2nd Annual Conference

WATER N.A.

29 September – 01 October 2013 Hurghada, Egypt



Driving public and private sector collaboration in water and wastewater management for sustainable water supply in North Africa

Summit's distinguished speakers include:

- Eng. Nageh Mohamed Mahmoud, Chairman and Managing Director, Red Sea Water and Wastewater Company, Egypt
- Eng. Magdy Mohamed Abderahman, Chairman and Managing Director, Aswan Water and Sanitation Company, Egypt
- Eng. Abdel Mohsen Abdel Baky, Chairman and Managing Director, Alexandria Sanitary Drainage Company, Egypt
- Moncef Rekaya, General Director of Water Resources, Ministry of Agriculture, Tunisia
- Eng. Mahmoud Fouad Abderahman, Chairman and Managing Director, Kafr El Sheikh Water and Wastewater Company, Egypt
- Dr. Abdelmenem El Hassadi, General Director, General Desalination Company, Libya
- Eng. Ahmed Gaber, Chairman and Managing Director, Alexandria Drinking Water Company, Egypt
- Prof. Azzeddine El Midaoui, President, Moroccan Desalination Company (SMMD), Morocco
- Eng. Elsayed El Ashri, Deputy Chairman and Head of Projects, National Organisation for Potable Water and Sanitary Drainage, Egypt
- Eng. Khaldoun Khashman, Secretary General, Arab Water Utilities Association (ACWUA), Jordan
- Eng. Mamdouh Abdelfatah, Water and Utilities Head, Authority for Projects, Ministry of Industry, Egypt
- El Bachir El Hamrouni, General Director, Tunisian Desalination Association (TDA), Tunisia
- Eng. Hamdy Mohamed El Saadani, Head of Planning, Housing and Utilities Department, Ministry of Planning and International Cooperation, Egypt

Benefits of attending:

- Identify regional methods to be taken to ensure sustainable water supply in Egypt and North Africa
- Listen to regional and international case studies on water and sanitation systems and technology
- Identify how you can develop and improve your water production and wastewater treatment
- Network with key players from local government authorities and national utilities
- Discover the latest desalination technologies and innovations available in the market
- **Hear** directly from local and international financial institutions and learn about their investment plans in Egypt's and North Africa's water and sanitation sector
- Identify potential financing and investment mechanisms and opportunities for water and wastewater projects

Egyptian government and public water companies get free passes - contact enquiry@iqpc.ae to find out more!

Researched and developed by:



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29 September – 01 October 2013 Hurghada, Egypt

Driving public and private sector collaboration in water and wastewater management for sustainable water supply in North Africa

The growth of population and climate change in the North African region has resulted in a crucial rise of water demand and decrease in fresh water resources. To find efficient solutions and sustainably provide clean drinking water and integrated sanitation coverage, the region's governments, especially in Egypt, have given priority to open the water sector to private companies and welcome their participation in the development of water sector on PPP, BOO and BOT basis and provide a healthy life environment for their people.

Building on the success of the 1st edition, the **2nd Annual WaterNA Conference** and Exhibition will provide a platform to drive and transform the water and sanitation sector in Egypt and North African countries by shedding light on best methods and strategies that will support water and sanitation officials and decision makers in achieving their mission and objective of meeting the ever-rising demand for water in the region in a sustainable manner.

Participating companies include:

- Red Sea Water and Wastewater Company
- Alexandria Sanitary Drainage Company
- General Director, General Desalination Company, Libya
- Egyptian Water and Wastewater Regulatory Agency (EWRA)
- Ministry of Agriculture, Tunisia
- National Organisation for Potable Water and Sanitary Drainage
- Ministry of Industry
- Arab Water Council
- Tunisian Desalination Association (TDA)
- Moroccan Desalination Company (SMMD)
- Ministry of Planning and International Cooperation, Egypt
- Luxor Water and Wastewater Company
- Centre for Environment and Development for the Arab Region and (CEDARE)
- National Water Research Center

In this event you will network with:

- Ministries' representatives and public officials
- Utilities' Senior Management
- Wastewater Treatment Managers
- Irrigation Directors
- Landscape Managers
- Water Resources Managers

- Infrastructure Managers
- Project Funding Experts
- Water Treatment Plant Managers
- Project Heads
- Technical Department Heads
- Commercial Department Heads
- Operations Heads



IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape.

