

The 6<sup>th</sup> International Exhibition & the  
3<sup>rd</sup> International Conference on Water Technologies,  
Renewable Energy & Environmental Control

**November 15-17**  
Tel Aviv Exhibition Center

Tel Aviv  
**2011**



**WATEC**  
**Israel 2011**  
An Ocean of Innovations



[www.watec-israel.com](http://www.watec-israel.com)



WATEC Organizers





# WATEC

## Israel 2011

# Where Innovation meets Implementation



Following the successful WATEC 2009 event – attended by more than 20,000 visitors from 94 countries – I would like to invite you to participate in – WATEC 2011.

Due to its continuous necessity supported by entrepreneurial culture, Israel has become a Water Solution Hub and is expanding its activity to alternative energy and environmental solutions too.

One of the most significant challenges in the global arena today is Innovation to Implementation - "i2i". At WATEC 2011, you will join world key decision-makers shaping the debates on "i2i" challenges – and crafting the solutions. Bringing together Israeli and international business executives, political decision makers, and leading researchers, WATEC 2011 will also be a showcase for the most advanced technologies and solutions from around the world.

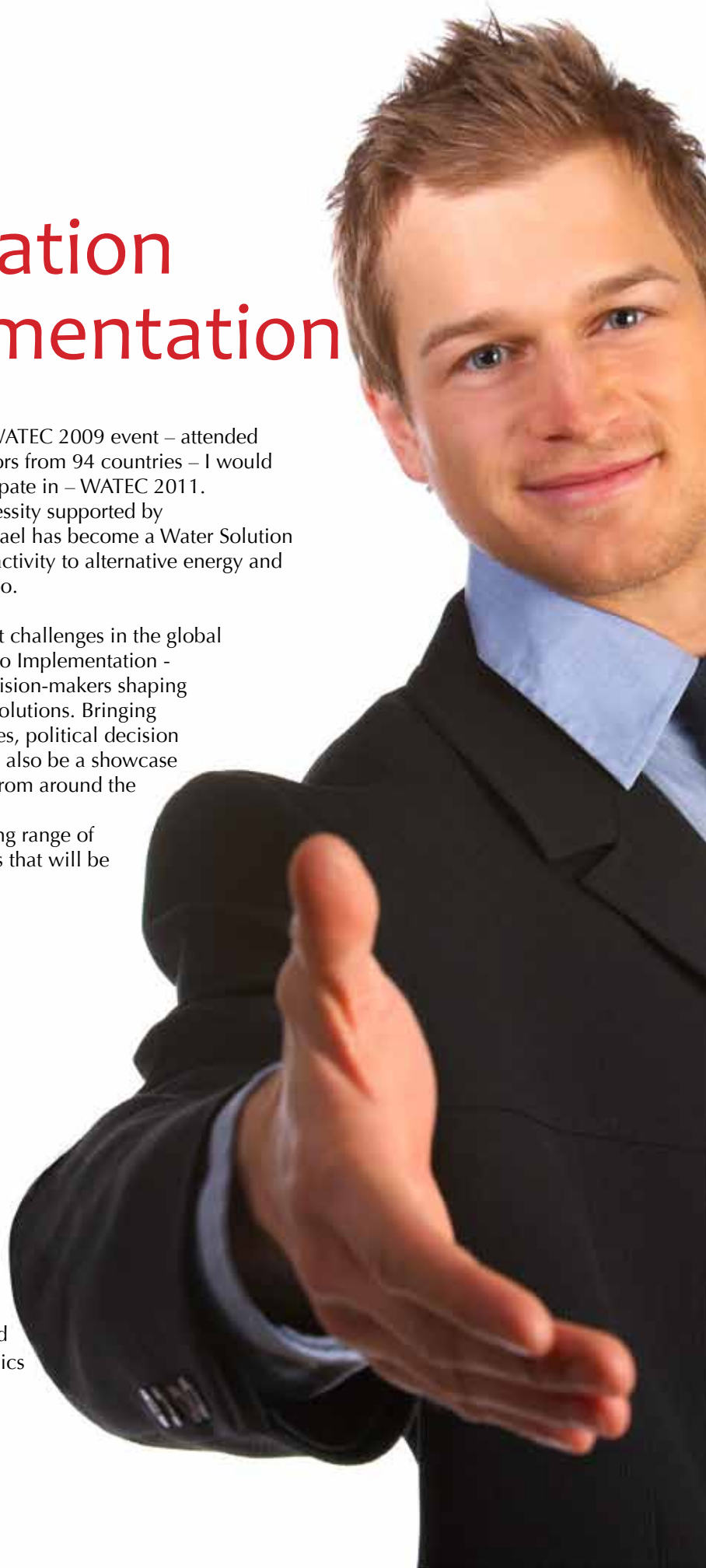
I am confident that you will benefit from the exciting range of topics and the technological and business solutions that will be presented at this event.

