



POST SHOW

**REPORT
2023**

**THE 7th
INTERNATIONAL
EXHIBITION &
CONFERENCE**

ORGANIZED BY: **ATF Group**
AL-AWAIL.CO
FOR CONFERENCE

www.watrexexpo.com.eg



About the Exhibition: WATREX Expo 2023 launched in its 7th round to be the sole leading expo in the field of Water & Wastewater technologies in Egypt MEA and one of the Biggest shows in the water sector .

This year the Exhibition was established to be in line with the development strategic policy of The President **Abdel Fatah El Sisi** to achieve the vision of 2050.

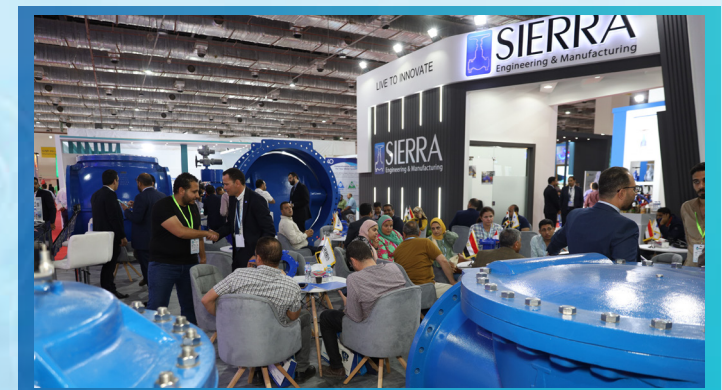
WATREX Expo 2023 took place from 15th - 17th MAY 2023 at Egypt International Exhibition Center (EIEC)

and it was privileged by the attendance of most of the government water associations such as the National Authority for Potable Water and Sanitary Drainage (NOPWASD).

WATREX was under the patronage of the Minister of Housing utilities and Urban communities with the presence of the leaders of the governmental bodies responsible for the water projects in Egypt and MEA Region,

it was privileged by the attendance of most of the governmental of water associations such as the The Holding Company for Water & Wastewater and leaders, Hungarian Water Partnership (Hepa).

Watrex Expo 2023 was a hub for networking gathering experts from all over the world, manufacturers, suppliers, distributors, importers, trading companies, whole-sellers, retailers, business representatives, consumers, and bulk purchasers of both governmental and private business sectors to share experiences, meet decision-makers of water and wastewater projects.



WHY



TARGET THE MIDDLE EAST & AFRICA (MEA) REGION

The MEA region is a potential market characterized by its rapid urban development and increasing stability which presents appealing opportunities for international investments. Besides the booming investments in Egypt for Water & Waste Water projects, some mega projects in the region have been announced to illustrate in 2021; HADDA AND ARANA Wastewater treatment plant in Saudi Arabia, Rabigh 4 desalination plant in Saudi Arabia, two transmission lines from Al Alliah to Al Jubail under the Sharjah Creek in UAE, The Dubai Deep Tunnel Storm Water system, Al-Khairan Phase 1 and Az-Zour North 3&2 Independent Water and Power Projects (IWPP) in Kuwait and Al Ghubrah III Independent Water Project and Barka VIWP are tendered in 2021 in Oman.

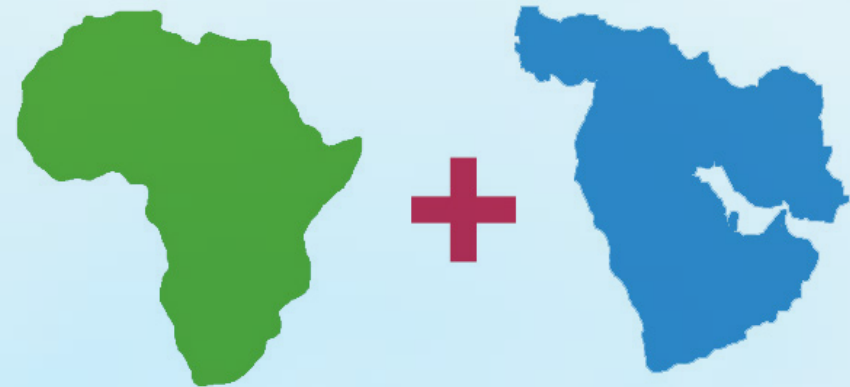
Africa also had its share of water megaprojects such as the Irrigation and Power Generation Projects in Songwe River Basin in TANZANIA / MALAWI, Sewage Treatment plants in Harare in ZIMBABWE, and Transaqua Water Transfer Scheme for saving Lake Chad.