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IQPC conferences are market leading "must-attend" events for their respective industries. **IQPC** produces more than 1,700 events annually around the world, and continues to grow.

Founded in 1973, **IQPC** now has offices in major cities across six continents including: **Bengaluru, Berlin, Doha, Dubai, Johannesburg, London, New York, Riyadh, Singapore, Sydney, Tampa,** and **Toronto. IQPC** leverages a global research base of best practices to produce an unrivalled portfolio of conferences. **www.igpc.ae**

CONFERENCE DAY ONE – Sunday, 29 September 2013

Registration, coffee and networking 08.30

09.15 Conference chairman's welcome and opening remarks

09.30 Opening keynote speech: Highlighting Egypt's water and sanitation mission, strategy and objectives

Facing the challenges and the ever-rising demand for water in North African countries

10.00 Discovering the challenges in the water and sanitation sector in North Africa

- Assessing the vulnerabilities of the water sector in North Africa
 - Securing funding for water and wastewater treatment projects
 - Ensuring water quality and reducing pollution and salinisation of fresh water resources

Eng. Mohamed Abdrahman, Chairman and Managing Director, Greater Cairo Drinking Water Company

Dr. Alaa Yassin, Chairman and Professor, Irrigation Engineering & Hydraulics Department, Alexandria Universitv

Eng Khaldoun Khashman, Secretary General, Arab Water Utilities Association (ACWUA)

10.30 Meeting water demand growth and fluctuations

- Evaluating current output of drinking water production plants
- Analysing North Africa's round-the-year water demand fluctuations and identifying peak seasons and high-consumption locations
- Identifying required measures to meet rising water demand in the region

Eng. Nageh Mohamed Mahmoud, Chairman and Managing Director, **Red Sea Water and Wastewater** Company

11.00 Executive networking coffee break and official tour of the exhibition

Contribution of public and private sectors to water project development

11.30 Investing in Egyptian water and sanitation projects

- Role of local and international financing organisations in bridging the gap and developing the sector
- Analysing installation, equipment, maintenance and local water consumption to reduce the cost and risk of investment
- Available funding opportunities through private and public investments (PPPs, BOO, BOT)

Eng. Hamdy Mohamed El Saadani, Head of Planning, Housing and Utilities Department, Ministry of Planning and International Cooperation, Egypt

12.00 2013-2014 Egyptian government investment plan for water and sanitation

• Evaluating the effect of the US\$ 1.5 billion investment plan for 2013-2014 on the Egyptian water sector

12.30 Integrated Sanitation and Sewage Infrastructure Project

This session will explore the Integrated Sanitation and Sewage Infrastructure Project funded by the World Bank. The session focuses on how the World Bank and the governorate of Beheira have collaborated to secure the necessary funding and establish the project.

13.00 Executive networking lunch break

14.00 Exploring water project management in Tunisia

- Assessing traditional and innovative water management methods adopted in Tunisia
- Governance and strategic planning to overcome water scarcity and improve sanitation
- Identifying the challenges hindering the Tunisian water sector development

Moncef Rekaya, General Director of Water Resources, Ministry of Agriculture, Tunisia

14.30 Role of research and development in driving the success of water and sanitation projects

- How can local and international R&D institutes be extensively involved in the improvement of Egypt and the region's water sector?
- Collaboration between academia, project owners and private companies to develop the industry Senior Representative, Egyptian National Water **Research** Center

15.00 USAID project to upgrade water and wastewater treatment plants in southern Egypt



- Discussing the recently announced plan by the US Agency for International Development (USAID)
- Exploring water and sewage treatment plants that will be upgraded in Sohag, south of Egypt
- Identifying the right solutions required to success fully execute the plants' upgrades and revamps

15.20



Round table discussions: Identifying the role of public-private sector relations in the development of water sector in North Africa