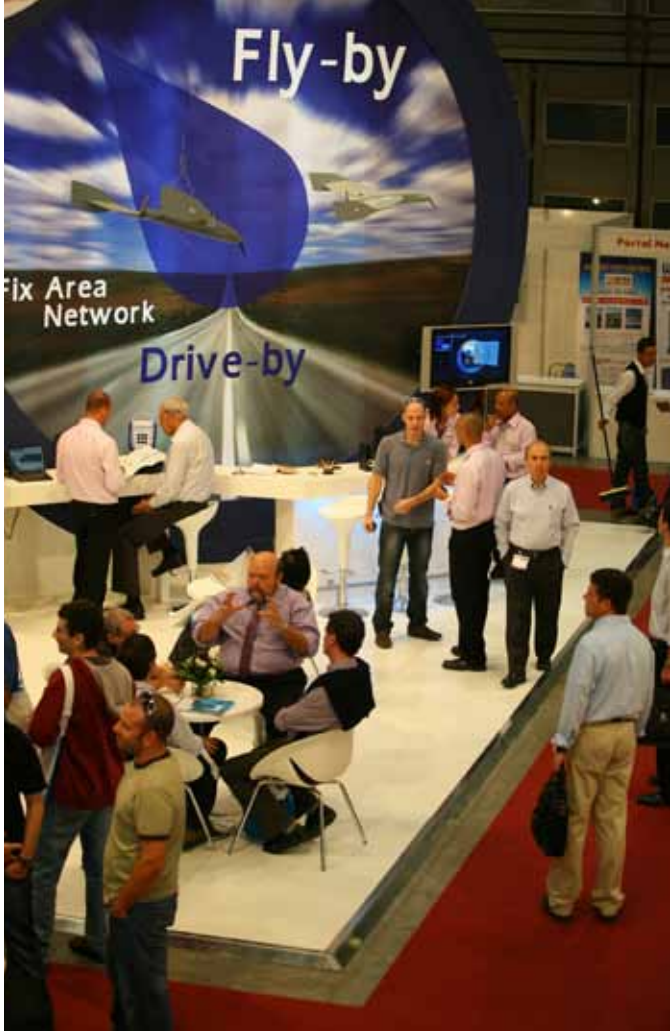
Sincerely,

**Booky Oren**  
Chairman, WATEC 2011

### HERE ARE A FEW HIGHLIGHTS THAT MAKE ATTENDANCE A TOP PRIORITY:

- 20,000+ exhibition attendees projected
- 150+ international delegations expected
- 95+ countries
- 150+ Illuminating presentations on current and emerging water, energy and environmental topics
- Launch of new product and solutions
- Major networking opportunities





# WATEC THE NEXUS OF ENVIROTECH

## THE WATEC 2011 EXPERIENCE – THE LATEST IN ENVIROTECH

- Learn about solutions to water, energy and environmental challenges
- Seek partners for projects and business ventures
- Find the technologies that will address your most pressing problems
- Raise your public profile and build on your brand image
- Meet colleagues, solution providers, potential customers, and other decision-makers – on a global level
- Advance your career through networking and education
- Leverage your time in a single cost- and time-effective forum for professionals in the industry

# ISRAEL, GENERATIONS OF INNOVATION

## THE NATIONAL PROGRAM FOR PROMOTING WATER TECHNOLOGIES

The Israeli water market is internationally conceived as highly developed, benefiting from the several years of experience in managing scarce water resources, while the national industry is widely regarded as a nexus of world-class expertise in the water field. The volume of Israeli water-related industrial export has doubled between 2006-2009, the sector numbers about 200 companies using a range of technologies.

