



World Water Congress and Exhibition



IWA World Water
Congress & Exhibition
VIENNA '08
7 - 12 September

MEDIA KIT

Contents

- The IWA World Water Congress: introduction, programme, exhibition
- Congress Themes
- The Danube Region
- Local Governments' Day
- Key Media Happenings
- Sponsors
- Host Organisations
- Logistics

Regional Partner



www.iwa2008vienna.org

7-12 SEPTEMBER 2008





INTRODUCTION

The 2008 World Water Congress and Exhibition

Vienna will build upon the success of its predecessors held in Paris (2000), Berlin (2001), Melbourne (2002), Marrakech (2004) and Beijing (2006).

A premier event in the water professional's calendar, the Congress brings together some 3,000 like-minded experts from *science and research, utilities, consultants, technology providers, industrial water users and regulators*. It is a valued and **unique international occasion** for them to advance their common goal of sustainable water management, with the emphasis being very much on practice and case studies. The Congress provides a unique opportunity for delegates to gain a complete picture of the issues mankind is facing all over the world in regard to water, and to discover existing solutions or generate new answers to these issues.

In addition to the many international themes, the Vienna location will provide a regional context – the **Danube** catchment area. The characteristic features of the EU's longest river have left their imprint on the region's diverse landscape, people and history. This diversity and the considerable economic development of the region demand a considerable degree of transnational cooperation in the interest of sustainable water management.

The Council of European Municipalities and Regions (CEMR) will be hosting a **Local Governments' Day** in conjunction with the World Water Congress. The timing and location is no coincidence as one of the most pressing issues for European Mayors is water supply and sanitation. There will be combined events to discuss, explore and exchange on the issues, to which the media is heartily invited.

Congress Programme

The heart of the World Water Congress is the Congress Programme - full of practical experience and case studies, best practice exchange from all over the world, the latest scientific developments and trends that are moving the water world.

The Programme Committee received some 1,350 papers, of which about 1000 were accepted for presentation.



The resulting Programme is divided into six thematic tracks:

- Water Treatment
- Wastewater Treatment
- Design and Operation of Water Systems
- Water Resources and River basin Management
- Managing and Planning Water Services
- Health and the Environment

Presentations are made in 110 Technical Sessions (each consisting of 4 long platform presentations of 15 minutes each and 2 short platform presentations of 5 minutes), over 400 poster presentations, over 30 workshops, 10 keynote speeches, the Industry Forum and the exhibition.

The Workshops

Some 30 workshops during the week will facilitate discussion of the water industry's most pressing issues. Thought-leaders from all over the world will converge to share their point of view and experiences. Their format encourages dialogue among presenters and between presenters and delegates. Participants will get an up-date on current thinking, explore potential solutions and learn about those already in use, and help develop action plans for further progress and collaboration.

The Industry Forum

From Monday until Thursday, the sponsors and exhibitors will be hosting a series of individual company presentations in the Industry Forum. Building upon themes of the Congress and exhibition, these presentations will give delegates a chance to see how the leaders of industry are responding to the challenges the water industry is facing.

The Exhibition

Currently, the exhibition will take up a total area of 5000 m². Some 200 organisations from 25 different countries from all over the world will be welcoming delegates to their booths from Monday the 8th of September until Thursday 11th, with the last 2 days being open for the general public.

National pavilions will host presentations from Austria, Germany, Israel, Japan, Korea, The Netherlands, Norway, Singapore and Sweden.

For a current list of exhibitors, please visit: www.iwa2008exhibitors.org



CROSS-CUTTING THEMES OF THE 2008 CONGRESS

Cities of the Future – How do we provide the basic infrastructure to deal with consistent urban growth? What would the ideal urban area’s water systems look like if they were an integral part of the planning process and not an afterthought?

