

# Invitation to Register

## *The Water and Energy Exchange*

*An International Summit for Leaders  
in the Water Industry*



MEETING THE FUTURE IN  
INTERNATIONAL WATER

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**31st January – 2nd February 2012**

*Lisbon, Portugal*

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**Opening Address by Pedro Alfonso de Paulo**  
*Secretary of State for Environment and Spatial Planning*  
Government of Portugal

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[www.w-e-x.com](http://www.w-e-x.com)



### What is WEX?

WEX combines an outstanding conference programme of internationally renowned speakers, with a schedule of pre-selected one to one meetings. Every delegate receives a personalised agenda which means that at WEX, you are able to be completely time efficient attending only those seminars and meetings in which you have chosen to participate.

### Why Should I attend WEX

WEX attracts a wide range of high level executives, from both commercial and technical backgrounds, working in both the public and private sector. This diversity is reflected in the conference programme.

Five separate conference streams include sessions of critical importance to water professionals including:

- **Energy, Water and Sustainability**
- **Finance and Investment**
- **Regional Business Forums**
- **Intelligent Infrastructure, Asset management, and Non-revenue Water Management**
- **Waste Water Treatment, Sludge and Energy from Waste**

Whatever your background, you will find WEX to be an invaluable source of the

latest business intelligence and technical knowledge, whether obtained from our expert speakers or in one to one meetings with your peers from around the world.

### How is my personalised schedule prepared?

Before WEX begins you will be contacted by our team and asked to select which conference sessions you wish to attend, and which of your fellow delegates you would like to meet.

We will then prepare your bespoke schedule, based on your own requests and those of your fellow delegates. All meetings are pre-qualified so there is no onus on you to accept a meeting that you don't want. Your individual agenda also ensures there is no clash with your chosen conference sessions.

### What other networking opportunities are there?

Whatever your main reason for attending WEX, our format will enable you to network with potential partners, expert speakers, colleagues, and decision makers according to your priorities.

In addition to the formal business meetings, there are also two networking lunches, a Gala Dinner and cocktail receptions. All together they represent a

brilliant opportunity to spend informal, invaluable time with your peers in the water industry.

### Who will I meet at WEX?

Delegates attending WEX include senior executives from: water and power utilities, national and municipal authorities, consultancies, engineers, research institutions and scientific bodies, developers, urban planners, NGOs, manufacturers and solution providers.

### Organisations participating at

**WEX include:** Abu Dhabi Distribution Company, KPMG Global Infrastructure, ACEA Spa, International Finance Corporation, Conagua, Thames Water, Asian Development Bank, CAB Ambiental, Águas de Portugal, Degremont, Abengoa, Suez Environment, Aqualia, Andrade Gutierrez, Sembcorp, Delhi Jal Board, Emerald Technology Ventures, Deltares, ERSAR, MASDAR, European Bank for Reconstruction and Development, European Commission, Ministry of Water and Irrigation, Jordan, Nestlé Waters, Oman Public Authority for Electricity and Water, ONEP, SABESP, Sharjah Electricity and Water Authority, Sweco Environment, United Utilities, Veolia Water

A full list of delegates can be found at [www.w-e-x.com](http://www.w-e-x.com)

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# The WEX Agenda

See the full conference programme at [www.w-e-x.com](http://www.w-e-x.com)

## Stream 1: Finance and Investment

### Ask the investor question time – investing in water: Panel debate

#### PANEL:

**Bastien Simeon**, *Head of Water*, KPMG Global Infrastructure  
**Patrick Mullen**, *Water and Sanitation Specialist*, International Finance Corporation  
**Amy S.P. Leung**, *Director, Urban Development and Water Division*, Southeast Asia Department, Asian Development Bank  
**Luis de Lope**, *Concessions Director*, Aqualia

A chance to question investors about the impact on water management and affordability, in the world's most water scarce regions, of greater private sector participation in the ownership and provision of public utilities such as water.

