain, case study: Barcelona
- Adaptation to regulations: Flood plans
- ROUND TABLE: How much does non-resilience cost?

Day 2
- Governance models
  - The example of Chile
    - A consensus model: Public-private partnership
  - The example of Denmark
    - 27 years of regulation in the United Kingdom
  - The Portuguese model of regulation
  - The financing of infrastructures: An overview
  - The viewpoint of the World Water Council
  - Challenges and opportunities: India
  - The goals of sustainable development and water
  - ROUND TABLE: The cost of non-sustainability

Day 3
- The indirect reuse of drinking water in Orange County: A long-term collaboration between the health authorities and the general public
- The regulatory process of protecting public health: from unrestricted irrigation to the reuse of drinking water
- Water in the Mediterranean basin
- Spain and the Mediterranean: Sci-Pot Programme
- Challenges and opportunities: Morocco
- Knowledge management in the Mediterranean basin
- The financing of infrastructure: A general overview of Latin America
  - The viewpoint of Colombia
  - The viewpoint of Peru
  - The viewpoint of Paraguay
- Challenges for engineers and science

There was a high degree of satisfaction with the issues tackled in the Forum (governance, resilience and financing), with the sessions on governance being a particular success, with a score of 4.2 out of 5.

The Forum had a very high recommendation rate: the likelihood of attendees recommending it stands at 8.1 out of 10.

RATING OF FORUM SESSIONS

4/5
Amongst Iwater Forum attendees, the most noteworthy professional profiles included those associated with the public administrations and engineering.

### What Is Your Professional Profile?

**Base: 72 Visitors**

- **Engineering:** 22.2%
- **Public Administration:** 15.3%
- **Manufacturer:** 11.1%
- **Construction Company:** 8.3%
- **Distributor:** 6.9%
- **R&D & Centre:** 5.6%
- **Industrial Solution User:** 4.2%
- **Municipal Public Service Operator:** 2.8%
- **Facilities Manager:** 2.8%
- **Private Operator:** 1.4%
- **Domestic Solution User:** 1.4%
- **Technician:** 1.4%
- **Agricultural Solution User:** 1.4%
- **Other:** 15.3%

83.3% of Forum visitors had a degree of suggestive or decision-making power in the purchasing process.

Almost 40% of attendees came from abroad, mainly from European countries.

**Spain 62.5%**
- **Europe 18.1%**
- **France 8.3%**
- **Belgium 4.2%**
- **Italy 2.8%**
- **Germany 1.4%**
- **United Kingdom 1.4%**

**Américas 9.8%**
- **Peru 2.8%**
- **Argentina 1.4%**
- **Mexico 1.4%**
- **Chile 1.4%**
- **USA 1.4%**
- **Colombia 1.4%**

**Asia 4.2%**
- **China 1.4%**
- **Turkey 1.4%**
- **India 1.4%**

**Other 5.6%**

42% of attendees would consider themselves the event’s promoters.
3 Technology and innovation
A look at the future of water, for everyone’s future

Iwater has reflected the latest trends in the sector, such as the implementation of “smart” management systems in water, particularly agriculture, which is the primary sector that consumes the greatest amount of water (70% of water resources globally, a figure that reaches 90% in most developing countries).

It is vital to implement more efficient technology and irrigation systems to permit the irrigating of a greater area of land with a smaller amount of water, combining our food production needs with sustainable management.

Jaime Lamo de Espinosa, former Minister for Agriculture and professor at the Technical University of Madrid, and Javier Baro, Director of Irrigation Markets at Suez Spain, indicated in the Iwater Forum talk "The value of water: the viewpoint of agriculture", that we need to continue promoting technological development to be able to establish what might be called smart agriculture, whose goal is to achieve precision agriculture that guarantees the sustainability of agrarian activities.

**NEWS**

The PRIMA Initiative embraces some 20 countries (EU Mediterranean and North Africa), will cover a long period (2018-2027) and has a total allocated budget of 400 million euros.

Carolina Rodríguez, Policy Officer at the European Commission, Directorate-General for Research and Innovation.

There is a need to implement a climatically ‘smart’ agriculture that includes the new concepts of virtual water and the water footprint.

Jaime Lamo de Espinosa, Emeritus Professor, Technical University of Madrid; former Minister for Agriculture.

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**2030**

- 3,000 litres
  - 34% increase in irrigated land in developing countries
  - 14% increase in consumption only thanks to technology
  - 70% of water is used in agriculture

**2050**

- 9,000 billion
  - +60% of the food that will have to be produced
  - 2 litres daily consumption per person
  - 3,000 litres to produce food for their daily diet

*FAO (UN FOOD AND AGRICULTURE ORGANIZATION) DATA
The Show also witnessed highlighting of the need for industry to reduce its water footprint globally, by, for example, putting into practice the “three Rs”.