Israel is considered a world expert in the fields of desalination, water treatment and reclamation, water safety, and agricultural water consumption via drip irrigation – an Israeli innovation.

### The country's specific needs have brought about a number of prominent developments:

- Several of the world's largest RO desalination plants are located in Israel (Ashkelon and Hadera)
- World leadership in using recycled water (about 75% of agricultural consumption)
- One of the world's most advanced systems of wastewater treatment and decontamination
- Unique integrative management of varied water sources
- Construction, operation and maintenance of the one-of-the-kind national water carrier

## THE NATIONAL PROGRAM FOR ALTERNATIVE ENERGY TECHNOLOGIES

Based on decades of Israeli experience in the field of renewable energy and recognizing the strategic importance of alternative energy technologies, the government of Israel launched in 2008 the National Program for Alternative Energy Technologies - the NEWTech renewable energy sector. The objective of the program is to keep Israel's renewable energy industry at the forefront of the global arena. Israeli alternative energy companies are considered industry pioneers in solar and geothermal technologies.

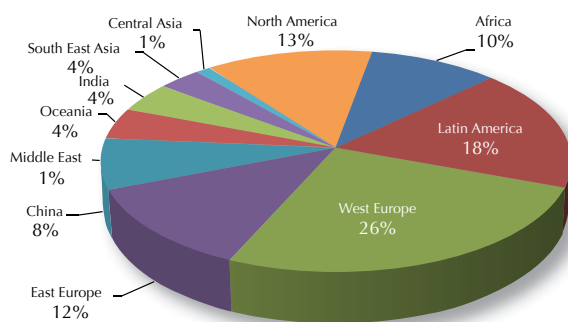
*Quoted from the National Programme website*

# WATEC – ONE OF THE LARGEST AND MOST IMPORTANT WATER, RENEWABLE ENERGY & ENVIRONMENT INDUSTRIES EVENT!

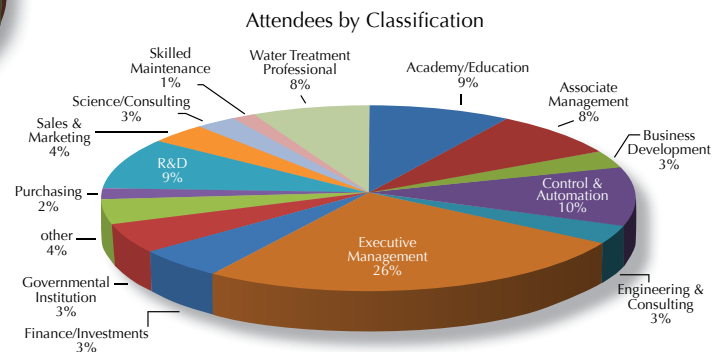
## AT A GLANCE, STATISTICS FROM WATEC 2009:

- 2,661 foreign water and environment industry experts and decision makers from 94 different countries
- Approx. 18,000 local professional visitors
- 265 exhibitions showcased on a space of 10,000-sqm space, 41 exhibitors from abroad
- 1,850 business meetings were scheduled
- 30 Foreign Ministers and Deputy Ministers graced the occasion
- 150 official delegations accompanied by Israeli Commercial Attachés visited the show: 18% from Asia, 38% from Europe, 10% from Africa, 13% from North & Central America, 17% from Latin America and 4% from Oceania
- 2,950 participated in the conference and professional seminars, led by 125 world renown keynote speakers, 37 from abroad

### BREAKDOWN BY REGION (NOT INCLUDING ISRAEL)



### BREAKDOWN OF PROFESSIONALS ATTENDING



### OUR GROWTH RATE IS IMPRESSIVE!

WATEC	2007	2009
Total Exhibitors	247	265
Non-Israeli Exhibitors	30	41
Visitors	17,000	20,000
Non-Israeli Visitors	2,000	2,661
Business Meetings	1,650	1,850
Official Delegations	72	150
Worldwide Countries	81	94
WATEC Conferences Participants	1,400	1,700
Seminar Participants	500	1,250