Last year saw a major demographic shift and, for the first time in human history, over half of the world’s population now live in urban areas. Continued population growth and urbanisation in both secondary cities and megacities, and across the spectrum of high, medium and low income circumstances frame the challenges we face in the decades ahead. In Vienna the leading thinkers will assemble to discuss and present the latest research ideas and practical case studies within a rich set of workshops and sessions aimed at “cities of the future” in both developing and developed countries.

Climate Change – The implications of climate change for the water industry and solutions for sustainably managing this change.

The impacts of climate change on water scarcity, water quality, coastal hydraulics, flooding and urban drainage are already being seen from Peru to Perth and, in line with predictions, these impacts are being felt first in the context of water. Workshops in Vienna will bring together the world’s leading figures on this subject and provide an excellent opportunity to learn about the impacts and explore adaptation strategies that will necessarily be highly specific to local circumstances.

Desalination and Reuse – Cornerstones of sustainability.

The use of membrane technologies for desalination and water reuse offers one of the truly bright spots in responding to the global challenges ahead. But we are just at the beginning of the large scale application of these technologies and there are many obstacles to confront. That’s what we’ll be doing in some exciting workshops and scientific sessions in Vienna.



Frontiers of Science, Research and Technology – Using cutting-edge innovation to tackle tomorrow’s challenges.

This theme will build upon the research expertise of IWA members and permit a further exploration of the rapidly emerging water-specific frontiers of science, research and technology. Breakthroughs in microbial ecology and bio-engineering, material sciences and nano-technologies will be explored and debated in the context of the very significant challenges that we face in achieving the quality and sustainability imperatives ahead.

The Future of Sanitation – Getting billions connected to effective sanitation systems.

Perhaps the most challenging of endeavours facing us in the next decade is coming to terms with the need to provide sanitation to almost half the world’s population. It is clear to all that we will not meet this challenge through standard approaches to the problem. The Vienna programme will feature keynote presentations, workshops and scientific discussions, many of which seek innovative solutions to traditional problems. Given that the world’s leading sanitation experts are prominent members of IWA, a focus on the future of sanitation in Vienna provides a rare opportunity to think together about both the problems and challenges we face building on the work already undertaken through Sanitation 21.

Water and Energy – Joined at the hip, these most fundamental of life’s resources have the potential to greatly influence our efforts to achieve sustainability.

We will be examining the key relationships related to climate change mitigation including the energy needed to produce water and the water needed to produce energy. Although elements of the water and energy picture are well known to some, the complete picture is new to most. Water and energy is a compelling subject because of mitigation measures that will be required from both water and energy producers.



THE DANUBE REGION – A Model for International River Basins

Your local host in the Austrian capital for the 2008 IWA World Water Congress and Exhibition is the International Association of Water Supply Companies in the Danube Catchment Area (IAWD).

Water professionals from Austria – and the wider Danube region – are well represented throughout the Congress programme, ready to share their knowledge and experiences in managing the longest river in the European Union.

The location of the Danube catchment area in the heart of Europe, the river's characteristic features that have shaped landscape and people for millennia, the regional variety and rich cultural background, and the (re)integration of the riparian states into a common cultural and economic area triggered by EU enlargement – all these factors demand a considerable degree of trans-national cooperation in the interest of sustainable water management. The 13 states within the immediate catchment area of the Danube, for instance, have already joined forces and formed the International Commission for the Protection of the Danube River (ICPDR), with the aim of developing a common management plan for the Danube Basin. This successful cooperative project along the “world's most international river” – of which IAWD is an active supporter – promises to serve as a role model for other major transboundary watersheds around the globe.

The goal is simple to describe, yet difficult to reach: to create uniform, sound living conditions for all people living in the Danube Basin and the world – a life that by necessity must rely on a sustainable water supply and effective sanitation.

