



WATER TODAY'S WATER EXPO

2nd, 3rd & 4th JUNE 2022

CHENNAI TRADE CENTRE, NANDAMBAKKAM, CHENNAI, INDIA

POST SHOW
REPORT

POST SHOW REPORT

PRELUDE

An Exclusive & premium International Expo for Water & Wastewater Industry was held from 2 to 4 June 2022 in Halls 2 & 3 in Chennai Trade Centre, Nadambakkam, Chennai.

Over the course of 3 days, Water Expo 2022 welcomed close to 9,000 participants including international visitors from 25+ countries/regions and 250 exhibitors occupying 6020sqm net exhibition space. The strong international nature of the show was reflected in some 28 countries participation in 2022 including Australia, Bangladesh, Canada, China, France, Germany, Japan, Netherland, New Zealand, Switzerland, Taiwan and US Pavilion some of which were new to Water Expo.

The Water Expo brought together a comprehensive range of the latest technologies and developments in sustainable utilization of water resources, water & wastewater management, water and wastewater treatment and reuse of water on the same platform.



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

EXHIBITOR OVERVIEW

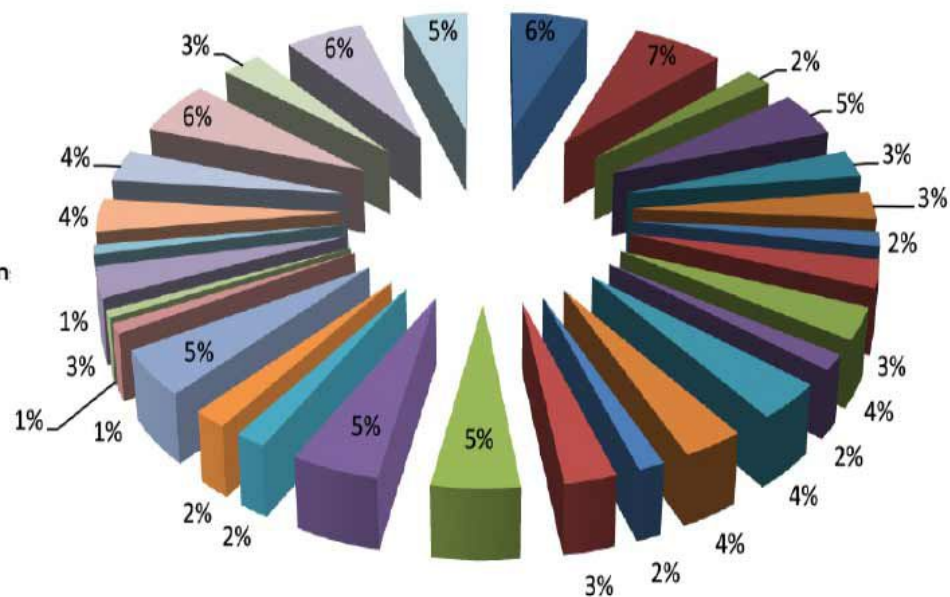
Water Today's Water Expo hosted 250 companies, representatives/brands and their affiliates from numerous countries including Germany, Netherlands, Japan and Australia. The exhibition brought together decision makers from state organizations, water and sewage administrations, municipalities and other public institutions as well as industrialists, investors and officials of operator companies from the private sector to set the future direction of the water and wastewater technologies industry and offered new business opportunities to sector's professionals via the commercial platform it created.