Statistics are from WATEC 09 registration data

# SIGN UP NOW FOR ENCOUNTERS WITH NEW TECHNOLOGIES AND SOLUTIONS



## EXHIBITION

### Water Technologies

- Advanced Water Solutions
- Advanced Irrigation Systems
- Water & Wastewater Projects
- Monitoring and Analyzing Water and Pollution
- Mobile Desalination Units
- Water Saving Devices
- Desalination
- Water Management & Flow Control
- Water Quality & Water Treatment
- Waste Water Treatment (Reclamation & Purification)
- Monitoring & Measurement Devices
- Leakage Control
- Water Security
- Water & Environmental R&D



## MAIN

### Environmental Technologies

- Air pollution monitoring, control and prevention
- Ecological agriculture
- Treatment and management of hazardous materials
- Noise monitoring, control and prevention
- Waste recycling and recovery methods
- Waste separation and treatment
- Wastewater treatment, purification and reclamation
- Green building
- Environmental education
- Sustainability and sustainable development



## TOPICS:

### Renewable Energy

- Solar energy
- Wind energy
- Thermal energy
- Energy conservation
- Insulation
- Electrical vehicles

# ADDITIONAL INCENTIVES TO ATTRACT INDUSTRY PLAYERS, ACADEMIC SPECIALISTS AND PROFESSIONAL BUYERS

## WATEC 2011 CONFERENCE - WHERE INNOVATION MEETS IMPLEMENTATION AND CREATES PARTNERSHIP

One of the most significant challenges in the global environment arena today is Innovation to Implementation - "i2i". In order to overcome the "i2i" challenges we assume that we should initiate partnership that can provide: Know How in the local markets, credibility, local experience and financial leverage, and has the power to improve the situation of billions of people.

At **WATEC 2011 Conference**, the world key decision-makers will contribute to the debates on "i2i" challenges – and will craft the solution toward partnership between all involved.

## ISRAELI START-UPS IN THE SPOTLIGHT

As in previous years, WATEC 2011 will include the Innovation Pavilion, a spotlight on Israeli start-ups. The Innovation Pavilion will be promoted prior to the exhibition through Israeli economic attaches worldwide as well as through multiple media channels. It is a unique opportunity for start-ups to promote their products, explore partnerships, attract investors, and expand international exposure.

## INTERNATIONAL PAVILIONS

WATEC 2011 conference will play host to prominent companies covering a range of environmental technology solutions in the global market. The companies will be divided by country in the International Pavilion section, including Belgium, Italy, France, South Korea, Sweden, Denmark, China and other. We are pleased to announce that the prestigious WEF – Water Environmental Federation – will sponsor the US pavilion.

## NETWORKING OPPORTUNITIES

This is the perfect opportunity to hear from and meet a range of growing water, energy & environment companies seeking a combination of partners, investment and professional services to develop their companies. There are plenty of networking opportunities to meet with potential investors and collaborators during the three days of the event. The Chance2Meet online tool will give you direct access to the other participants' profiles, and help you make new connections PRIOR to the conference, thus maximizing your presence at the show.





# TEL AVIV – THE CITY THAT NEVER STOPS

Tel Aviv, often called “the city that never stops,” was the first modern Jewish city built in Israel, and is the country’s economic and cultural center. It is a lively, active city with entertainment, culture and art, festivals, and a rich night life. Situated on a 14-kilometer-long strip on the Mediterranean seacoast, Tel Aviv extends beyond the Yarkon River to the north and the Ayalon River to the east. Hundreds of thousands of workers, visitors, tourists, and partygoers move about the city each day until the early hours of the morning, seeking out the city’s nightclubs, restaurants, and centers of entertainment. Visible from a distance with its seafront skyscrapers and exclusive hotels, Tel-Aviv presents a lively combination of entertainment venues, shopping malls, exotic markets, nonstop active nightlife, gorgeous golden beaches and wonderful restaurants of all kinds. This special blend of Mediterranean ambience, seaside resort and modern facade is what makes the city so uniquely appealing.