As the pressures of managing water resources and river basins increase, the Congress provides a unique opportunity to share best practice and innovative research based on a breadth of local and international experiences.



c/o Vienna Waterworks
1060 Vienna, Grabnergasse 4-6
Tel. +431/59 9 59 – 31002
Fax +431/59 9 59 – 7311
e-mail: office@iawd.at
Web: www.iawd.at

Contact:

Hans Sailer, President (office@iawd.at)

Walter Kling, Secretary General (kling@iawd.at)



LOCAL GOVERNMENTS' DAY

The Council of European Municipalities and Regions (CEMR) is partnering with IWA to organise a “Local Governments’ Day” in conjunction with the 2008 World Water Congress and Exhibition.

Water management is a key issue for local and regional authorities and in many countries they are responsible for this task. However, changing legislation, mitigation and adaptation to climate change, as well as the need to modernise service provision and invest in new technologies and the improvement of infrastructure puts a lot of pressure on politicians and water managers.

The “Local Governments’ Day” offers an invaluable opportunity for elected representatives, water managers and experts to look into major challenges, discuss relevant questions and exchange views on adequate solutions.

The “Local Governments’ Day” will focus on the following key questions:

- Are legal, financial and organisational instruments of local and regional governments sufficient to ensure high quality water management to all citizens at an affordable price?
- What is the impact of urbanisation, increasing economic growth and fast growing cities on the provision of water services?
- Are local and regional authorities well equipped to face the challenge of climate change?

An exchange of views and debate between local and regional government representatives and water experts from all around the world promises to be an interesting platform for a lively debate.



Council of European Municipalities and Regions
Square De Meeûs 1,
B-1000 Brussels
Belgium
Tel : + 32 2 511 74 77, E-mail : cemr@ccre.org

Contact

Dr. Angelika Poth-Mögele, Director of Policy

(angelika.poth-moegele@ccre-cemr.org)

Marie Bullet, policy officer (marie.bullet@ccre-cemr.org)



KEY MEDIA HAPPENINGS

Press briefing and tour of main exhibitors

Sunday, 7 September, 15:00 – 16:30

Austria Center – “Blue” floor press conference room

Official opening

Sunday, 7 September, commencing 17.00 (followed by a welcome reception)

–

Austria Center

Field trip to Vienna wastewater plant

Exclusive to journalists, join us on a tour of one of the most advanced plants in the world led by its designer, Professor Helmut Kroiss.

Monday, 8 September, mid morning for 2-3 hours – per bus shuttle from Austria Center

Utility Leaders’ Forum

A panel discussion among executives from European water utilities.

Monday, 8 September, afternoon – Austria Center

Key note press conferences

Immediately following the speeches every morning, Monday until Thursday.

Industry Forum presentations

A chance to join the key Congress sponsors and exhibitors in an individual series of presentations that rotate throughout the week.

Local Governments’ Day

Tuesday, 9 September – Austria Center

Innovation Awards Banquet

Announcing the global winners of the 2008 Project Innovation Awards – that recognise excellence and innovation in water engineering projects throughout the world. Wednesday, 10 September, evening – Palais Ferstl.

Congress close

Thursday, 11 September, afternoon – Austria Center

Gala night

Thursday, 11 September, evening until the early hours – Vienna City Hall

A fully detailed schedule will be distributed prior to the Congress.



SPONSORS

Institutional Partner

CITY of Vienna

Vienna is special.

Vienna's tradition as an important conference venue dates back to 1815, when the city hosted the peace negotiations after the Napoleonic wars at the "Congress of Vienna." Today the city is the seat of numerous international organisations and a hub for cooperation at many levels, particularly after EU Eastern enlargement. It is also one of the leading international conference venues and one of the world's favourite congress cities.

Numerous international organisations have chosen Vienna as their base. The choice of this location for the 2008 IWA World Water Congress and Exhibition further underlines the international aspect of the city.

Vienna is a clean, green and safe place. Congress participants will be made to feel very welcome and can embark on carefree explorations of the manifold facets that make up this metropolis. A visit to the City of Vienna exhibition pavilion at the Congress will give delegates an insight to the "wet" facets of the Austrian capital.