One of the recent agreements in the United Nations which is considered as milestones include the 2037 Sustainable Development is the Agenda for the Sendai Framework for Disaster Risk Reduction for the period between 2030-2015 and the Addis Ababa Action Agenda discussed at the Third International Conference on Financing for Development. Moreover, in Paris Agreement that took place in the United Nations Framework Convention on Climate Change, it was declared that each USD invested in enhancing sewage project returns benefits equal to nine USD in the developing countries.

EGYPT'S WATER & WASTE WATER MARKET



Egypt is the biggest country in the MEA region in terms of population, reaching 110 million in 2019 where the urban communities represent almost 43.33% of its overall population, and multinational entrepreneurs and corporate executives are seeking access to this market that is characterized by its rich and rapid urban development with great international investment opportunities.) Since the Egyptian revolution, the Egyptian government declared its vision for the year 2050 of providing a high level of essential services to ensure good life to the increasing population.



HUGE INVESTMENT OPPORTUNITIES STARTED TO ARISE AS FOLLOWS:

- The national agricultural projects of reclamation of 1.5 million hectares
- The national urban project of building a million housing units in the next 6 years
- The new Suez Canal and the investment zone attracts thousands of industrial projects which provides a new potential market.

During the last few years, the Egyptian government has started to invest in all kinds of technologies for water treatment to maximize the value of each water drop through new underground water explorations, huge wastewater treatment plants, industrial water treatment, reuse of agricultural irrigation water, huge desalination plants and continuous awareness programs and campaigns for water saving and decrease consumption. The Prime Minister addressed the plans to improve the standard of living of the Egyptian citizen as a top priority of the government's agenda, stressing that the government seeks to provide adequate housing for all groups. The last four years housing projects were implemented through an investment of 10 Million, therefore the need of paying attention to water and waste water treatment rose.

THE PRIME MINISTER ALSO POINTED OUT THE FOLLOWING IMPORTANT WATER PROJECTS STATISTICS IN EGYPT:

From 2014-1982:

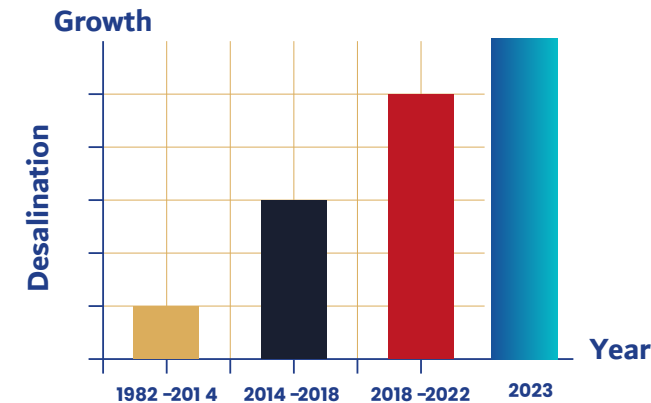
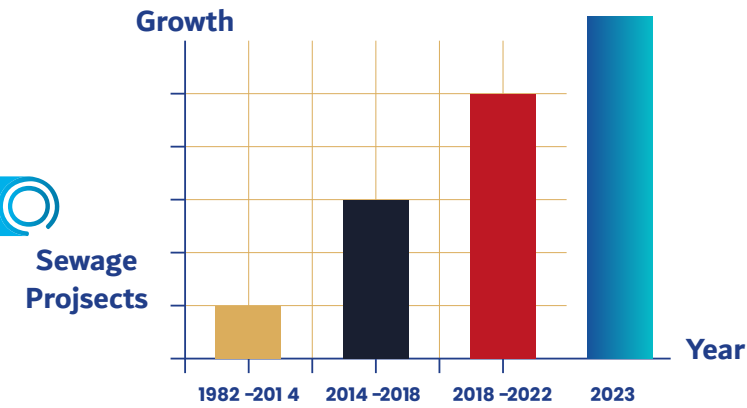
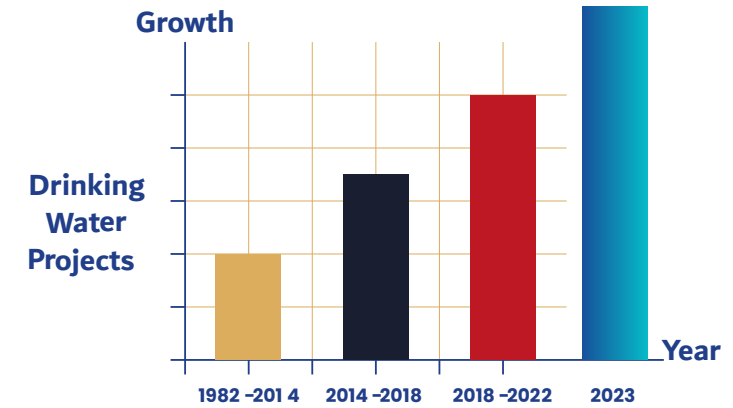
- water projects implemented reached to 28 million m³/day which was a challenge facing the drinking water sector at that time. the capacity of sewage projects implemented reached 14 million m³/day, with an annual addition rate (0.45 million m³/day). The percentage covering the sewage services in villages 2018-2014 2014-1982 to 2022 was 12%.