Reduce the use of water, reuse it within the same facilities and recycle it for other uses.

iwater also emphasised the fact that the implementation of a sustainability policy not only does not entail extra costs, but rather contributes added value and business competitiveness. Environmental benefits go hand-in-hand with economic ones.

“Reducing the consumption of water in all phases means reducing the use of energy and thus boosting economic competitiveness.”

IAXõE CARDOSO, MARKETING DIRECTOR, NAUKS WATER

“The company has managed to reduce its water consumption by 27% compared with 2004, thanks to the implementation of a cross-cutting vision of water resources and the use of new technologies.”

JOSEP NOLAS, GLOBAL SPRING AND MINERAL WATER QUALITY MANAGER, COCA-COLA

The event also played host to the showcasing of numerous technological innovations, such as sensors that communicate with each other via networks, sending data to new software products and which, thanks to sophisticated models, permit the taking of decisions in real time.

Forty-two per cent of the world’s jobs are water-dependent. In industry, the cost of water is not as important as its availability. Its absence would compromise the sustainability of the majority of companies.”

DIRK VAN DER STEDE, CEO, FLANDERS KNOWLEDGE CENTER WATER

“Technology and innovation”

We need to covers people’s needs, of course, but also those of agriculture and industry. We therefore need to stop competing for this resource and begin collaborating to guarantee it.”

TOMÁS MÉNDEZ, IWATER SHOW SCIENTIFIC COORDINATOR

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Iwater also examined water management in cities and urban areas, looking at the different regulation systems in various parts of the world, not to mention the future challenges faced by urban supply.

A guarantee of rational financing for the different projects tackling this challenge is a must.

To deal with the scarcity of water resources, there is a need for formulas modifying the ways in which they are consumed and encouraging the reuse of water. Additionally, we need flexible governance systems that can adapt to fit each individual territory and that encompass all the social, sector-based and institutional actors involved in the integrated water cycle.

40% of the world’s population lives in areas of water stress

55% increase in water consumption demand by 2050

Iwater saw presentations on different regulatory models, none better than the other, but which instead work on the basis of the needs of each particular area.”

TOMAS MICHIEL, IWATER SCIENTIFIC COORDINATOR

Private regulation
The example of Chile

The regulatory framework, organised around the Superintendency of Health Services, enjoys great stability (concessions with no expiration date), very significant investments (with a coverage rate of almost 100% in both water and sanitation), and a comprehensive subsidy system (15% of customers).

VICTOR GALAICA, EXECUTIVE PRESIDENT, ANDESS AG

Public regulation
The example of Denmark

Water management is the responsibility of public enterprises separated from political interference and complying with the principle of economic sustainability. There is an independent economic regulator, with responsibility over the matter, to promote competitiveness.

CARL-GIHL LARSEN
CEO DANVA

Public-private regulation

In situations of a lack of cost recovery, of a lack of investment or financing, there is a pressing need for the implementation of a regulator to bail out the sector, which is greatly weakened, economically, within such a context.

PEDRO MICHIELA, PRESIDENT, PPP FORUM

The price per cubic meter is one of the highest in the world (€8.5/m³), resulting in a very low unit cost (106 litres per person per day) and an average loss level of 7% (if a company exceeds 10%, it is fined).

CARL-GIHL LARSEN
CEO DANVA

The meeting place for the urban water management models
Iwater brought together numerous R&D&I projects aiming to provide innovative technological solutions to tackle the water sector’s leading challenges and promoted contact between business, technology centres and universities, as well as knowledge transfer between all of them.

The thematic sessions placed special emphasis on innovative public procurement, R&D funding and dual education/training.

The Show included an encounter between the Spanish group of the Young Water Professionals (under-35s) of the International Water Association (IWA) and interviews between entrepreneurs and investors.

**Day 1**

- **INNOVATION IN PUBLIC PROCUREMENT**
- IWA YWP’s (IWA Young Water Professionals)
- CALL FOR PITCHES: Projects
- CALL FOR PITCHES: Innovation

**Day 2**

- **ENTREPRENEURS AND INVESTORS ENCOUNTER**
- CALL FOR PITCHES: Projects
- CALL FOR PITCHES: Innovation
- Thematic sessions

**Day 3**

- **FUNDING R&D PROJECTS**
- Vocational training
- (Dual vocational training in water)
- CALL FOR PITCHES: Innovation
- CALL FOR PITCHES: Projects

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Inno Hub

Iwater, promoting research and development

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**RATING OF INNO HUB ACTIVITIES**

4/5
Iewater showcased the leading solutions and, what is more, presented examples of good practices in energy efficiency, irrigation, water management in smart cities, buildings, residential areas and industrial sectors.