With its position on the river Danube, a unique water supply system fed by mountain springs and a state-of-the-art main wastewater treatment plant, the City of Vienna offers a wide and interesting range of attractions for water experts from all over the world. Danube Island, which was created for flood protection purposes, is an example of sustainable water management as practised by the City of Vienna. In addition to the event proper, a variety of municipal departments of the City of Vienna invite you to learn more about Vienna and its sustainable attitude to the crucial resource that is water.

Contact at the Vienna Waterworks:

Walter Kling

Email walter.kling@wien.gv.at

Web www.wien.gv.at/english/environment/watersupply/



Principal Sponsor

SIEMENS

Siemens Water Technologies provides answers to some of the world's most pressing water issues. Siemens develops drinking water and wastewater technologies that help manage the world's water resources more effectively. In fact, Siemens' membrane technology treats more than 1.3 billion gallons of water per day for water reuse and reclamation, helping reduce the demand on potable water worldwide.

Siemens serves more than 90 percent of the Fortune 500 manufacturing companies, including approximately 100,000 industrial customers. Through high-purity technology and related services, Siemens provides solutions to industry and manufacturers by helping them meet specific water quality requirements to ensure consistent processes and production. Siemens also helps industry meet ever increasing wastewater regulations, while improving efficiency and reducing waste.

Siemens Water Technologies is a global water treatment equipment and service provider with more than 5500 employees at 170 locations worldwide. More than 200,000 technology and service installations around the world illustrate the company's product, process and service expertise. More than 2,100 water-related patents and trademarks illustrate the company's innovative spirit and passion for taking care of the world's water.

For more information visit us at www.siemens.com/water or e-mail information.water@siemens.com / phone +1 724-772-1402



Principal Sponsor



SUEZ Environment, a SUEZ business line, is proud to support the IWA World Water Congress and Exhibition held this year in the historical city of Vienna. This significant event enables stakeholders to meet prominent leaders in the water industry and thoroughly discuss important current issues.

For decades, SUEZ Environment has nurtured a culture of dialog like we will experience in Vienna. For instance, a Foresight Advisory Council (FAC), consisting of experts from different backgrounds, provides advice on how to respond to emerging issues in the water industry. Furthermore, the company employs a partnership strategy on new markets, working hand-in-hand with local operators so that our technical skills can supplement their knowledge of the local conditions.

The themes being addressed at the IWA Congress are at the core of our approach to anticipate upcoming environmental challenges, such as water scarcity. For example, Degrémont, SUEZ Environment's water treatment plant specialist, is building a major desalination plant for the city of Barcelona which is facing a serious shortage of drinking water. In Central Europe, SUEZ Environment is active in most of Austria's neighbouring countries: the Czech republic, Germany, Slovakia, Hungary, Poland and Slovenia. It provides these countries with its experience and skills to comply with new EU regulations in the environmental field.

SUEZ Environment provides equipment and services that protect the environment and deliver the essentials of life. Its activities include drinking water production and distribution, wastewater collection and treatment, and waste treatment and recovery. Backed by its experience in the water and waste cycles industry, SUEZ Environment has a wide-ranging portfolio of know-how in providing sustainable solutions to the requirements of local authorities and businesses. The company employs 62,000 people worldwide and generated revenues of €12 billion in 2007.

Press contact: Héloïse Rothenbühler: +33 1 58 18 54 61
www.suez-environnement.com



**International
Water Association**

Alliance House
12 Caxton Street
London SW1H 0QS
www.iwahq.org

Media Relations Officer:
Andrew Walker
Tel. +49 172 883 3577
andrew.walker@iwahq.org

Principal Sponsor



Veolia Water is very pleased to sponsor the IWA World Congress and Exhibition again this year. This event provides one of the most qualitative opportunities for the water industry to meet and share best practices and ideas to better serve populations, local authorities and governments throughout the world.

Veolia Water's daily vocation matches the cross-cutting themes of the 2008 Congress: the impact of climate change on our operations within the framework of a sustainable management approach in different local contexts, sanitation for all, reducing environmental footprint, and managing the urban water metabolism in an IWRM context.