From 2014- December 2018:

236 drinking water projects were implemented, at a cost of LE 32 billion and 609 sewage projects (103 for cities - 506 for villages, with a coverage percentage of 34% for villagers) at a cost of LE 20 billion pounds.

Heading to the year 2024

Rationalizing the use of water and maximizing the return from it. During the current year 2022, the Ministry of Water Resources and Irrigation is implementing the national project to rehabilitate canals, which aims to improve the process of water management and distribution, and the ministry is also working on the national project for the transformation from flood irrigation to irrigation systems. Talking and encouraging farmers to this transformation, because of its clear impact on rationalizing



water consumption, in addition to implementing several major projects in the field of agricultural drainage water reuse.

On 2021, Egypt announced that about 285,000 feddans at the end of 2022, Egypt launched a strategy for managing water resources until 2050, within the axes of the National Water Resources Plan (2017/2037) at a cost of \$100 billion, called "4 T".

On 2022 at a cost of 18 billion pounds had been transferred to the modern irrigation system, in addition to submitting requests to convert another 10 thousand feddans. 2022 at a cost of 18 billion pounds.

On 2021, President El-Sisi directed the integration of the water desalination strategy with the state's general policy for rational water management, in addition to making the maximum use of the water generated by all the various water plants, whether for treatment or desalination, as well as the localization of all components of water desalination technology in Egypt in an effort to possess the capacity in this field.

THE LATEST PROJECTS USING HIGH TECHNOLOGY FOR WASTE WATER TREATMENT:

UAE

1. Umm Al Quwain Reverse Osmosis Plant to Al Khuraijah WDC Water Transmission Line.

The Etihad Water and Electricity (EWE) formerly known as Federal Electricity and Water Authority (FEWA)) is undertaking the construction of two water transmission pipelines from the new desalination plant in Umm Al Quwain to the water distribution center in the Al Khuraijah area in Ras Al Khaimah aiming to transport water from the desalination plant to the distribution center in the Al Khuraijah area, to be transplanted and distributed thereafter to the various regions in the Emirate.

Construction work started in 2nd Quarter 2021 and is expected to be completed in 4th Quarter 2023.

2. Al Nuaimiya Pumping Station.

The UAE Ministry of Presidential Affairs (MOPA) is undertaking the construction of the Al Nuaimiya Pumping Station.

Construction work commenced in 2nd Quarter 2021 and is expected to finish in 4th Quarter 2022.

3. Smart Distribution Management System (Water) Part A & Part B.

Dubai Electricity and Water Authority (DEWA) is undertaking the construction of Smart Distribution Management System (Water) in Dubai.

Construction work commenced at the 2nd Quarter of 2021 and is expected to be completed at the 1st Quarter of 2023.

Saudi Arabia

1. Waste Water Treatment Plant Upgrade Project - King Khalid International Airport.

Ministry Of Defense and Aviation wanted to upgrade the aging Reverse Osmosis plant in King Khalid International Airport. The plant was facing a lot of problems due to huge influx of iron from deep wells. This project will be located at King Khalid International Airport in Riyadh in Saudi Arabia. Project is expected to be completed in 2022.

2. Water & Wastewater Connections Installation Project.

Installation of new water and waste water connections.

