

# WATER TODAY'S WATER EXPO

17<sup>th</sup> EDITION

FEB 28<sup>th</sup>, 29<sup>th</sup> &  
1<sup>st</sup> MARCH 2024  
CHENNAI TRADE CENTRE



POST SHOW  
REPORT

# POST SHOW REPORT

## ABOUT WATER EXPO 2024

The 17th Edition of Water Today's Water Expo 2024, India's largest water and wastewater treatment expo successfully took place in Chennai on 28, 29 February & 1 March 2024 at Chennai Trade Centre, Nandambakkam. The event succeeded in attracting business visitors from almost every part of the Indian subcontinent and also from abroad. The show featured a high proportion of international exhibits and a comprehensive product range from market leaders from India. Water Expo 2024 was a confluence of International & national water & wastewater technology and product manufacturers and traders/distributors, industrial and engineering establishments.

Organized by Water Today Pvt Ltd, the expo aimed to address pressing challenges, showcase innovations, and foster collaboration towards sustainable water management practices alongside concurrent event like the WATMAN International Conference.

Water Expo 2024 was supported by the Ministry of MSME, Govt of India, and reputed industry associations as Official Partners were Japan Pro, Indian Environment Association (IEA), Madras Chamber of Commerce and Industry (MCCI), Water Quality Association (WQA), All India Association of Industries (AIAI), Water Treatment Association of India (WTAI).

## ATTENDANCE AND PARTICIPATION:

The event attracted a significant number of attendees, including representatives from government bodies, industry leaders, researchers, NGOs, and the public. Key participants included water utilities, technology providers, environmental consultants, policymakers, and academia.