### The Role of the Private Sector: Panel Debate

#### PANEL:

**Bastien Simeon**, *Head of Water*, KPMG Global Infrastructure  
**Yves Besse**, *CEO*, CAB Ambiental  
**Arantxa Mencia**, *International Business Director*, Abengoa  
**Jaime Melo Baptista**, *Chairman of the Board of Directors*, ERSAR  
**Frederic Gourdin**, *Director of Water Projects*, Suez Environment

Leaders in water discuss how the private sector contributes to the delivery of affordable and sustainable water supply and sanitation services.

### A Roadmap for Growth in the Water, Wastewater and Energy Sectors

#### SPEAKERS:

**Jean Salessy**, *CEO*, Veolia Agua  
**Fernando Faria**, *Head of Global Infrastructure for Portugal and Angola*, KPMG Global Infrastructure  
**Rui Godhino**, *President*, APDA  
**Ricardo Sá**, *President – Private Clients*, Andrade Gutierrez S/A

What are the challenges for the European Water Sector and what can be learnt from new funding models in other parts of the world.

## Stream 2: Water Security and Sustainability

### Water and Energy Keynote:

#### SPEAKERS:

**Leon Awerbuch**, *IDA Programs Chairman, President & CTO*, Leading Edge Technologies Ltd  
**Gesner Oliveira**, *President*, GO Associados, Board Director of SABESP and Companhia Energetica de Sao Paulo  
**Dr. Muthanna Abdulwahab Al-Omar**, *Manager*, Abu Dhabi Water and Electricity Authority

The water-energy nexus has rapidly moved to the heart of the strategic agenda for both the development of nations and a world which increasingly relies upon a sustainable supply of both resources.

### Sustainable Water Management and Water Security: Panel Debate

#### SPEAKERS:

**Barbara Prommeggerà**, *Sales Director Latin America*, Hobas Pipe Systems  
**Roberto Zocchi**, *Central Director Engineering & Laboratory Service Companies*, Gruppo Acea  
**Dr Alaeldin Idris**, *Planning Coordinator and IAO Member for the Evaluation Commission*, Sharjah Electricity and Water Authority  
**Alistair Clark**, *Corporate Director, Environment and Sustainability*, EBRD

By 2030 the world will need to provide 50% more food and energy together with using 30% more water whilst mitigating the effects of climate change. An holistic approach to the sustainable management of water resources and water security has moved to the centre of the policy making agenda for those charged with sustainable water management and water security.

### Making Cities Work

#### SPEAKERS:

**Bo Carlsson**, *President*, Sweco Environment  
**Mokhtar Jaait**, *Director of Research and Development*, ONEP, Morocco  
**Szymon Tamborski**, *Managing Director of Poznan branch*, Dourbud S.A.;  
**Ramesh Negi**, *CEO*, Delhi Jal Board

How can many cities now facing the pressing need to provide the water and energy infrastructure to support the

economic development required to reduce poverty, attract investment and provide a healthy environment to support growing populations.

### Desalination

#### SPEAKERS:

**Nikolay Voutchkov**, *President*, Water Globe Consulting, LLC  
**William Chang**, *Executive Managing Director*, Emirates Sembcorp Water & Power Company (ESC)  
**Miguel Angel Sanz**, *Director Development & Innovation B.L. Iberia, Africa & Latin America*, Degremont SA  
**Dr. Corrado Sommariva**, *Managing Director Generation Middle East*, ILF Consulting Engineers Abu Dhabi and President, IDA

With desalination plants still being one of the greatest users of energy, the pressure is on to find cost-effective, energy-efficient ways of supplying water to energy-scarce areas whilst increasing the sustainability of the procedure.

## Stream 3: Regional Business Forums

Five discussion forums looking at changes and developments in regulation, policies and privatisation strategies, emerging opportunities and technology in different regions around the world.