EGYPT

1. Bahr Al Baqr Wastewater Treatment Plant:

The project aims at the reclamation and cultivation of 400,000 cubic meter /day approximately in Sinai. It is Joint Venture between the Arab Contractors Company and Orascom Construction for the Engineering Authority of the Armed Forces – Military Works Department. It is the world largest wastewater treatment plant with productive capacity 5.6 million m³ that afford the third of seawater desalination all over Egypt.

It includes the pumping building of the water intake – rapid mixing basins – slow mixing basins – sedimentation basins – filters with discs – ozone basins – chloride tanks, treated water, sludge condensing basins – mechanical drying buildings – solar units for sludge drying and administrative area which includes (headquarter building – employers building – mosque – generators – workshops – chemicals – chloride – ozone – interior roads networks and landscaping).

Total value implemented by the company is 16 Billion L.E.

2. Dahab Island Water Plant:

This project has been undertaken by the government to solve water supply issues occurred in Giza governorate.

The Sanitation and Drinking Water Implementation System introduced modern water purification technology called "Dyasand", one of its most important features is the larger production of quantities of water, which is created on 20% of the total area of regular plants, In addition to purifying water with higher quality, the station is one split basin from inside, Purification, filtration, injection with alum and chlorine as well as a pure water tank before pumping into the public water network This provides 70% of the land space used to create a regular water station.

The expansion of Dahab Island water plant produces 160,000 cubic metres of water per day, at a total cost of 640 million pounds. Which boost drinking water, sanitation systems and solve the problems of weak pressures of drinking water and the disbursements for Health Drainage.

3. Al Mahsama Water Reclamation Plant:

This project is determined by The Egyptian government to settle more people and develop farmland. Also, to address the growing threat of water scarcity, the government and its Engineering Authority for the Egyptian Armed Forces built one of the world's largest water-reclamation plants on the eastern edge of the Suez Canal—and completed it in just one year.

The plant consists of three main adjacent blocks, each 2,000 sq m, of two external blocks for flocculation and sedimentation and one multistory central block for filtration and disinfection.

The treated water will irrigate up to 100,000 acres of land in central Sinai. The untreated water was being released into Al Tamsah Lake, west of the Suez Canal. It is to be pumped under the Suez Canal to reach the treatment plant.



Al Mahsama plant will significantly contribute to combating water scarcity in the country and will have a resounding impact on Egypt's water-security agenda, transforming the scope of wastewater treatment across Africa Construction, in a statement when the plant was inaugurated April 22nd.

4. AL ARISH sea water desalination plant

Al-Arish SWRO Plant The largest seawater desalination plant in Africa and the Middle East, the capacity of the first phase was 100,000 cubic metres per day, which has been increased to 300,000 cubic metres daily in the second phase.

It is a seawater desalination plant in North Sinai's Al-Arish City, it is one of the projects of the government comprehensive strategy for the development of North Sinai.

5. Decet life (Haya Kareema)

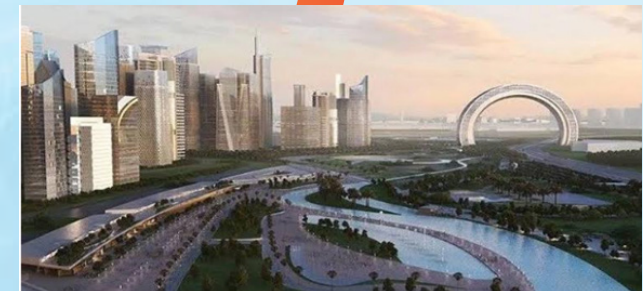
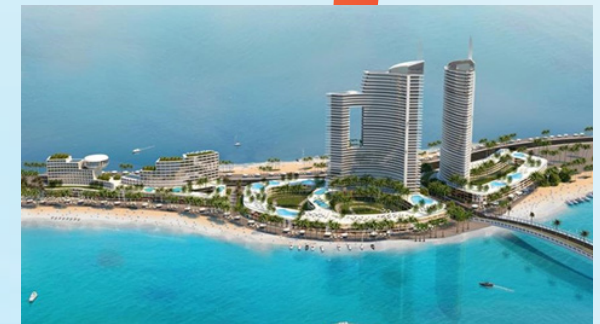
It is a presidential initiative - the National Project for the Development of the Egyptian Countryside - aims to Access to integrated drinking water and sanitation services for all members of the Republic and to maintain the sustainability of service delivery and the development of technologies for drinking water purification and sanitation and the latest methods of operation and maintenance, optimal management of sludge and reuse. The strategy also includes improving the living conditions and daily life of Egyptian citizens, within a framework of integration and unity of efforts among the state institutions, private sector entities, civil society and development partners in Egypt.