- How can the private sector help bridge the gap in current water and sanitation shortcomings?
- What are the challenges facing the private sector in establishing business partnerships?
- Studying the experience of private companies in Egypt and North Africa in establishing new projects and successful partnerships
- Does the regulatory landscape and structure of the water industry in the region support or obstruct private companies to do business in the country?
- 16.00 Chairperson closing remarks and end of conference day one



CONFERENCE DAY TWO – Monday, 30 September 2013

08.30 Registration, coffee and networking

09.30 Conference chairman's welcome and opening remarks

Wastewater treatment plant design, engineering, technology and construction

10.00 Exploring the challenges facing wastewater projects development in the region

- Identifying the shortcomings of local policies and procedures to enforce industrial waste discharge regulations
- Technical difficulties: repair and maintenance of wastewater plants
- Finding the right and cost-effective technology for wastewater treatment projects

Eng. Magdy Mohamed Abderahman, *Chairman and Managing Director*, **Aswan Water and Sanitation Company**

Eng. Mamdouh Abdelfatah, Water and Utilities Head, Authority for Projects, Ministry of Industry

10.30 Front End Engineering Design (FEED) and EPC for successful wastewater treatment projects

- Utilising the best FEED services to lower the risk and increase performance of wastewater projects
- How can EPC companies meet the requirements of industrial and municipal wastewater?
- Role of engineering in increasing the operational performance of plants

11.00 Utilising technology for enhancing plant performance and productivity

- Identifying the best technology and how you can employ it to maximise your plant's performance
- Increasing capacity of industrial wastewater plants through facilities upgrades and revamps and improving POTW treatment processes
- Utilising latest technology innovations for metals and toxic chemicals removal from industrial wastewater

11.30 Executive networking coffee break

12.00 Industrial wastewater discharge and environment concerns

- Analysing the environmental impact of industrial wastewater
- Identifying different solutions to reduce industrial wastewater discharge
- Utilising cost-effective technology for chemical industries' wastewater treatment

Dr. Helalley Abdel Hady Helalley, Chief of Industrial Wastewater Management, Sludge Treatment and Effluent Reuse Sector, Alexandria Sanitary Drainage Company

12.30 Alexandria wastewater project and its role in environmental protection



Eng. Abdel Mohsen Abdel Baky, *Chairman and Managing Director,* **Alexandria Sanitary Drainage Company**

13.00 Executive networking lunch break

14.00 Recycling wastewater to overcome fresh water supply shortcomings in the region

- Discussing water recycling and how it can help preserve fresh water resources in North Africa
- Utilising recycled water for landscaping to conserve fresh water resources
- What is the technology used to effectively treat and recycle used water?
- Role of private sector and innovative technology to carry out a successful used-water treatment and recycling

Developing water desalination sector in North Africa

14.30 Utilising water desalination to meet the ever-rising local water demand in Libya



Discovering the current development in desalination projects in Libya

 Best technology and practices to reduce desalination costs and increase water supply

Dr. Abdelmenem El Hassadi, General Director, General Desalination Company, Libya

15.00 Exploring water desalination role and benefits in Egypt

- Increasing sustainable local water production through desalination technologies
- Case study: Red Sea experience with existing desalination plants, and future projects
- Identifying the current use of desalinated water (tourism, electricity generation) and exploring new areas of usage

Dr. Mohamed A. Dawoud, Water Resources Advisor, Environment Agency Abu Dhabi (EAD)

15.30 Exploring the seawater desalination sector and projects in Morocco



- Discovering the current development of desalination projects in Morocco
- Utilising advanced desalination procedures and solutions to provide large water supplies
- Solar-powered water desalination plants for sustainable water production

Prof. Azzeddine El Midaoui, President, Moroccan Desalination Company (SMMD)

16.00 Discussing the water desalination market in Tunisia

- Exploring the Tunisian experience in seawater desalination; challenges faced and lessons learnt
- Case study: Djerba seawater desalination project

El Bachir El Hamrouni El Hamrouni, *General Director*, **Tunisian Desalination Association (TDA)**

16.30 Chairperson closing remarks and end of conference day 2



For more information or to register: Tel: +971 4 364 2975 Fax: +971 4 363 1938 Email: enquiry@iqpc.ae www.waterna.com

