

WATER TODAY'S WATER EXPO

16th EDITION



23rd, 24th & 25th FEB 2023
CHENNAI TRADE CENTRE

**POST SHOW
REPORT**

POST SHOW REPORT

PRELUDE

Water Today's Water Expo 2023, India's largest water and wastewater treatment expo successfully took place in Chennai on 23, 24 & 25 February 2023 at Chennai Trade Centre, Nandambakkam. The event succeeded in attracting business visitors from almost every part of Indian subcontinent and also from abroad. The show featured a high proportion of international exhibits, as well as the comprehensive product range from market leaders from India. Water Expo 2023, was a confluence of the International & national water & wastewater technology and product manufacturers and traders / distributors, industrial and engineering establishments etc. Along with the concurrent events like the WATMAN International Conference, the expo included segments like water treatment processing, Machinery and Engineering, proto types, etc. The expo provided an excellent platform for knowledge exchange, business networking and lead generations for product sales. The encouraging feedbacks from the participants point to a bigger show in the coming edition.

Water Expo 2023 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), Indian Pump Manufacturers' Association (IPMA), Water Quality Association (WQA), Water Treatment Association of India (WTAI), All India Association of Industries (AIAI)

Concurrent Events: *There were two more related industry exhibitions held concurrent to the Water Expo 2023; Food & Beverage Expo 2023, Asia Pack Tech 2023 – all organised by Water Today Pvt Ltd, making it the biggest business event of India.*



OVERVIEW - SHOW FACTS

EXHIBITION

250+
Exhibiting
Companies

20+
Exhibiting
Countries

175+
Categories

25+
Visitor
Countries

9000+
Water Experts

3
Days

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

VISITOR STATISTICS

Day	Show Timing	No of Visitors
Day 1	10am – 6 pm	
Day 2	10am – 6 pm	
Day 2	10am – 6 pm	

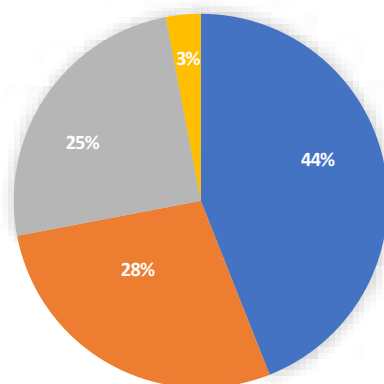
Factors which influenced their visit

- 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

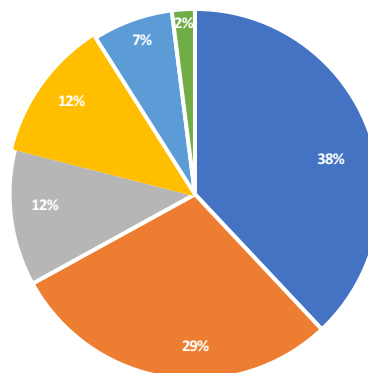
- Exporters & Importers
- Distributors & Traders
- Industry Suppliers
- PSUs
- Large & Medium scale engineering Industries
- Operation & Maintenance
- Government Bodies
- Chemical Plants
- Pharmaceutical Plants
- Environmental Consultants
- Ground Water Authorities
- Public Works Department

Rating the Exhibition



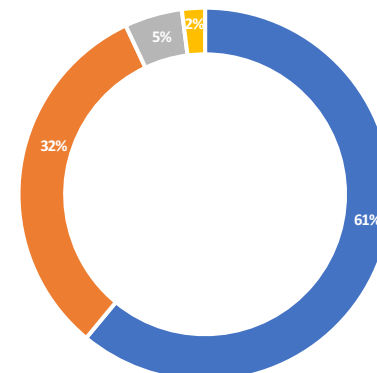
■ Excellent ■ Very Good
■ Good ■ Satisfactory