6. New El-Alamein City Project

The New El-Alamein City is an integrated city at the heart of the North West Coast. includes all residential activities, cultural, tourist, industrial and research areas, a private university, international hotels, two presidential and cabinet build of total area of 917 ,48 thousand feddans. The Urban Communities Authority and the Engineering Authority jointly establish the city's facilities from a water station, infrastructure, sewage and electricity networks.
- The city of El Alamein is unique in that it contains the latest technological and urban projects that are unparalleled in the Middle East.

7. The new administrative capital city

It is a smart administrative capital for urban development that aims to sustainable development to facilitate citizens living through efficient infrastructure, The administrative capital was established east of the city of Cairo for its unique location and proximity to the Suez Canal area, regional roads and main axes. It is built on an 170 thousand acres so that, it introduces a modern concept of residence and is expected to eliminate the crowdedness and accommodate 18 million people to 40 million people by 2050 unparalleled in the Middle East.



Future's of Egypt

It is considered the largest mega project in the history of Egyptian agricultural projects:

New Delta :

A project aims to cultivate over 2.2 million feddans in a move to boost food security in the Arab world's most populous country. Construction has been completed for 35% of the water transmission pipe works and 65% of the open area works.

This artificial river is of 114-kilometer-long expected to generate approximately 10 million cubic meters of water, 22 kilometers of pipes beneath the ground surface that will transport groundwater, agricultural, and drainage water after treatment at Al-Hammam station.

Dabaa project:

It is a reclamation of 500,000 acres along the Dabaa Axis on Egypt's northwest coast of area , About 688 thousand feddans. It will encompass industrial complexes based on agricultural production. Besides, a giant water treatment plant, with a capacity of 6 million m³ per a day, established to treat agricultural wastewater for new sustainable water resources.



SEE YOU
At WATREX 2024

AFRICA:

1. Durban's Water and Wastewater Infrastructure.

2. Casablanca desalination plant:

The largest in Africa, to move away from the water poverty line, the government asserts that the project will be a partnership between the public and private sectors and requires investments of 1.97 billion dirhams (\$ 420 million), about 220 million dollars will be allocated to prepare the infrastructure for the agricultural sector, and the rest will go to preparing the infrastructure for the delivery of potable water.

WATER PROJECTS FUTURE PLANS :

His Excellency mentioned that Government assigned 2 plans to expand the purification and seawater desalination to improve the quality of water the first one started from 2017 to 2020 that achieved a great results and the second from 2021 to 2050, the government assigned 50 Billion \$ at the beginning of starting the projects while it reaches now to 100 Billion \$, this year President Abdulfattah EL-sisi inaugurated Bahr Elbaqar seawater desalination Project that is one of the largest water treatment plant in the world for the development of Sinai urban communities and housing projects. Egyptian President Abdel-Fattah El-Sisi inaugurated the Bahr El-Baqar water treatment plant project, at a cost of 18 billion Egyptian pounds (\$1.14 billion), with a production capacity of 5.6 million cubic meters per day.

The Guinness Book of Records set 3 new records for the Bahr al-Baqar water treatment plant project in Egypt, which is the largest treatment plant in the world with a productivity of 64.8 m³/s, the largest sludge treatment plant with a productivity of 360 kg/s, and the largest ozone generation and operation plant (unit One) with a productivity of 0.1792/sec, and the station includes 4 units with a disposal of 1.4 million m³/day/unit, and was built on an area of 155 acres, according to the data of the Ministry of Irrigation.

Egypt suffers from water scarcity, and is one of the countries in the world that suffers from a large gap between water resources and needs, and the government has taken a plan to compensate for this gap by reusing agricultural drainage water, with the aim of treating agricultural drainage water salinity, preventing sea water from interfering with groundwater and improving It has implemented two wastewater treatment plants in the east of the delta, which are the Mahsama drain water plant with a capacity of one million cubic meters per day ,It will be used to provide water for the New Delta project, in addition to establishing more than 450 intermediate mixing stations.