The company is also the leading water operator in many countries of the Danube water basin, serving 4 million people with drinking water and 5.5 with sanitation. With important contracts in the Czech Republic, Slovakia, Hungary and Romania, its extensive experience of the specific challenges faced by these countries will also be shared during the Congress.

As a new feature of the 2008 Congress, Veolia Water will be pleased to invite and meet with industrial companies interested in using the latest, state-of-the-art technologies and in discovering strong operational management capabilities in reducing water costs and protecting the environment.

Veolia Water, the water division of Veolia Environnement, is the world leader in water and wastewater services. Specialized in outsourcing services for municipal authorities, as well as industrial and service companies, it is also one of the world's major designers of technological solutions and constructor of facilities needed in water and wastewater services. Veolia Water serves 108 million people worldwide. With 77,800 employees, its 2007 revenues amounted to € 10.9 billion.

www.veoliawater.com

For press enquiries, please contact: Caroline Clopet, Tel: + 33 1 49 24 32 74



**International
Water Association**

Alliance House
12 Caxton Street
London SW1H 0QS
www.iwahq.org

Media Relations Officer:
Andrew Walker
Tel. +49 172 883 3577
andrew.walker@iwahq.org

Platinum Sponsor



Engineered for life

Water is the essential element of life on earth. How we use this precious resource and return it for reuse will help define the future of humanity. ITT Corporation is deeply involved in the cycle of water use and reuse. We are committed to the wise and sustainable development and utilization of the world's water. ITT provides solutions for all the steps of the "cycle of water", from raw water intake, treatment, disinfection, and distribution to collecting the used water, treating the wastewater and releasing it back to nature again. We are participating globally in helping municipalities, industries and individuals to protect and efficiently use this precious resource.

ITT is a proud global sponsor of the International Water Association's World Water Congress 2008.

For more information on ITT and the cycle of water, please visit:

www.ittfuidbusiness.com

ITT Corporation (NYSE: ITT) is an \$8 billion global multi-industry engineering and manufacturing company.

ITT operates on every continent, providing state-of-the-art products, services and solutions in water and wastewater technology, defense electronics, electronic components and motion and flow control.



**International
Water Association**

Alliance House
12 Caxton Street
London SW1H 0QS
www.iwahq.org

Media Relations Officer:
Andrew Walker
Tel. +49 172 883 3577
andrew.walker@iwahq.org

Gold Sponsor



The Best Water Technology Group (BWT) and Christ Water Technology Group became sister companies when Christ was spun-off in 2005. BWT and CHRIST are the leading water technology companies in Europe. A combined workforce of 3,700 employees in 100 subsidiaries and associates provide private, industrial and municipality customers with innovative technologies that deliver maximum safety, hygiene and health in their daily contact with the elixir of life – water.

The product range includes turnkey water treatment products, plants and services for drinking water and process water for individual homes, hotels, trade, industries (pure and ultrapure water for pharma, power, semicon) and municipalities (desalination, drinking water, wastewater).

Websites & contacts:

BWT Group: www.bwt-group.com, Email: office@bwt.at, Simone Spitzbart, Ralf Burchert, +43 (0)6232 5011 ext. 1130, ext 1113

Christ Water Technology Group: www.christwater.com, Email: office@christwater.com, Christian Stark, +41 61 7558 250, Ralf Burchert, +43 6232 9011 1113.



**International
Water Association**

Alliance House
12 Caxton Street
London SW1H 0QS
www.iwahq.org

Media Relations Officer:
Andrew Walker
Tel. +49 172 883 3577
andrew.walker@iwahq.org

Gold Sponsor

Buderus

TIROLER RÖHREN

Buderus cast iron pipe systems – consisting of the two companies BGW and TRM – belong to Pipe and Pile International S.A., based in Wasserbillig, Luxemburg.