## OVERVIEW - SHOW FACTS

### EXHIBITION

**220+**  
Exhibiting  
Companies

**170+**  
Exhibition  
Booths

**175+**  
Categories

**15+**  
Visitor  
Countries

**6800+**  
Unique Visitors

**20+**  
Exhibiting  
Countries

**3000**  
Products  
Showcase

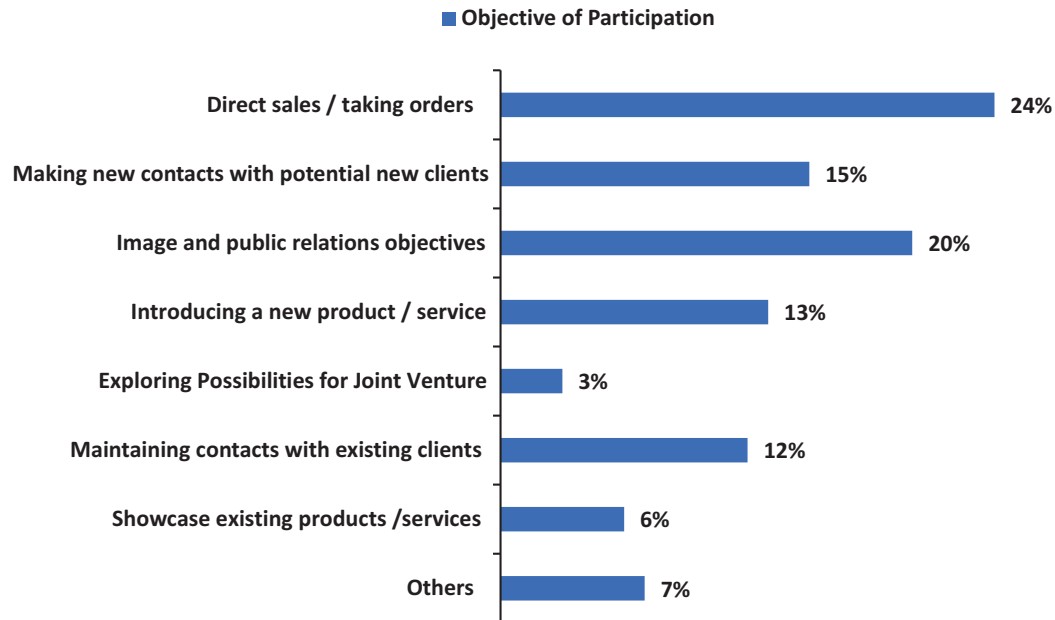
### EXHIBITOR PROFILE

*Automation*  
*Boilers and cooling towers*  
*Desalination*  
*Effluent Treatment*  
*Filtration Equipments*  
*Instruments and process controls*  
*Irrigation Equipments*  
*Packaged Drinking Water*  
*Pipes fittings and valves*  
*Pumps and Motors*  
*Rainwater Harvesting*  
*Research and Technical Institutes*  
*Reverse Osmosis Equipments*  
*Sewage and Sludge Treatment*  
*Swimming Pool Equipments*  
*Wastewater Management & Recycling*  
*Water Conservation*  
*Water Management & Systems*  
*Water Pollution Monitoring*  
*Water Purification*  
*Water Supply and Services*  
*Water Treatment*  
*Water Treatment Chemicals*  
*Zero Liquid Discharge Systems*

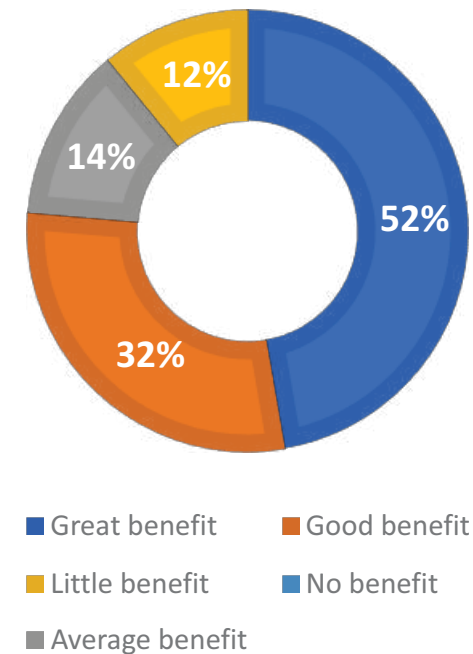


## EXHIBITOR PARTICIPATION

### Objective of Participation

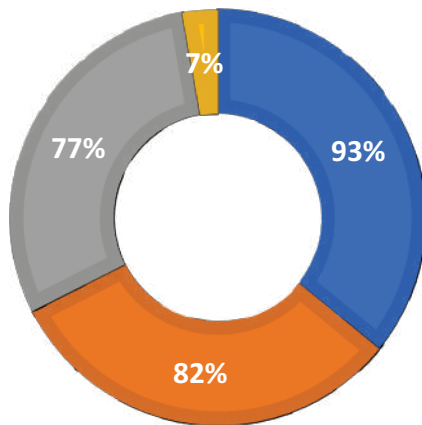


### Did your company benefit from participating at Water Today's Exhibitions



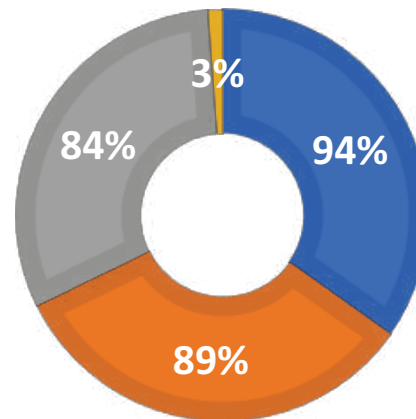
## EXHIBITOR FEEDBACK

### Did you achieve your aim at Water Today's Exhibitions



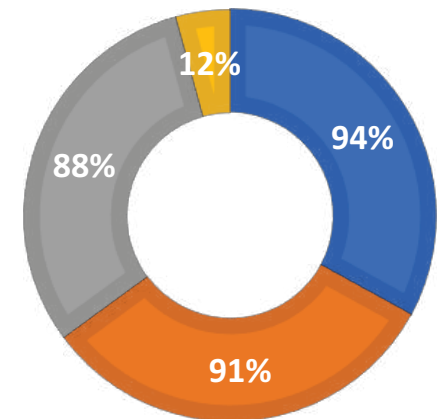
■ Excellent    ■ Good  
■ Very Good    ■ Fair

### The overall quality of the event



■ Excellent    ■ Very Good  
■ Good    ■ Satisfactory

### Quality of Visitors



■ Excellent    ■ Very Good  
■ Good    ■ Satisfactory

## EXHIBITORS 2024



## EXHIBITORS 2024



## VISITOR STATISTICS

Day Show Timing

Day 1 10am – 6 pm

Day 2 10am – 6 pm

Day 3 10am – 6 pm

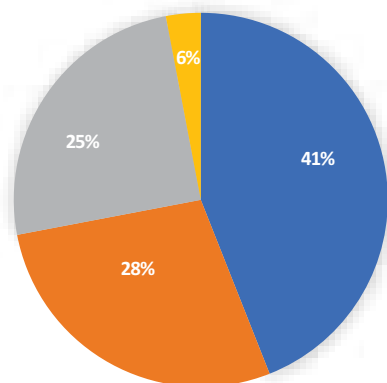
### Factors which influenced their visit