Coverage was also provided of public and private investment plans in a number of countries.

Day 1
PUMPING SYSTEM EFFICIENCY
Current situation and trends in pumping energy efficiency Andries Gaster-Abrav
Session Event Partner: Xylem Pietro Martin de Alba
Day 2
FRAMEWORK FOR THE USE OF SUBSTANCES AND RESTORATION IN THE DRINKING WATER PRODUCTION
The Spanish legal scenario in the European context of REACH Carme Santamaria
A technical guide for the interpretation, application and management of the use of substances and mixtures and their by-products in drinking water production for human consumption Nuno Abdo
CAMPFIRE 3.00. The advantages of modern filteration in purification processes Amal Kevi
AQUAPURECA. Water treatment support programmes for facilities (bio-cities, ADI/BiWaste)
ONDA WATER TECHNOLOGY: GCC Importers: In-line hypochlorite generators: cool下来 the taste
DETHPER: Water and energy savings in boilers and steam generation (Heat Generators)
DIANA XL: Kavro Light (New filtering material for drinking water)
Jordi Masdefiol
PRESENTATION PRIVATE INVESTMENT PLANS
DARO (BRASIL), Verso Gateways de Almeda
PRESENTATION PUBLIC INVESTMENT PLANS
Colombia Tekaka Date
Monacor Aidenbarr Taxel
SORDI: Changes in the water management model, innovation of the Santiago-Maule-Dilemma in Romania Angel Ortega
SMART & SMART CITY IN USE
Water & Smart Cities Miquel Rovira
Smart water: open technologies at the service of water management Tolstoi Daniel
SUEZ: Water management in smart cities Carles Olarte
Platform for the validation of online sensors for the quality control of drinking water Gloriflores Regulation
SCAN IBOSA SISTEMAS DE NEUMONICA: Metro station: the online monitoring of drinking water stations: Jock Rob and Daniel Nilson
SORDI: CORDIA, C/3: New strategies monitoring and remote reading of large-volume consumers Massi Tornella
AQUA-SUITE: KINERTEX, the new composite material for the production of composite membrane covers Alko Barco
WATERLOGIES: Smart Desalination System Antonio Carreño
AGUAS DE BARCELONA: Method for continuous control of the potential formation of nitrates/Ammonium Miquel Pareja
Evolution of Iewater’s water cycle - Recycling, Savings, Osmolatation - and its driving forces Innovation and regulation Manel Arm

Day 3
SUSTAINABLE WATER MANAGEMENT IN SHARED BUILDINGS AND RESIDENTIAL AREAS
Regulatory perspectives on extending water reuse solutions to shared buildings and residential areas Irene Cottella
Technical Good Practice Guides for the use of water in apartment blocks and collective residential areas ANTEC/EPAGRI: Practical guidelines for the installation of water systems for the reuse of rainwater in ADI and irrigation Cemea Santamaria
HEMOTEC: SPHOBUS2. Remarkable developments in downstream wastewater treatment and pilot work Damen
SUEZ: Advanced technologies in the deodorisation of wastewater treatment plants (Ana Maris)
WATER & THE CIRCULAR ECONOMY:
THE TECHNOLOGY REVOLUTION APPLIED TO THE WORLD OF WATER
RATING OF TECH HUB ACTIVITIES
Guided tours of infrastructure
Tour of the El Prat de Llobregat wastewater treatment plant (WWTP) + recharging of aquifers by injecting reused water. Attendees visited one of Europe’s largest and most modern wastewater treatment plants.

Tour of the Water Cycle Control Centre + AntiDSU Sewer Control Systems (the Joan Miró Park rainwater retention tank). This tour visited two sites: the first at the municipal company Barcelona Cicle de l’Aigua, SA (BCASA) control centre, focusing on the management of alternative water resources, geographic information systems, integral coastal management and the real-time management of the city of Barcelona’s sewer system.

The second tour was of Barcelona’s Joan Miró Park’s rainwater retention tank, built to minimise flooding in key points of the city and protect the receiving environment, facilitating the treatment and purification of rainwater and thereby benefiting the beaches, with proper management of the network as a whole.

Visit to El Llobregat drinking water treatment plant in the town of Abrera, which also boasts one of the world’s largest reversible electrodialysis (EDR) treatment plants.