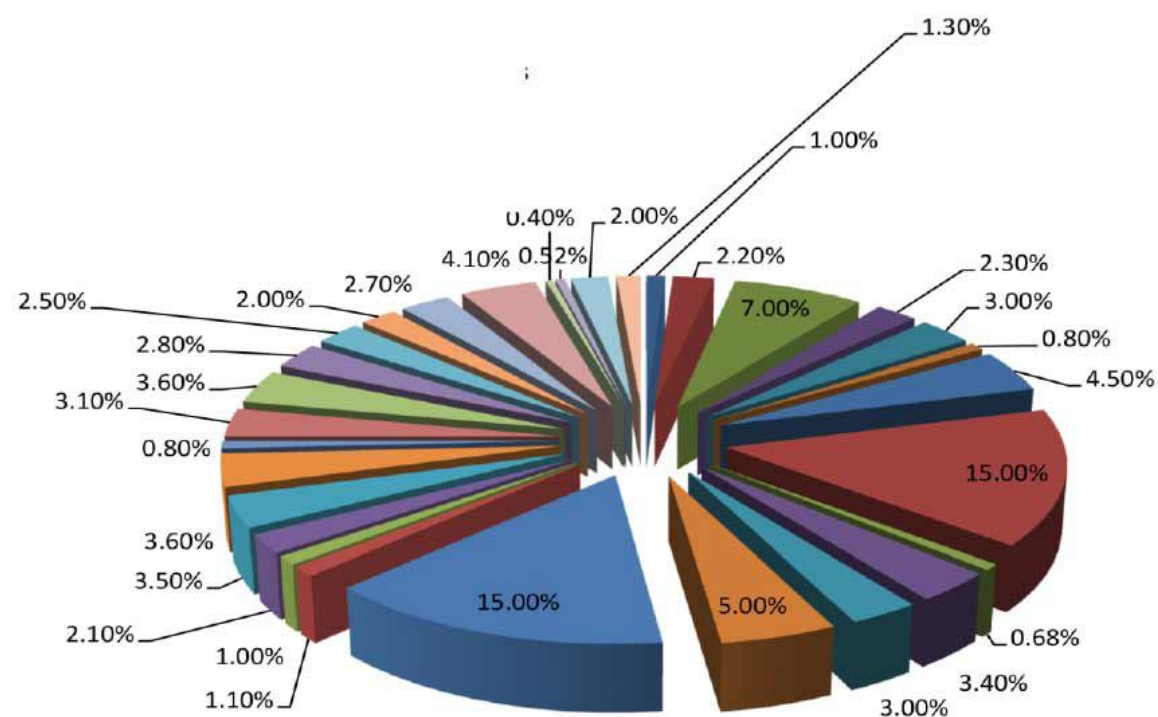
HEAD-TURNING FACTS

The show had witnessed 9000+ footfall of unique visitors from domestic and overseas, almost all of them are professional buyers and industry experts. The show saw a record number of quality visitors and satisfied customers. No doubt, this further promoted the show's reputation as a cachet and relevance platform. Exhibitors and brands from around the world participated with a clear purpose, using this unique stage to promote their offerings to one of the world's fastest growing water markets.

VISITOR'S PROFILE BY JOB FUNCTION



VISITOR'S PROFILE BY TYPE OF ORGANIZATION



POST SHOW REPORT

EVENT HIGHLIGHTS

US PAVILION

As part of the US Pavilion program organized along with US Water Technologies Delegation, delegates from different companies were hosted and had a chance to meet with participating companies and discuss future business opportunities.



OPEN DOOR SYMPOSIUM

The Water Expo introduced The Open Door Symposium to promote innovations, advanced products that are yet to be launched in the market. The Symposium was designed to promote technologies, products to an informed audience in the business. It offered a variety of opportunities to enhance company's impact and visibility throughout the event. The Symposium featured complimentary sessions on the latest products and solutions available in the industry.

SEAMLESS NETWORKING EXPERIENCE

It's never an easy task to locate a person in an event with 15,000 participants. The networking for Water Expo attendees and exhibitors began as early as three month before the event. At the event, lounges and discussion areas were made available at multiple locations across the show floor to facilitate the attendees' meetings.



CONFERENCE

WATMAN INTERNATIONAL CONFERENCE 2022

The conference, held concurrently with the exhibition and was the centre of attention of all sector's professionals and was joined by expert speakers from state organizations, universities and the private sector. The conference was on February 3 & 4, 2022 at the Convention Centre in Chennai Trade Centre, Nandambakkam, Chennai.