Source of Information About the Show



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

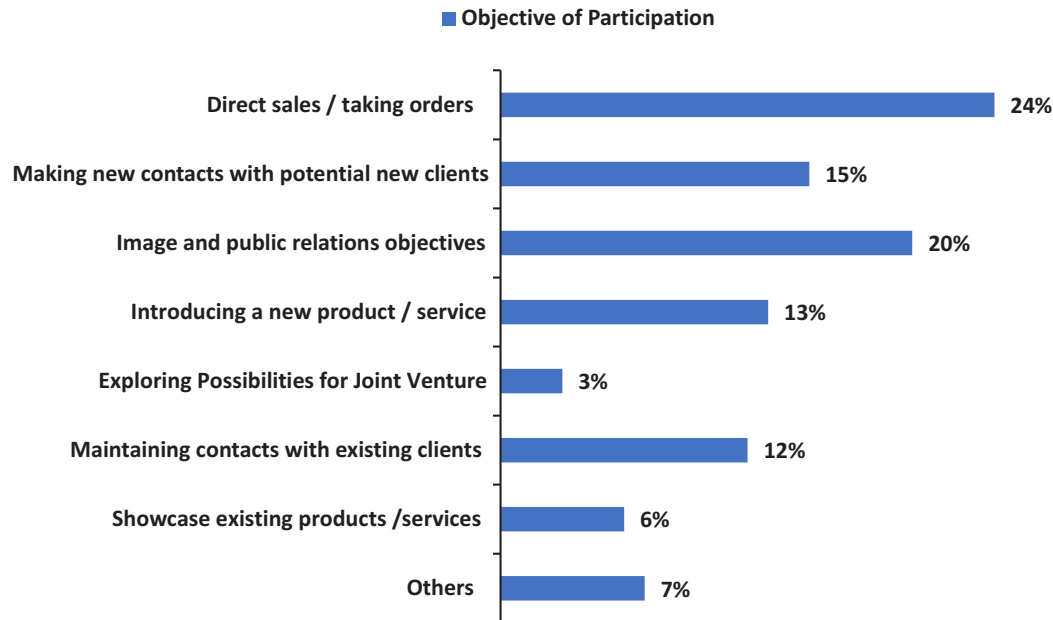
Role in decision making process



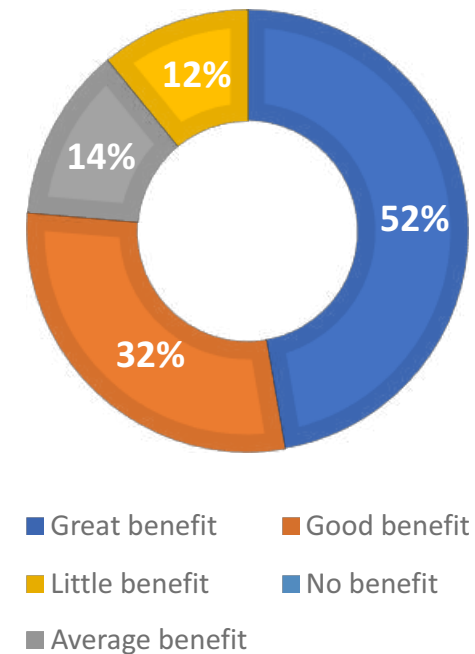
■ Authorize ■ Influence
■ None ■ No Comments