With around 600 employees, located in Wetzlar, Hall (Tyrol) and Beroun (Czech Republic), Buderus cast iron pipe systems is today one of the leading manufactures of socket pipes of ductile cast iron for fresh water and waste water systems in Europe. The highlights of the program are the absolutely tug and nudge-proof VRS-T / BLS connection and the PUR exterior coating.

We also produce a range of fittings to accompany all our pipes. Another innovative product is the TRM gutter pile, which is used in the construction of multi-level-foundations.

Buderus Tiroler Röhren- und Metallwerke AG
Innsbrucker Straße 51, 6060 Hall in Tirol, Austria
Telephone: +43 (0) 5223 503 – 0
Fax: +43 (0) 5223 43 619
E-mail: office@trm.at
www.gussrohre.com



**International
Water Association**

Alliance House
12 Caxton Street
London SW1H 0QS
www.iwahq.org

Media Relations Officer:
Andrew Walker
Tel. +49 172 883 3577
andrew.walker@iwahq.org

Gold Sponsor



Water is our most precious resource. In spite of this obvious manifestation, more than a third of the world's drinking water supply is lost in municipal distribution systems. This lost water is valued at the staggering sum of \$18 billion each year.

Reducing this enormous loss of water is vital. Not only will doing so alleviate the environmental problems related to water scarcity, it will also save energy and greatly improve the economic situation of both municipalities and residents.

Miya was established in 2007 by Arison Investments, a global business company incorporating leading firms in Israel and throughout the world. Miya's mission is to help municipalities implement comprehensive water solutions, to enhance both their financial and environmental performance.

Miya

23 Shaul HaMelech Boulevard
Tel Aviv 64347 Israel
Tel: +972 3 7180226
Fax: +972 3 7180222
Email: Miya-info@arison.co.il
www.miya-water.com



HOST ORGANISATIONS

IWA

The International Water Association's core purpose is to unite water professionals in achieving sustainable water management on a local, national and international level.

The Association is a non-profit, self-governing organization comprising over 10,000 members across 130 countries from the scientific, utility, consultant, regulatory, industrial and technology communities. IWA's work covers all fields of the water cycle, from supply and industrial water use to wastewater and sanitation in both developing and developed countries. www.iwahq.org

CEMR

The Council of European Municipalities and Regions, founded in 1951, is the European umbrella organisation gathering 49 national associations representing local and regional government in 36 countries. CEMR reflects and represents the diversity of local and regional authorities in Europe, ranging from big cities to medium-sized and smaller municipalities in rural areas. Its current President is Dr. Michael Häupl, Mayor of Vienna. CEMR has always worked to promote a strong united Europe, based on the self-government of its regions and municipalities. A major part of its activities is concentrated on EU policy and legislation. CEMR also plays an important role at the international level since it constitutes the European section of the world organisation of cities and municipalities, United Cities and Local Governments (UCLG). www.ccre.org

IAWD

The International Association of Waterworks in the Danube Catchment Area is concerned with improving and safeguarding the water quality of the river Danube and its tributaries. The Association is a non-profit, independent technical organisation that exclusively serves public and scientific goals. It comprises over 37 members across 10 countries of the Danube catchment area, all of whom work within the region's utilities.

IAWD encourages and supports all measures and attempts directed at avoiding and eliminating all contamination of, and hazards to, the raw water quality in order to ensure a reliable drinking water supply. www.iawd.at



LOGISTICS

Press Centre

For your convenience, we have arranged for a well-situated Press Centre within the Congress building with Internet access points, a refreshment area and office facilities.

Venue

Located in the “UN City” quarter of Vienna, the Austria Center offers a well-equipped conference venue looking over the Danube.

Austria Center
Bruno-Kreisky-Platz 1
A-1220 Vienna
www.acv.at

Registration

Journalists will receive full access to the Congress with a complimentary press entrance pass. Official registration will open on April 15, but we would appreciate knowing as soon as possible if you plan to attend, as space is limited. Simply drop andrew.walker@iwahq.org a confirmation email.