



The Economist Events' launches inaugural World Water Summit

World experts will gather in London this November 6th to catalyse action in response to the looming global water crisis

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Amid warnings that nearly half the world's population could face a scarcity of water by 2030 as demand outstrips supply by 40%, The Economist Events will gather leading global authorities on water at the inaugural **World Water Summit** at **The Crystal, London**, on **Thursday November 6th 2014**.

The Summit will unite public, private and NGO sectors around a common interest: **how to stop talking about the world water crisis and start acting**. A high-level audience will identify how both countries and companies can make better use of their water resources, examine the tensions and complexities of the water-food-energy nexus, confront the challenges facing sanitation and hygiene, and explore what lies ahead for the sustainability of water security in the post-2015 agenda.

"Demand for water is rising rapidly, yet nature has decreed that supply is fixed. The World Water Summit is launched at a time when the increasing pressures of population growth, climate change, industrialisation and food production mean that access to water is becoming a fundamental issue to individuals, governments, companies and ecosystems," commented John Parker, *Environment Editor* at *The Economist*, who is co-chairing the event with environmental writer Fred Pearce.

Key speakers debating the role of policy, the private sector, data, technology and agriculture in world water will include:

- **Jan Eliasson**, *Deputy Secretary-General*, United Nations
- **Mohamed Yousef Al Madfaei**, *Executive Director*, *Integrated Environment Policy and Planning*, Abu Dhabi Environment Agency
- **Christophe Beck**, *Executive Vice-president and President*, *International Regions*, Ecolab
- **Brian Arbogast**, *Director of the Water, Sanitation and Hygiene Program*, Bill & Melinda Gates Foundation
- **Kerry Preete**, *Executive Vice-president*, *Global Strategy*, Monsanto
- **Barbara Frost**, *Chief Executive*, WaterAid
- **Alan Clark**, *Chief Executive*, SABMiller
- **Dave Tickner**, *Chief Freshwater Adviser*, WWF

For the latest programme and to register your place at the event, please visit the World Water Summit website [here](#). You can also join us on Twitter at **#watersummit** and **@EconomistEvents**.

About The Economist Events

The Economist Events is the leading provider of international forums for senior executives seeking new insights into strategic issues. These meetings include industry conferences, management events and government roundtables held around the world. As part of The Economist Group, The Economist Events is a highly respected brand with a 162-year history and an unrivalled reputation for excellence

and independence. Each meeting organised by The Economist Events delivers objective and informed analysis. Our meetings provide unusually high-level forums where senior executives can gain insights, exchange views and compare strategies.

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