The WATMAN Advisory Committee, comprised seasoned veterans representing both government and private sectors and moderated the sessions to discuss key issues faced by the industry. There was a consensus among the Advisory Committee that there is not enough time to wait for a perfect solution for a more efficient and sustainable business model.

The Advisory Committee

Dr S. Sundaramoorthy	Dr Nirmal Kumar Saha
Dr B. Chakrovorthy	Mr Sajid Hussian
Mr M.N. Thippeswamy	Dr P. Shanmugam
Dr S. Kanmani	Ms Naina Shah

CONFERENCE TOPICS

Expanding Horizons in Industrial Effluent Treatment

Cost-Effective Solutions for Wastewater Recycle & Reuse Technologies

Industrial Wastewater Management: Recent Trends & Analysis

Reduce, Reuse and Recycle for a Sustainable Development in Future

Latest Trends & Technologies in Desalination

Decentralized Water Recycling Potentials

Water Harvesting and Water Audit

IoT & AI in Water Management Solutions & Planning for a Sustainable Future



INTERNATIONAL CONFERENCE ON ADVANCEMENTS IN MEMBRANE TECHNOLOGIES

The Conference is jointly organised by Indian Membrane Society (IMS) & Water Today Pvt. Ltd. in Association with Membrane Society of Australia (MSA). The conference was on February 14 & 15, 2020 at the Convention Centre in Chennai Trade Centre, Nandambakkam, Chennai. Invited speakers delivered thought-provoking, engaging lectures on the most important current topics in membrane science and technology 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 South India. The topics covered were;

- Novel Membrane Materials & Configurations
- Desalination
- Poster Presentations
- Design of New Membrane Processes
- Emerging Membrane Areas
- Resource Recovery from Wastewater
- Emerging Membrane Areas II

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 a push for alternatives to fossil fuels, leading industry executives from across the water supply chain discussed what this meant for the 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

E-PROMOTIONS

- Bulk SMS
- Bulk Voice Call SMS
- Whats App

ONLINE PROMOTION

- 10 times- Across India
- Facebook- Across India
- Google Adwords- Across India
- Bulk emails
- E-Newsletters



POST SHOW REPORT

WATER EXPO PHOTOS



POST SHOW REPORT

WATER EXPO PHOTOS



POST SHOW REPORT

CONFERENCE PHOTOS



MARK YOUR CALENDAR AND BOOK YOUR SPACE NOW!

WATER TODAY'S WATER EXPO

23 - 25 February 2023

CHENNAI TRADE CENTRE, NANDAMBAKKAM, CHENNAI, TAMIL NADU, INDIA

BOOK EARLY FOR

Prime stand positions

Maximum coverage in our dedicated PR & marketing campaign

ABOUT WATER TODAY

WATER EXPO has earned its place as the leading international event for the water & wastewater management sector. The leading jewel in the WATER EXPO crown is an annual event, taking place in Chennai, Water capital of India, with the next edition taking place from 23rd, 24th & 25th Feb 2023 at Chennai Trade Centre, Nandambakkam, Chennai, India. Other annual conferences and exhibitions in the portfolio include BANGLADESH WATER EXPO. For further information please visit www.waterexpo.biz and www.bangladeshwaterexpo.biz



ORGANIZED BY: - WATER TODAY PVT. LTD.

3D, IIIrd Floor Bhagheeratha Residency, 124 Marshall's Road, Egmore, Chennai - 600 008, Tamil Nadu, India

Representative Office: - WATER TODAY BD LTD.

2/12 Humayun Road, (2nd Floor), Block B, Mohammadpur, Dhaka-1206, Bangladesh Phone : +8802-9116712-13

Web: www.waterexpo.biz | www.bangladeshwaterexpo.biz | www.waterex.biz | www.watertoday.org | www.hobazaar.com