PRELUDEx

An Exclusive & premium International Expo for Water & Wastewater Industry was held from 13 to 15 February 2020 in Halls 2 & 3 in Chennai Trade Centre, Nadambakkam, Chennai.

Over the course of 3 days, Water Expo 2020 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 2020 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+ Visitor Categories
- 25+ Visitor Countries
- 9000+ Water Experts
- 3 Days 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

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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

- Account Manager
- Brand Manager
- Chief Executive Officer
- Communications Manager
- Director
- Export Manager
- Head / Director / Manager of Business Development
- Head of Administration
- Key Account Manager
- Managing Director
- Others
- President
- Project Manager - Marketing
- Sales Manager / Director
- Vice President
- Area / Regional / Branch Manager
- Chairman
- Chief Operating Officer
- Dept / Divisional Manager
- Director General
- General Manager
- Head / Director / Manager of Marketing
- Head of Research & Development
- Maintenance Managers
- New Business Development Manager
- Partner / Owner
- Project Manager
- Purchasing
- Senior Manager

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VISITOR'S PROFILE BY TYPE OF ORGANIZATION

- Agriculture
- Building & Construction
- Chemical Processing
- Electronics
- Equipment Suppliers / Agent / Distributors
- Food And Beverages
- Hospitals / Hotels / Resorts & Clubs
- Manufacturing / OEM
- Oil & Gas
- Paint
- Plastic
- Public Utilities
- Refineries
- Sugar
- Trade Associations
- Automotive
- Cement
- Consultants
- Environmental Protection
- Fertilizers
- Government Authorities / Bodies
- Investors
- Mining
- Others
- Pharmaceutical
- Power
- Pulp & Paper
- Steel
- Textile
- Water Planners
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.
WATMAN INTERNATIONAL CONFERENCE 2020

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 13 & 14, 2020 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 B. Chakrovorthy
- Mr M.N. Thippeswamy
- Dr S. Kanmani
- Dr Nirmal Kumar Saha
- Mr Sajid Hussian
- Dr P. Shanmugam
- 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

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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 PROMOTIONS

Visitor and exhibitors alike consider Water Today’s 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.

The event was covered in:
- Over 15 international and national media.
- Advertisements were printed in India’s top 5 daily newspaper.
- Coverage in 10 news channels and major news agencies.
- 15 websites.
- Advertisement banners were placed on bus backs across Tamil Nadu and neighbouring states.

SOCIAL MEDIA

- You can like the WATER EXPO page on Facebook to find out the very latest advancements in the water & wastewater industry and keep up-to-date with the latest news.
- Water Today group on LinkedIn offers visitors and exhibitors the chance to discuss the latest developments in the industry. Why not join us and connect with fellow water & wastewater professionals.
- Follow the dedicated Twitter account @ WT_WATEREXPO which tweeted on a regular basis in the run-up to the show.
- Water Today runs exclusive promotional campaigns for WATER EXPO on Google.

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WATER TODAY’S WATER EXPO

4th - 6th MARCH 2021
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 4th, 5th & 6th March 2021 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