

TRAINING WORKSHOP ON REVERSE OSMOSIS & MEMBRANE TECHNOLOGY

Conducted by Satish Chilekar, a renowned name in the Indian membrane technology sector, the workshop held on March 17, 2007 provided the right opportunity for participants to gain basic and operating knowledge of membrane technology, with special emphasis on selection, design and operation of right Reverse Osmosis (RO) technology and components.

“It was excellently organized and we would definitely exhibit again next time”

Ravi Bondada, Befesa Infrastructure



ACKNOWLEDGEMENTS

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AN EARTH WATER ENTERPRISE



4th International Exhibition and Conference on Water and Wastewater Management

March 15 -17, 2007
Chennai Trade Centre, Nandambakkam,
Chennai, India

The 4th International EverythingAboutWater Expo 2007 took place at the Chennai Trade Centre, Nandambakkam, Chennai from March 15-17, 2007. The largest city in the huge South Indian water market, Chennai was chosen as the venue as it is facing acute water scarcity and poor quality of water. The rapid industrial growth in the city particularly in automobile, pharmaceutical, leather, textile and chemical sectors have further fueled the water demand, thus becoming the centre of attraction of majority of international water and wastewater companies.

The show was officially inaugurated by Dr. Kamallesh Chandra Chakrabarty, Chairman & Managing Director, Indian Bank. The Expo brought together industry professionals from across the globe in a single platform to devise strategies for future endeavours in the water field.



4th EverythingAboutWater Expo 2007

Post Show Report

LOOK FORWARD TO THE

5th EverythingAboutWater Expo : Jan. 31 - Feb 2, 2008

MUMBAI EXHIBITION CENTRE, NSE, GOREGAON, MUMBAI

www.eawater.com/expo2008



ADVERTISING & PROMOTION

Print Media Advertising

- Hindu (All Editions)
- New Indian Express (South Editions)
- Dinamalar (All Editions)
- Rajasthan Patrika (Jaipur)
- Sandesh (Ahmedabad & Vadodara)
- Dina Thanthi (Coimbatore, Erode, Salem)
- Deccan Chronicle (All Editions)
- Deccan Herald (Bangalore)
- Navhind Times (Goa)
- Bangladesh Observer
- Daily News (Sri Lanka)

Direct Marketing

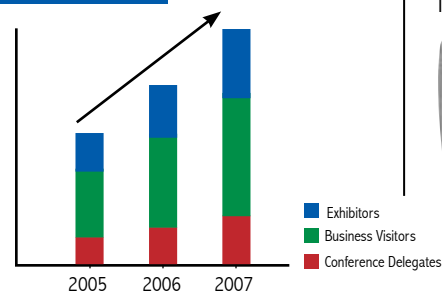
Strategically planned direct mailing, e-mail marketing and other direct marketing initiatives was aimed at a focused database for 4 months before the show.



SMS Marketing

SMS marketing to a focused database for the exhibition and conference in the 4 months before the show, yielded great value.

FACTS & FIGURES



	2005	2006	2007
Exhibitors	82	135	194
Business Visitors	3300	7126	10,815
Conference Delegates	235	316	411



SPECIAL EVENING

A Nadhaswaram recital by renowned exponents Kalaimamani Shri Sheik Mahaboob Subhani and Smt. Kaleeshia Mahaboob was organized at the Hotel Green Park on March 16, 2007 which was highly appreciated. The occasion provided exhibitors an opportunity to relax and network with each other over cocktails & dinner.



“We felt proud to sponsor this event, which has grown from strength to strength in the last 4 years”

Prerak Goel, Rochem Separation Systems



INTERNATIONAL CONFERENCE ON WATER AND WASTEWATER MANAGEMENT

An International Conference on “Clear Solutions for Clean Water” was held at the Convention Centre of Chennai Trade Centre from March 15 to 17, 2007. It had renowned experts and famous speakers on water and wastewater management from all over the world. More than 400 delegates from industry and government attended the conference.

Subjects Covered

- Approach and Policy towards Improved Water Supply Services
- Availability and Management of Water
- Filtration and Pre-Treatment Technologies for Water Treatment
- Desalination and Membrane Based Technologies for Water Treatment
- New Development in Water Management
- New Developments in Wastewater Management and Recycling
- Wastewater Recycling Technologies
- End User Case Studies: References forever



Eminent International Speakers

- Joaquín Fernández de Piérola Marín, Befesa CTA
- Dr. Richard Furness, Consultant to Endress + Hauser, Germany
- Anil Kumar, Arup Hong Kong
- Rick Stover, Energy Recovery Inc., United States of America
- Daniele Bacchi, Italprogetti Engineering, Italy
- Tom Renich and Mr. Rajiv Mehrotra, Columbian Steel Tank (CST), Singapore
- George Varkey, X-Flow, Netherlands

OUTDOOR MARKETING

- Bus Panels in City Buses
- Road Banners
- Hot Air Balloon
- Hoardings

PUBLIC RELATIONS

A press conference was organized at The Park Hotel on March 7, 2007 at Chennai to formally announce the event to the media. Pre-event and event press releases appeared in all major newspapers & electronic media.

English Dailies

- Hindu
- New Indian Express
- News Today
- Alwarpet Times
- Deccan Chronicle
- Trinity Mirror
- Nungai Times

Vernacular Dailies

- Andhra Jyothi
- Malai Murasu
- Dina Bhoomi
- Dina Mani
- Rajasthan Patrika
- Musalman
- Malai Sudar
- Tamil Oosai
- Dina Kiran
- Dina Thanthi
- Eenadu

Financial Dailies

- The Economic Times
- Hindu Business Line
- Financial Express
- Business Standard

Electronic Media

- Tamil TV
- Sun TV
- Jaya TV



“The exhibition and the arrangements inside the hall were of international standards”

Anil Kumar, Eureka Forbes

EAW FORUMS

Designated space in the exhibition hall allowed exhibitors to book time slots and make product presentations. These were extremely popular with visitors to know more about a company or a product.

“We have never seen so many and such good quality exhibitors in any water show in Asia”

Ajay Shroff, Pratham Filter Industries