- Opportunity to buy new products
- Variety of products on display
- Networking Opportunity with Industry Leaders
- New Suppliers
- To gather general information
- Opportunity to look for dealerships

### Factors which influenced their visit

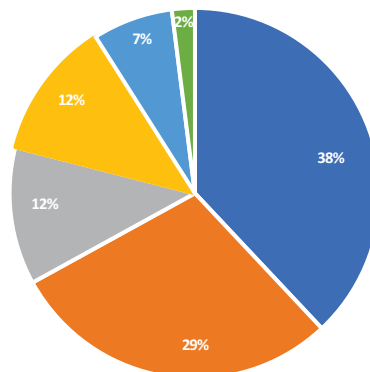
- Exporters & Importers
- Distributors & Traders
- Industry Suppliers
- PSUs
- Large & Medium scale engineering Industries
- Operation & Maintenance
- Government Bodies
- Chemical Plants
- Pharmaceutical Plants
- Environmental Consultants
- Ground Water Authorities
- Public Works Department

### Rating the Exhibition



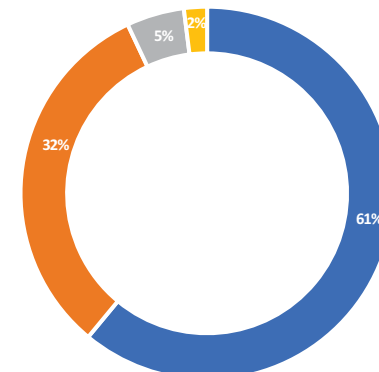
■ Excellent ■ Very Good  
■ Good ■ Satisfactory

### Source of Information About the Show



■ Direct Invitation ■ Email Campaigns ■ Facebook campaign  
■ Whatsapp ■ Newspaper Advertisements ■ Others

### Role in decision making process



■ Authorize ■ Influence  
■ None ■ No Comments



## WATMAN INTERNATIONAL CONFERENCE 2024

The WATMAN International Conference held concurrently to Water Expo was a two-day conference on 29 February & 1 March 2024 at the Chennai Convention Centre of Chennai Trade Centre, Nandambakkam. The Conference theme for 2024 was Innovations for Clean Water Solutions and a Sustainable Future. As the only major water & wastewater treatment B2B exhibition, this year's conference set a benchmark and has undergone reform and innovation.

The Conference opened with a Special Guest Speech by Mr. Abdul Ekram, Australia Trade & Investment Commissioner and Keynote Speeches by major industry leaders with immense knowledge and experience backing them - Mr. Alex Nazareth – CEO of Innomotics India Pvt Ltd., Mr Gopal Madabhushi – Sr VP India & South Asia of Veolia Water Technologies, Mr Rhys Moul of Matter – Australia.

Water & wastewater treatment industry experts as well as emerging entrepreneurs participated and presented innovative technologies.

Besides the keynote speech, there were more than 30 intriguing paper presentations made by experienced research experts as well as young start-ups entering the industry. The session topics covered were

### CONFERENCE TOPICS

- ▲ The Latest Advances & Opportunities in Desalination Technologies
- ▲ New Techniques in Industrial Wastewater Membrane Processes MF/UF/NF/RO
- ▲ Eco-efficient solutions to reduce wastewater impacts
- ▲ Techniques to Reduce Industrial Pollutants in Water Bodies
- ▲ Zero Liquid Discharge Systems for Sustainable Industrial Effluent Management
- ▲ Use of AI, IoT, Automation and Process Control Instrumentation for Wastewater Treatment
- ▲ Energy Recovery & Power Resource from Water & Wastewater Systems
- ▲ Innovations in Water & Sanitation Treatment Systems
- ▲ Water/ Wastewater Monitoring Techniques for Water Pollution & Quality Control



## INNOVATIONS FOR CLEAN WATER SOLUTIONS AND A SUSTAINABLE FUTURE

Invited speakers delivered thought-provoking, engaging lectures on the most important current and provided a combination of the state-of-the-art and long-term perspectives for key topics. The conference also included poster presentations by research students from Anna University, IITM and Hindustan Institute of Technology & Science.