### Middle East and North Africa

#### SPEAKERS:

**Richard Menezes**, *Managing Director*, Utico  
**Mohsen Mortada**, *General Manager*, Malcolm Pirnie /Arcadis, Middle East  
**Hamed Said Al-Hasni**, *Director of Water Quality*, Ministry of Housing, Electricity & Water, Oman  
**Abdullah Al-Alshaikh**, *Deputy Governor for Planning & Development*, Saline Water Conversion Corporation (SWCC), Director, International Desalination Association (IDA)

### Asia

#### SPEAKERS:

**Sahana Singh**, *Editor*, Asian Water,  
**Jim Southworth**, *President*, Jim Southworth Consulting

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See the full conference programme at [www.w-e-x.com](http://www.w-e-x.com)

## Central and Eastern Europe

### SPEAKERS:

**Marek Gromiec**, National Council for Water Management, Poland  
**Mariana Iteva**, Country Director, Veolia Water Bulgaria

## Latin America

### SPEAKER:

**Ing. Jose Miguel Guevara Torres**, Projects Coordinator of Valle de México, Comisión Nacional del Agua  
**Dante Ragazzi Pauli**, Executive Adviser to the Board, SABESP

## Sub-Saharan Africa

### SPEAKERS:

**Mr Sering Jallow**, Head of Water and Sanitation, African Development Bank

## Stream 4: Intelligent Infrastructure, Asset Management and Non-revenue Water Management

### Intelligent Infrastructure and Non-Revenue Water Management - Intelligent Infrastructure

#### SPEAKERS:

**Mathias Martin**, VP Business Development & Emerging countries, Itron  
**Mohammed A EL-Ramahi**, Head of Utilities and Asset Management, MASDAR  
**Daniel Rudolph**, Director of Industrial Hydrodynamics, Hydraulic Engineering Unit, Deltares

Are Utilities making the most out of their infrastructure when it comes to measuring, monitoring and operating their water networks and can smart water networks make significant contribution in the efforts towards sustainable, efficient, affordable and pure water for all?

## Advanced Asset Management and Non-Revenue Water

### SPEAKERS:

**Dr Slavko Velickov**, Water Industry Director, EMEA, Bentley Systems;  
**Waleed Sukkar**, Advisor to the Minister of Water and Irrigation, Managing the International Cooperation and Planning, Jordan  
**Kevin Woodward**, United Utilities, Network Operations Manager (TBC)  
**Nivaldo Rodrigues da Costa**, Manager for the EAST Operations Division (Water), SABESP (TBC)

Our towns, cities and infrastructure networks rely heavily on how pipe networks and related assets are managed. Yet because pipes are out of sight this often has the effect of keeping them out of mind of those who are in charge of maintaining those pipes.

## Non - Revenue Water

### SPEAKERS:

**Marc Bracken**, PEng, VP and General Manager of Echologics Engineering  
**Piers Clark**, Commercial Director, Thames Water

An examination of the complex task of reducing and controlling non revenue water.

## Stream 5 - Wastewater Treatment, Sludge Management and Waste to Energy

### Wastewater Treatment and Reuse Workshop

#### SPEAKERS:

**Dr Ralf Bufler**, Managing Director, Poyry Environment  
**Ghassan Ejeh**, Senior Vice President, BESIX

**Dr Abdul Aziz Al Turbak**, Professor Civil Engineering Department, King Saud University

Integrated management of water and wastewater can provide a holistic and sustainable water supply for our ever increasing demand. Reusing water by linking with wastewater treatment plants is more cost-effective and practical.

## Bio-Energy/Biogas from Organic Waste and Co-Digestion Plants

### SPEAKERS:

**Piers Clark**, Commercial Director, Thames Water  
**Karen Kubick**, Head of Wastewater Collection, San Francisco Water (tbc)  
**Richard Ratcliff**, UK ETS Water Business Director, MWH Global

Leaders of cities around the world are now considering on a strategic level what to do with their increasing waste problem. Many are looking at the merits of biogas extraction as a potential solution to this problem, either as food-waste only digestion or co-digestion with sewage sludge and other organic waste materials.