EXHIBITOR PARTICIPATION

Objective of Participation

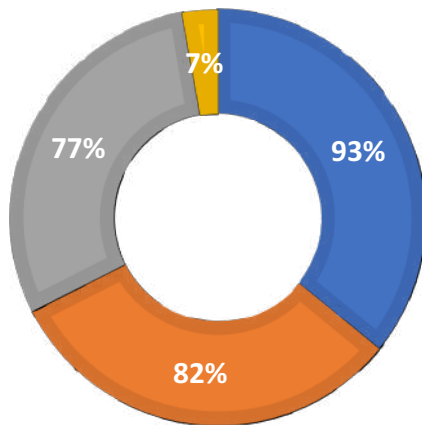


Did your company benefit from participating at Water Today's Exhibitions



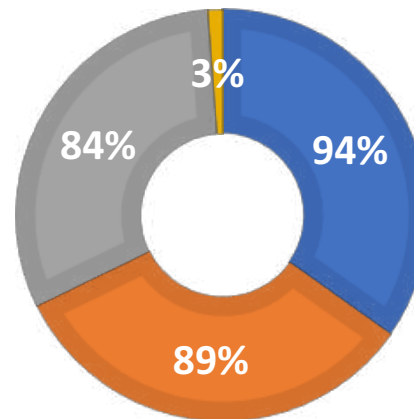
EXHIBITOR FEEDBACK

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



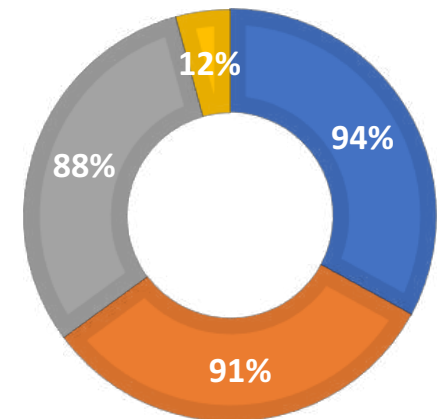
■ Excellent ■ Good
■ Very Good ■ Fair

The overall quality of the event



■ Excellent ■ Very Good
■ Good ■ Satisfactory

Quality of Visitors



■ Excellent ■ Very Good
■ Good ■ Satisfactory

EXHIBITORS 2023



EXHIBITORS 2023



CONFERENCE

WATMAN INTERNATIONAL CONFERENCE 2023

The WATMAN International Conference held concurrently to Water Expo was a two-day conference on 24 & 25 February 2023 at Hall 3 of Chennai Trade Centre, Nandambakkam. The Conference theme for 2023 was Innovative Water & Wastewater Treatment Systems & Emerging Technologies for a Better Future. This year conference set a benchmark and has undergone reform and innovation.

The Conference sessions opened with keynote speeches by major industry leaders with immense knowledge and experience backing them. The who's who of the water & wastewater treatment industry participated and presented innovative technologies, shared their experience of more than three decades through their speech.

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.

CONFERENCE TOPICS

- ▲ Emerging Technologies & Processes in Wastewater Treatment
- ▲ Cost-Effective Solutions for Industrial Wastewater Management
- ▲ Design & Construction of Packaged STPs & Sludge Management
- ▲ Cybersecurity, Digitalisation & Smart Water Management
- ▲ State-of-the-art Applications in Membrane Processes
- ▲ Challenges and Future Opportunities in ZLD for Industrial Wastewater
- ▲ Recent Improvements in Chemical Wastewater Treatment
- ▲ Next Generation Desalination Technologies
- ▲ Non-Revenue Water & Leakage Prevention
- ▲ Latest Trends in MBR, SBR, MBBR, and SBBR Technologies



INNOVATIVE WATER & WASTEWATER TREATMENT SYSTEMS & EMERGING TECHNOLOGIES FOR A BETTER 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 perspective for key topics. The conference also included poster presentations by research students from prominent institutions from across Tamil Nadu.

Keynote Speakers



Mr. Sajid Hussain



Dr. Indra Mitra



Mr. Rajneesh Chopra



Dr. S. Kanmani



Mr. Dilip Sharma



Mr. Ajay Popat



Mr. E. Nandakumar



Mr. Chrys Fernandes



Mr. Prakash Shanmugam



Mr. Ravindra Yeleswarapu

37 Conference Speakers

100+ Delegates

20+ Hours of 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 2020 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 - Times of India, Indian Express, DT Next
- Magazine Advts
- Tamil Newspapers - Dinamani, Dinathanthi
- 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 Karnataka, ABV(AP), ETV (Telengana), News 18Kerala

Outdoor Advts – Bus back banners – Tamil Nadu

SOCIAL MEDIA

- Facebook
- LinkedIn
- Twitter
- Instagram
- Youtube

ONLINE PROMOTION

- 10 times- Across India
- Google Adwords- Across India
- E-Newsletters
- Bulk Campaign



POST SHOW REPORT

WATER EXPO PHOTOS



POST SHOW REPORT

WATER EXPO PHOTOS



BOOK YOUR SPACE NOW

WATER TODAY'S WATER EXPO

February 28th, 29th & March 1st, 2024
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*



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