There, visitors found out about the treatment process for the waters taken from the River Llobregat carried out at this plant, which has a treatment capacity of 4 cubic metres per second. They also toured the plant’s EDR facilities, which use this membrane technology to remove salt content and contaminants from the water, improving its perceived smell and taste, whilst at the same time preventing the formation of trihalomethanes in the chlorination process.

The guided tours were very popular, being enjoyed by more than 130 attendees.
Iwater awards
Acknowledgement of the best advances in the sector

The show presented the Iwater awards in four different categories:

**Award for the best research**

The European project “Watintech: smart decentralized water management through a dynamic integration of technologies” coordinated by the Catalan Institute for Water Research (ICRA).

**Award for the best idea**

The Hazur project: a cloud-based computer solution that identifies the urban actors responsible for services, interdependencies, any impacts that may affect their operations and areas for improvement.

The project was submitted by Opticits Ingeniería Urbana, a pioneering firm in the assessment, improvement and management of urban services’ resilience, including the integrated water cycle.

**Award for the best product**

Flygt Concertor, the world’s first truly smart wastewater pumping system, submitted by Xylem.

**Special social responsibility award**

Iwater presented a special award for the best charitable initiative to the NGO Proactiva Open Arms, which assists refugees, the majority from Syria, and helps save lives in the Mediterranean.
Visitors to the show
We all count in the integrated water cycle

Visitors to Iwater included a wide variety of professional profiles and interest areas.

The most common professional profiles were those associated with engineering and manufacture.

**WHAT IS YOUR PROFESSIONAL PROFILE?**

<table>
<thead>
<tr>
<th>Professional Profile</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>27.9%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>16.6%</td>
</tr>
<tr>
<td>Construction Company</td>
<td>8.8%</td>
</tr>
<tr>
<td>Distributor</td>
<td>8.8%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>7.3%</td>
</tr>
<tr>
<td>R&amp;D Centre</td>
<td>6.4%</td>
</tr>
<tr>
<td>Installers/Maintenance</td>
<td>4.2%</td>
</tr>
<tr>
<td>Municipal Public Services Operator</td>
<td>3.5%</td>
</tr>
<tr>
<td>Facilities Manager</td>
<td>3.2%</td>
</tr>
<tr>
<td>Private Operator</td>
<td>1.8%</td>
</tr>
<tr>
<td>University/Educator/Academic</td>
<td>1.6%</td>
</tr>
<tr>
<td>Industrial Solutions User</td>
<td>1.4%</td>
</tr>
<tr>
<td>Consultant</td>
<td>1.4%</td>
</tr>
<tr>
<td>Domestic Solutions User</td>
<td>0.7%</td>
</tr>
<tr>
<td>Technician</td>
<td>0.7%</td>
</tr>
<tr>
<td>Agricultural Solutions User</td>
<td>0.4%</td>
</tr>
<tr>
<td>Other</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

**WHAT IS YOUR AREA OF INTEREST?**

<table>
<thead>
<tr>
<th>Area of Interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution, Sewerage and Purification</td>
<td>60.1%</td>
</tr>
<tr>
<td>Control and Measurement, Automation and IT Service</td>
<td>44.2%</td>
</tr>
<tr>
<td>Consultancy, Engineering and Infrastructures</td>
<td>43.1%</td>
</tr>
<tr>
<td>Collection, Treatment and Storage</td>
<td>40.3%</td>
</tr>
<tr>
<td>Science, Research and Development</td>
<td>32.2%</td>
</tr>
<tr>
<td>Irrigation, Agriculture and Industry</td>
<td>22.3%</td>
</tr>
</tbody>
</table>

The predominant sectors were those of distribution, sanitation and water treatment.

**PERCENTAGE OF VISITORS WITH SUGGESTIVE OR DECISION-MAKING POWER IN THE PURCHASING PROCESS**

77.8%
More 20% of attendees at this first show were of international origin.

The goals regarded by attendees as most important:

- Gave a particularly high rating to both exhibitors and contacts made during the show.

RATING OF THE SHOW’S GENERAL QUALITY

4/5
Communication campaign
Iwater is launched to a warm welcome

Feedback received from the communication campaign has been very positive.

The channels with the greatest impact were the Iwater website, which received a large number of visits, followed by social networks.

Also very noteworthy was the impact via email.
Media coverage of the new show

Iwater was news in the leading specialist and general media outlets, both at home and abroad.

All of them highlighted the importance of the event, in that it managed to bring together all the agents involved in the integrated water cycle, to build a sustainable future together.

497 press, radio, TV and online hits (*)

€1,511,602 in advertising value

123,533,276 people in cumulative audience

50 accredited journalists

SOURCE: Access
Partners & collaborating organisations
Have promoted this great event

We would like to thank all the companies and institutions that have made Iwater possible.