● SHOW FACTS & FIGURES

WATREX Expo has been attended throughout the 7 years by professional experts and concerned entities in the field of water, wastewater,

and infrastructure projects : Seniors and high management from Ministry of Housing and Urban Development, Ministry of Irrigation and Water Resources, President and Vice President of the Holding company for

Water and Wastewater, Head and seniors at the Water Department of the Egyptian Army Engineering Authority, Head of Strategic Planning and Development at Ministry of Agriculture and Land Reclamation, the Ambassador of the embassy of Hungary, Representatives from the commercial offices of Embassy of Austria, USA, Italy, England, China, KSA, UAE, Representatives from the American chamber of Commerce, The German Chamber of Commerce, consultants, Heads of the Egyptian Society of Egyptian Entrepreneurs, Egyptian, African & Arabian Investment Societies, Egyptian Engineering Syndicate, CEOs of many leading private companies in water & Wastewater projects in Egypt, Africa and Middle East

1. WATREX ATTENDEES & BUYERS



2. VISITORS PROFILE

A) TOTAL NUMBER OF VISITORS



B) VISITORS PROFILE BY JOB FUNCTION



C) VISITORS BY REGION

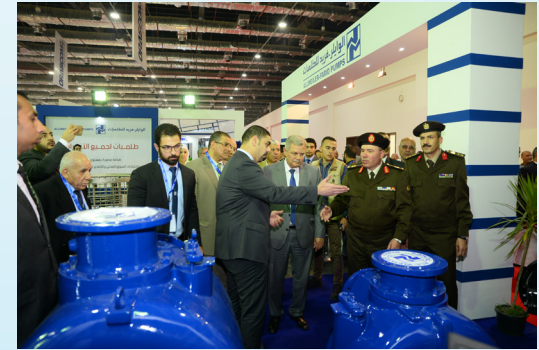


- ASIA
- EUROPE
- AFRICA
- EGYPT & MIDDLE EAST
- AMERICA



D) VISITOR PROFILE BY GOVERNMENTAL BODIES

- The Prime Minister
- Ministry of Housing, Utilities and Urban Communities
- Ministry of Trade and Industry
- Ministry of Agriculture & Land Reclamation
- Ministry of Irrigation and Water Resources
- Ministry of Environment
- Ministry of Electricity and Renewable Energy
- The Egyptian Armed Engineering Authority
- National Authority for Potable Water and Sanitary Drainage (NOPWASD)
- Holding company for Water & Wastewater
- The National institute of Research
- Universities of Engineering
- CAPWW
- International government & water Association bodies (JETRO, ITA, TIM, AUMA,HEPA)

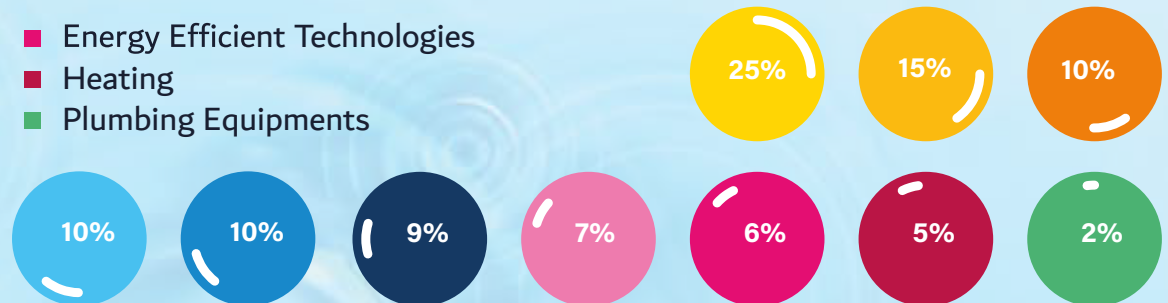


E) BY INDUSTRY

Agencies - NGOs - OEMS, Agriculture - Authorities, Automobile Manufacturers, Builders & Contractors, Cement & Glass Industries, Chemical Plants, Distillery - Brewery Units, Educational Establishments, Engineering organizations, Environmental consultants, Fertilizer Manufacturers, Food & Beverage Industries, Food Processing Units, Government Agencies - Bodies, Ground Water Authorities, Hospitals - Hotels - Clubs, Industrial Estates Authority, Leather Industries, Manufacturers of Electrical - Electronics, Municipal corporation, Paint Industries, Petrochemical & Pharmaceutical Plants, Plastic Industries, Pollution Control Boards, Power Plants, Project Finance Companies, Public Utilities, Public Works Department, Pulp and Paper, Refineries, Research and Technical Institutes, Rubber Industries, Steel Plants, Sugar & Textile Industries, Trade Publications and Research, Water Authorities, Water consultants - Resources

F) BY INDUSTRY

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



WATREX 2023 IN NUMBERS

Watrex Expo 2023 in its Sixth round has witnessed great deal of exhibitors increasing than that of 2019, visitors attending the exhibition have not only increased but have improved in terms of quality, increasing number of International Pavilions was a success and they were all satisfied to the extent they will participate again in 2022.