## Exhibition dates:

Tuesday-Thursday;  
November 15-17, 2011  
10:00-18:00 hrs

## Conference dates:

Tuesday-Wednesday  
November 15,16, 2011

# WISH TO BECOME AN EXHIBITOR?



## WATEC DELIVERS:

- WATEC Israel attracts targeted buyers!
- WATEC Israel attracts decision makers!
- WATEC Israel provides returns!

## EXHIBIT AT WATEC 2011 AND BENEFIT:

- Watec spends the year ensuring attendance of the people you want to meet including key decision makers and industry regulatory bodies
- Meet thousands of new buyers and develop a quality database
- Attendees include individuals, corporations and large international trade delegations
- Reach your target audience through editorial coverage and adverts in key trade magazines.
- Press coverage and massive media exposure to leverage your products and technologies
- Israeli Commercial Attachés will promote your products and ideas thru embassy contacts throughout the world





# MAXIMIZE YOUR EXPOSURE AT THE SHOW

## ENJOY MORE EXHIBITION BENEFITS

### FREE LISTING

- English/Hebrew-language company promotion in the *Official Exhibition Guide* – The Guide will be distributed to all visitors on-site and used as a promotional tool in the future for Israeli Commerce Attaché around the world.
- English-language listings on Watec's official website

### PUBLICATION SUPPORT

- PR services - A comprehensive and frequently updated source of news and information to be presented at WATEC 2011, both before and during the event.
- Dedicated e-mail blasts to the entire WATEC data base

### PROMOTIONAL SUPPORT

- Exit-Twit - Full list of visitor contact details, and areas of interest for each visitor.
- Targeting companies in specific countries – the Israeli Commerce Attaché of your country will do his/her utmost to bring the companies that most interest you to the event. Exhibitors may send a detailed list of companies to help us find them for you.

### NETWORKING EVENTS

- B2B Networking
- WATEC Conference
- Official Welcome Reception
- Satellites & Social Events
- Professional Seminars
- Pre-scheduled meeting with foreign delegations

### SPONSORSHIP & ADVERTISING OPPORTUNITIES

- WATEC official publications
- E-mail blast's promotions
- Platinum, Gold and Silver Sponsorship packages



## PRACTICAL INFORMATION FOR EXHIBITORS

### EXHIBITION HOURS:

Tuesday-Thursday	November 15-17, 2011	10:00-18:00 hrs
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### BUILD-UP DAYS:

Friday	November 11, 2011	12:00-15:00 hrs
Sunday, Monday	November 13-14, 2011	08:00-23:00 hrs

### DISMANTLING DAY:

Thursday	November 17, 2011	18:00-24:00 hrs
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## BOOTH PACKAGES & SPACE ALLOCATION

The space allocation will be made according to the receipt of a signed Exhibit Space Contract.

A completed Exhibit Space Contract accompanied by advance payment should be mailed/faxed to exhibition manager to ensure reservation of a desired location.

Exhibitors are welcome to modify any spaces to their specific requirements. A revised floor plan will be included with the booth confirmation. Please note that alternatives should be clearly indicated on Exhibition Booking Form.

Participation will be finalized only upon confirmation of the payment. Allocation is on a "first-come first-served" basis.

Any space not fully paid for by **August 30, 2011** will be subject to resale.

### PRICE LIST

	Hall 1	Halls Maxi-dome, 10
<b>Registration Fee</b>	\$350	\$350

Basic Stand Construction	\$330 per 1 sq.m	\$310 per 1 sq.m
"Raw Space"/ Island Display	\$290 per 1 sq.m	\$270 per 1 sq.m

Outdoor Exhibition Area	
1 – 100 sq.m	\$105
101 – 200 sq.m	\$100 (for 1 sq.m above 100 sq.m)
201 – 300 sq.m	\$95 (for 1 sq.m above 200 sq.m)

\* Prices do not include V.A.T. Foreign exhibitors are exempt from V.A.T

**Registration before January 31, 2011 will be entitled to a 10% on the price.**

**IEICI Members will receive a discount of 5% on the price.**

### SPACE DEFINITION:

**Basic Stand Construction includes:** (min. 9m<sup>2</sup>-stand size)

- White walls, fitted in aluminum frame, 250 cm high
- Fascia board with company name and stand number (in standard lettering)
- 2 plastic chairs, 1 desk
- One spotlight per 3m<sup>2</sup>, excluding electricity and main connection
- One 2-kilowatt electrical socket for the first 10 sq.m, 1-kilowatt for any additional 10 sq.m.
- Carpeting
- Exhibitor Badges (5 badges for each 9 sq.m.)
- Pavilion security (from 6 p.m. till 9 a.m.)
- Up to 100 Word Company/product profile in the Official Exhibition Catalogue