### Keynote & Guest Speakers



**Mr. Abdul Ekram**  
Australia Trade &  
Investment Commissioner



**Mr. Massimiliano Lagreca**  
Technofangi - Italy



**Mr. Gopal Madabhushi**  
Veolia Water Technologies  
& Solutions Pvt. Ltd.



**Mr. Rhys Moulton**  
Matter - Australia



**Mr. Alex Nazareth**  
Innomotics India Pvt. Ltd.

25+ Conference Speakers

80+ Delegates

10 Insightful Sessions



## CONFERENCE HIGHLIGHTS

### Industry Heavyweights Reflected on Where The Industry is Headed

At WATMAN Conference, seasoned veterans representing privates and government gathered to discuss key issues faced by the industry, with a focus in the digitalisation and uptake of technology for the sector.

### Industry Leaders Weighed In on Environmental Regulations

Interesting discussions took place even during tea breaks between speaker and conference delegates. As environmental concerns and supply demand questions saw leading industry executives from across the water supply chain discussed what this meant for the water treatment industry

### Water & Wastewater Treatment and the Future

- Address the biggest problems facing the water & Wastewater sector today.
- Generate new solutions, new ways of thinking and new partnerships
- Bring together hundreds of the water sector's biggest innovators and thought leaders in cutting-edge conference streams covering Water Treatment; Finance & Investment; Supply, Quality & Reuse; Infrastructure Development





# POST SHOW REPORT

## EVENT PROMOTION

Visitors and exhibitors alike consider Water Expo a must attend event for the international market as the show offers a platform to showcase numerous products and discover more cost-effective solutions to existing processes.

Here is a breakdown of 2024 campaign which shows how we advertise the event. Vast promotional campaigns were carried out in the form of Mailers & inserts, Display Advertising, External emails, Internal Advertising and Online & Newsletter Advertising. More than 20 media houses including print, digital and television attended the event.

## PRINT PROMOTION

- English Newspapers - The Hindu, Business Line, Indian Express, DT Next.
- Magazine Advts
- Tamil Newspapers - Dinamani, Trinity Mirror, Makkal Kural, Maalai Malar.
- Brochures/leaflets Circulation.

## TV ADVTS

- TV advertisements were widely promoted in 4 south Indian languages – Kannada, Malayalam, Tamil and Telegu
- TV News Channels; Sun News, Polimer News, Puthiya Thalaimurai, Thanthi TV, News 7, News 18 Tamil, ETV (Telengana), ETV (AP), News 18 Kerala

**Outdoor Advts** – Bus back banners – Tamil Nadu, Pondichery, Karnataka.

## SOCIAL MEDIA

Our social media campaigns and promotions are targeted not just in India, but also international OEMs, large end-user industries, govt bodies, industrial associations, professionals, PMCs, and more.

- Facebook
- LinkedIn
- Twitter
- Instagram
- Youtube
- Google

## ONLINE PROMOTION

- 10 times - Across India
- Trade India - Across India
- Whatsapp
- Bulk emails
- E-Newsletters
- Telecalling
- Websites
- Event Lisiting Platforms





# POST SHOW REPORT

## WATER EXPO PHOTOS





# POST SHOW REPORT

## WATER EXPO PHOTOS



BOOK YOUR SPACE NOW

# WATER TODAY'S WATER EXPO

*February 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup> - 2025*  
CHENNAI TRADE CENTRE

## **As an Exhibitor**

- *Display your latest array of products, technology and services to highly focused trade visitors, trade media and delegates*
- *One-to-one interaction with the industry at one location*
- *Brand building among industry and end users*
- *Explore new business and investment opportunities*

## **As a Sponsor**

- *Benefit from an ideal time, place and opportunity to get noticed*
- *Stand out from the crowd*
- *Enhance your leadership status*
- *Project a long-lasting brand image to a targeted audience*

## **As a Visitor**

- *Access to the latest technology, products and services available in the market*
- *Find availability of raw materials, alternate suppliers, recent trends in the manufacturing and trading segments*
- *Find about sources of investments & funding*



**ORGANIZED BY: - WATER TODAY PVT. LTD.**

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