+400
EXHIBITORS
BRANDS

25
COUNTRIES

3
DAYS

175
sectors

30,450
Visitors

20,000
Gross SQ.FT

30
EXHIBITING
COUNTRIES

24
INTERNATIONAL
PAVILIONS

A) EXHIBITORS PROFILE

- Water purification equipments
- Wastewater treatment plants
- Desalination plants
- Chlorinated water plants
- Water filtrations
- Automation equipment for plants
- Water treatment chemicals
- Valves and fitting (gate- butterfly- diaphragm- Air- pressure)
- Wastewater treatment systems
- Waste to Energy equipment
- Laboratories equipment
- Boilers chemicals and systems
- Dewatering and sludge equipment
- Tanks insulation and lining substances
- Heating Cylinders
- Pumps and centrifugal pumps
- Stainless Pipes, PVC, and water pipes
- Hydraulic systems
- Measurements equipment
- Modern Irrigation systems
- Sludge treatment system
- Water Insulation and lining systems
- Firefighting system
- Electrical generators
- Heavy equipment
- Drilling equipment
- Manhole covers
- Transportations supplies (dewatering and water suction)
- Water Leak Detection Equipment
- Demineralization plants
- Pipes coating systems
- Cooling units
- Asbestos, GRP, Fiberglass, HDPE
- Mechanical, Biological and Thermal treatment
- Environmental Standards Conformity devices for infrastructure sustainable projects





This is my first time to visit an exhibition in Egypt, I was very much looking forward to seeing WATREX Expo. we hope to participate next year with more Danish companies.



There is no better place to invest like here in Egypt. So, it is our hope that we participate with a big Nigari pavilion at WATREX Expo 2024.

Embassy of Nigeria



We regularly participate in WATREX Expo. We the Ministry of Military of Production considered as the essential cornerstone of WATREX. The organization is totally professional and perfect as usual.

Ministry of Production



4%



We regularly participate in WATREX Expo. the organization is perfect, we have witnessed high traffic of visitors at our booth of different disciplines like, students, services providers, consultants, inventors and a lot of international entities which enhance joint venture partnership from different international companies for instance Africa, Turkey, Russia, Denmark... etc. .

Greater Cairo Water Company





We yearly wait the launch of WARTEX, where we can meet international and local clients, from the governmental sector who attend from all over the governorates. For that reason WATREX is a significant meeting hub.



For the last few days we have been around interacting with manufacturing companies that are willing to invest and become partners in Uganda, thanks to WATREX Expo which gives the chance of undertaking joint venture partnerships. I have sign a strategic partnership In the name of my company KAS Engineering Solutions Ltd. with Shandong Welldone Environmental New Materials Co. in the exhibition

Ugandan delegation representative



The organization is very well. We do have a lot of visitors and do have very interesting meetings with customers .



4%



We appreciate our presence here which enabled us to meet specialized experts in the water sector who we can work and deal with in respect of national projects. The organization was perfect and the traffic of visitors was very high. Many strategic joint venture partnerships have been accomplished through the exhibition days.



4. Conferences and Seminars

A) INTRODUCTION:

WATREX Conference is the best impact, chance and solution that certainly boost your brand through the great cooperation with several governmental bodies in organizing the show within last 7 years through conference topics global experts, panel discussion, workshop presentations and successful stories for global trade marks.

From year to year WATREX succeeded to be a gathering point for Mea Region water and wastewater markets'

From 2015 to 2023 WATREX was privileged by the participation and support of most of the important local and global governmental associations, ministers and key players.