**The "Raw Space"/Island display includes :**(min. 20m<sup>2</sup> space area)

- Area reserved by the exhibitor
- One 2-kilowatt electrical socket for the first 10 sq.m., 1-kilowatt for any additional 10 sq.m.
- Exhibitors who do not have a standard building system must present their building plans to the exhibition manager in advance.
- Exhibitor Badges (5 badges for each 9 sq.m.)
- Pavilion security (from 6 p.m. till 9 a.m.)
- Up to 100 Word Company/product profile in the Official Exhibition Catalogue



# DON'T MISS THE OPPORTUNITY TO EXHIBIT AT WATEC! RESERVE YOUR SPACE TODAY!

To enquire booking space at WATEC 2011, please fill in and submit the Space Booking form. For more information, please contact our representatives.



# WATEC Israel 2011

TO FIND OUT MORE INFORMATION, PLEASE CONTACT

## Exhibition Organizers

### **Kenes Exhibitions**

P.O.Box 56, Ben Gurion Airport 70100, Israel  
Tel: 972-3-9727500  
Fax: 972-3-9727588  
Website: [www.kenesexhibitions.com](http://www.kenesexhibitions.com)

### **The Israel Trade Fairs & Convention Center Ltd.**

P.O.Box 21075, Tel Aviv 61210, Israel  
Tel: 972-3-6404422  
Fax: +972-3-6404660  
Website: [www.fairs.co.il](http://www.fairs.co.il)

### Conference Organizer

#### **Kenes International**

P.O.Box 56, Ben Gurion Airport 70100, Israel  
Tel: +972-3-9727500  
Fax: +972-3-9727555  
Website: [www.kenes.com](http://www.kenes.com)

### Exhibition and Conference Venue

#### **The Israel Trade Fairs & Convention Center Ltd.**

P.O.Box 21075, Tel Aviv 61210, Israel  
Tel: +972-3-6404444  
Fax: +972-3-6404494  
Website: [www.fairs.co.il](http://www.fairs.co.il)



### Exhibition Sales & General Information

#### **The Israel Trade Fairs & Convention Center Ltd.**

##### Renewable Energy & Environment Technologies Exhibitors:

Kineret Cohen Jano, Project Manager  
Tel: +972-3-6404422  
Fax: +972-3-6404660  
 [kineret@fairs.co.il](mailto:kineret@fairs.co.il)


#### **Kenes Exhibitions**

##### Water Technologies Exhibitors:


Yael Landa, Project Manager  
Tel: +972-3-9727582  
Fax: +972-74-7536482  
 [ylanda@kenes.com](mailto:ylanda@kenes.com)

Eva Waisler, Project Manager



Tel: +972-3-9727589  
Fax: +972-3-9727588

 [ewaisler@kenes.com](mailto:ewaisler@kenes.com)


### Conference Registration & Accommodation

Tel: +972-3-9727500  
Fax: +972-3-9727555  
 [reg\\_watec2011@kenes.com](mailto:reg_watec2011@kenes.com)

### Sponsorships & Advertising Opportunities

Tel: +972-3-6404422 ;+972-3-9727589/2  
Fax: +972-3-6404660 ;+972-3-9727588  
 [kineret@fairs.co.il](mailto:kineret@fairs.co.il)  
 [ylanda@kenes.com](mailto:ylanda@kenes.com)

### Social & Satellite Events

Tel: +972-3-9727589/2; +972-3-6404422  
Fax: +972-3-9727588; +972-3-6404660  
 [kineret@fairs.co.il](mailto:kineret@fairs.co.il)  
 [ylanda@kenes.com](mailto:ylanda@kenes.com)



# WATEC Israel 2011

## WATEC Organizers



## Official Government Support



## In Cooperation with



## World Water - The official magazine of WATEC 2011



## Media Partners