CONFERENCE DAY THREE – Tuesday, 1 October 2013

Registration, coffee and networking 08.30

09.30 Conference chairman's welcome and opening remarks

Legal, financial and commercial perspectives of the water, sanitation and wastewater sectors

10.00 Egypt's water and wastewater treatment policy and legislative framework

- Introducing the government authorities in charge of water policy decision making
- Exploring the legal framework of water sector in the country

Dr. Mohamed Hassan, *Director General*, **Egyptian** Water and Wastewater Regulatory Agency (EWRA)

10.30 Tendering process, contract assessments and awards of water projects

- How does the tendering process work in North Africa? When and where are the tenders announced?
- Identifying key project managers and owners in the reaion
- Identifying current tenders and how you can provide a lucrative offer to the project owners





11.00 Increasing role of private sector in North

Africa's water market to reduce drinking water and sanitation shortages



- Identifying available opportunities for independent water plant projects in the region
- What are the rules regulating private water plants production?
- How can private companies improve water production and the region's sanitation sector

Eng. Ahmed Gaber, Chairman and Managing Director, Alexandria Drinking Water Company Eng. Elsayed El Ashri, Deputy Chairman and Head of Projects, National Organisation for Potable Water & Sanitary Drainage

11.30 Executive networking coffee break and visit to the exhibition

Water production plant performance and technology

12.00 Innovative technology and engineering to effectively produce potable water in the region

- Cost effective plant equipment and technology to increase capacity
- Best EPC services for a successful water project execution
- Implementing advanced plant design and engineering solutions for drinking water treatment

12.30 Water treatment plant upgrades and revamps

- Upgrading treatment stations to increase output and productivity
- Conducting retrofit water plant to increase onsite safety and water quality
- Preventive measures and solutions for early detection of problems to avoid disastrous incidents and ensure plant integrity

Dr. Ibrahim Khaled Gabr, Chairman and Managing Director, Menya Water and Sanitation Company

13.00 Enhancing water transmission system networks

- Improving pumping stations performance to ensure effective water transmission
- Utilising cost-effective pipeline control systems to reduce water loss
- Safety procedures and systems to protect trans mission networks



Conference chairman closing remarks

13.30 Executive networking lunch break and end of conference



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2nd Annual Conference



29 September – 01 October 2013 Hurghada, Egypt

IQPC has been hosting events developed for senior executives for more than 40 years. We serve businesses representing over 15 sectors at more than 1,700 conferences around the globe. Our client list includes corporations such as IBM, Wartsila, GDF Suez, Acwa Power, Utico, Cisco, UPS, Metito, Boeing, Engineering Consultants Group (ECG), ABB, ABN AMRO, Deutsche Bank, GE, Siemens, just to name a select few. Senior executives travel from around the world to our events looking to garner best practices and concrete solutions to assist them in improving their organisations. IQPC provides many different platforms for you to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier to the water, wastewater, and desalination industry.

Your platform – getting your message across:

Because we know that each sponsor has a different message, business development goal and branding objectives, each sponsorship package is tailored to your corporate strategies. Though most sponsorship offers multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths:

1. Thought Leadership

As a sponsor at the 2nd **Annual WaterNA Conference** your company will gain second-to-none exposure to senior-level decision makers at the point in time that they are seeking solutions, information and systems for improving their firm's strategies. For a select few sponsors, you can build your reputation as a market leader through subject-specific presentations, workshops and focus days. This highly selective sponsorship allows your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.

2. Premium Branding

We bring together buyers and suppliers for collaboration, networking and knowledge sharing. Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. Build your company's brand and visibility in front of senior decision-makers in order to get shortlisted. As a sponsor, your company branding will appear alongside the global leaders associated with best practices in this field. Our dedicated marketing team will help you achieve your promotional aims in the months leading up to the conference. IQPC leverages multiple marketing channels including online, direct mail, email, press releases, media partnerships and social media to publicise the event and increase awareness about your participation to our extensive database, as well as through our network of partners.