- *National Authority for Potable Water and Sanitary Drainage (NOPWASD)*
- *Ministry of Housing, Utilities and Urban Communities*
- *Holding company for Water & Wastewater*
- *Armed Forces Engineering Authority*
- *Ministry of Agriculture & Land Reclamation*
- *Ministry of Irrigation and Water Resources*
- *Ministry of Environment*
- *Ministry of Local Development*
- *Ministry of Electricity and Renewable Energy*
- *The National Institute of Research*
- *Universities of Engineering*
- *CAPWW*

conferences and seminars was a great opportunity to meet specialized speakers from governmental bodies and experts who are responsible for the recent mega water projects (Potable Water, sewage and Desalination, etc....) tackling the most recent projects being implemented in Egypt, the challenges facing these projects and the Water Market in Egypt, and the latest technologies that are being applied in this field.

WATREX conferences and seminars have enhanced the presence of local and international manufacturers, who have discussed the future opportunities to cooperate with the private sector and suppliers from all around the world, and the latest products and technologies used in the field of water and infrastructure industry.

The conference provided a chance for our exhibitors to deliver a presentation about their products and allowing their experts to talk about their success stories and share the recent technologies applied in their home countries and how the Egyptian market can benefit from it. President of the Conference, President and vice President of the Holding Company, the Head and seniors at the Water Department of the Egyptian Army Engineering Authority declared their satisfaction from the outcome of the Conference mentioning that it served its purpose.



● Localization of industry celebrations:

Many international and local companies celebrated signing of strategic joint venture partnerships during the exhibition days:

- Xylem (USA) and Tiba Manzalawi Group (Egypt)
- Wilo (German) and ZAD Electromechanical services (Egypt)
- SEMPA (Turkey) and Al Fahim Ragab (Egypt)
- Koncar (Croatia) and Al Massa Group (Saudi Arabia)
- KAS Engineering Solution (Uganda) and Shandong Welldone Environmental materials (China)



● WATREX Expo Innovation Center (WIC):

It has been newly launched, coping with the Sustainability strategic vision of 2050.

So we intended to contribute by inviting more than 25 of junior and senior innovative inventors present their inventions concerning with water sector. WIC has significantly enhanced the cooperation of innovators and exhibiting companies & visitors, as 4 inventions have been adopted by concerned companies and entities.



● B2B Matching meetings:

we have specified a booth for B2B Matching meetings, where exhibiting companies can take the advantage of meeting concerned bodies, experts, and decision makers in the field of water, wastewater and infrastructure technology, discussing projects and joint venture partnerships. At the Vth round we had delegations from Uganda, Saudi Arabia, Libya, Morocco, Iraq, Syria, South Africa, Mauritania, Senegal, Zambia, Kenya, and many countries from Africa and Gulf region.



● VIP Lounge:

A well decorated booth in the exhibition hall has been built to create good vibes and atmosphere for VIPs to meet and discuss business during the three days of the show.

A comprehensive integrated marketing campaign was put together and implemented for Watrex Expo 2019 through:



- Marketing & Media Campaign :



- Media Support :



- Social Network :



- Targeted Advertising :



- Telemarketing :



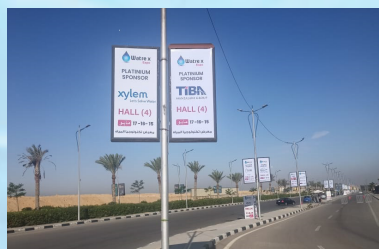
- Postal VIP Newsletters :



- E-mail Marketing Digital Marketing :



- Direct Mail :



- SMS Campaign :



Promotional M



- Outdoor Campaign :



- Radio Campaign :



- Testimonials :



- An official catalogue :



- TV Coverage :

The National Authority for portable water and sanitary drainage (NOPWASD)

- Towards Water Sustainability (challenges ... Opportunities and Solutions)



The Hungarian Water Partnership (HWP) Forum

- The outstanding knowledge of water management and the accumulated experience beyond the borders of Hungary



Greater Cairo Water Company seminar

- The role of digital transformation and the activation of huge data technology towards smart and sustainable management of Egypt's water network
- Artificial Intelligence Technologies to Reduce Waste and Smart Water Management



General Engineering Syndicate

- National projects in the treatment of agricultural wastewater and its role in blocking water and food scarcity



Turbosan

- Technical Seminar on Centrifugal Pumps and Pumping Systems



Xylem

- Technical session, presenting the application of xylem pumps



Tiba Manzalawi



- A conference held to announce the celebration of signing a strategic joint venture partnership for manufacturing site in Egypt with xylem (American company)



LOOKING FORWARD FOR YOUR PARTICIPATION AT WATREX 2024

28-30 APRIL 2024

PLEASE CONTACT

www.watrexexpo.com.eg

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