## Sewage Sludge Digestion

### SPEAKERS:

**Pal Smits**, Managing Director, Lindum AS  
**Alan Cooper**, Vice President, Technology, Parsons Water & Infrastructure  
**Miguel Angel Sanz**, Director Development & Innovation B.L. Iberia, Africa & Latin America, DEGREMONT SA

The safe and economically viable treatment and disposal of sludge is without doubt one of the biggest challenges currently facing this industry worldwide.

## The Innovations Forum at WEX in association with Isle Utilities

### PANEL:

**Andrea Gysin**, Isle Utilities  
**Piers Clark**, Commercial Director, Thames Water  
**Helge Daebel**, Technology Specialist Water, Emerald Technology Ventures,  
**Frank Rogalla**, Head of Innovation Aqualia  
Building on the success of last years first innovations forum this popular side event at

WEX will take place on the afternoon of the 1st February

Its purpose is to bring the latest technical innovations to the attention of investors and major water companies around the world. The WEX Innovations Forum will showcase up to eight leading edge technologies to a panel of investors and innovations experts. Each

company will have the opportunity to present their new tech, and will face questioning on its technical and commercial viability from both the panel and the audience.

The winner of the 'WEX Innovation of the Year' will be decided by the panel and will be announced at the Gala Dinner on Wednesday 1st February.



# How to Register?

There are different options available for attendance. The package available for you and your company to attend WEX depends on whether you are a supplier

to the sector or a senior executive of a company involved in either planning, designing, specifying, building, operating, running or financing

water and wastewater plants or infrastructure. If you fall into the latter category then you qualify to attend WEX as a delegate.

## Delegate Packages

The package for qualifying delegates at WEX includes the following:

- Delegate accommodation and full hospitality at the WEX hotel ( 31st January and 1st February)
- Company profile & project details online & in the official catalogue
- Prescheduled personal agenda devised in advance of WEX in consultation with our scheduling team.
- Up to 5x30 minute peer to peer exchange meetings
- A choice of meetings with supplier companies
- Direct delegate contact information
- Networking lunches and dinners
- Cocktail receptions
- Conference and Workshop Pass
- Airport/Hotel Transfers
- Site Visit
- Full account management

The all-inclusive cost for qualifying delegates is £1795 + vat

## Supplier Packages

A limited number of places are available at WEX for “ Technology Partners” . Attending WEX will enable your company to:

- Initiate relationships directly with senior decision-makers at target companies and shorten your sales cycle
- Reduce the cost of new business development - we do the groundwork of contacting decision-makers so you can do the business.
- Consolidate travel and entertainment expenses – meet your new business contacts in an exclusive, captive environment at the WEX hotel.
- Gain in-depth insight into developing and improving your product by spending 3 days with the key people in the market.
- Learn about upcoming business opportunities directly from industry leaders
- Accomplish 6-12 months of sales efforts in just 3 days

## An example of a supplier meeting package is:

10 Priority Supplier Meetings Package  
Full branding as a “Technology Partner” of WEX on all Marketing Materials

- Pre-qualified priority meetings with key delegates of your choice
- Company profile & product details online & in the official catalogue
- Accommodation in the WEX hotel on the 31st January and 1st February
- Welcome Cocktail Reception
- Gala Dinner
- Round Table Working Lunch
- Networking Lunch
- Conference and Seminar attendance
- Workshops participation
- Hotel / Airport Transfers
- Full Account Management

To find out how to join this exclusive group with concentrated access to a powerful group of international delegates please call + 44 (0)207 403 2773 and speak to a member of the WEX team or email Chiara at [cbortoli@w-e-x.com](mailto:cbortoli@w-e-x.com)

Book your place NOW for WEX by calling +44 (0)207 403 2773 or emailing Chiara at [cbortoli@w-e-x.com](mailto:cbortoli@w-e-x.com)