3. Featured Networking Events / Face Time

Networking and information sharing are two major aspects of our conferences and IQPC builds in many opportunities for sponsors to benefit from meeting industry leaders. Focused and high-level, our events will provide you with the perfect environment to initiate new business relationships, identify upcoming opportunities and achieve face-to-face contact that overcrowded tradeshows can not deliver. The exhibition area is designed to be the heart of the event – a place to network and share strategies with key decision makers. Sponsorship opportunities range from exhibition stands to sponsored lunches, cocktail receptions, gala dinners and a host of other branding opportunities.

Additionally IQPC offers a selection of sponsorship opportunities that enables our clients to increase their opportunity to develop new relationships during our events, including one-to-one meetings with clients to understand their challenges, requirements and opportunities.

Increase your brand awareness by sponsoring or exhibiting at WaterNA Contact us Tel: +971 4 360 2800 Email: sponsorship@iqpc.ae www.waterna.com

Do you have a product or service that our senior decision-makers and influencers need?

The 2nd Annual WaterNA Conference offers you the perfect platform for you to showcase your solution to your target market and meet and network with senior-level decision makers who are leading the way in the industry

We specialise in providing business development, marketing and sales solutions that are tailored to specifically deliver on your business objectives. We pay patient attention to what our exhibition and sponsorship customers want, expect, need and value. Every sponsor wants to create customers, develop qualified sales leads, convert leads into sales and retain customers. Our tailored sponsorship packages help you to achieve these objectives.

If you would like more information on sponsorship and exhibition opportunities or to discuss which package will best help you achieve your objectives, please contact Samiullah Khan on **+971 4 360 2800** or email **sponsorship@igpc.ae**



2nd Annual Conference



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DELEGATE DETAILS: SIMPLY COMPLETE THIS FORM AND CLICK SUBMIT

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Date:	

I agree to IQPC's payment terms

If you have not received an acknowledgement before the conference, please call us to confirm your booking.

VENUE & ACCOMMODATION

Yet to be confirmed

VENUE & ACCOMMODATION

Hotel and travel costs are not included in the registration fee. For assistance in your travel and accommodation requirements, please refer to details below:

Room Reservation

Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC or the name of the conference.

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TEAM DISCOUNTS

Team discounts available on request.

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TERMS AND CONDITIONS

If you cannot make the conference, you can still access all presentations delivered throughout the conference days for just US\$450, post event. Contact us on +971 4 364 2975 for further details.

IQPC STANDARD TERMS AND CONDITIONS PAYMENT:

 Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials. Payment prior to conference is mandatory for attendance.

 Your registration will not be confirmed until payment is received and may be subject to cancellation.

 If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if

full payment has not been received before the conference date.
A US\$100 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.
Any respective payment charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

DISCOUNTS:

All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount.
Any other discounts offered by IQPC (including team discounts) require payment at the time of registration.
Discounts cannot be combined with any other offer.

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 You may substitute delegates at any time by providing reasonable advance notice to IQPC.

 For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
 In the event that IQPC cancels an event for any reason, you will

 In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.
 In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend on the rescheduled date you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.

 Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.

 IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event.
 IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.

PROGRAMME CHANGES:

 Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

YOUR DETAILS:

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Event Code: 21640.002 Please complete in BLOCK CAPITALS as information is used to produce delegate badges.

REGISTRATION

Please photocopy for multiple bookings.

PRIORITY BOOKING FORM

- Discounts cannot be combined.
- Discounts are not valid if payment is received after closing date.
- Payment prior to Congress is mandatory for attendance.
- Egyptian government and public water companies are granted free registration to the conference.

SUMMIT PRICES

Book and pay before 25 July 2013 and save up to US \$ 250

29 September - 01 October 2013

Hurghada, Egypt

	Early bi	Standard Price	
	Payment before 25 July 2013	Save up to	Payment after 25 July 2013
Egyptian Companies	US\$ 1499	US\$ 200	US\$ 1699
International Companies	US\$ 2249	US\$ 250	US\$ 2499

Prices are stated net of any applicable local taxes.

A US\$100 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

PAYMENT METHOD

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Please debit my credit card: Visa Mastercard American Express

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