



Media Release

Sixteen innovations to make global debut at Singapore International Water Week 2009

This year's Water Expo is set to make a strong showing with 12,000 sq m of exhibition space completely sold, 29 new product launches and over 400 participating companies from 26 countries/regions.

Singapore, 10 June 2009 – Sixteen new technologies and products by leading water companies will be launched globally for the first time at this year's Singapore International Water Week, the global platform for water solutions. They will be joined by 13 other new innovations that have also chosen the Water Week as the platform to make their inaugural entrance into the regional water market.

Held from 22 and 26 June at Suntec Singapore International Convention and Exhibition Centre, the Water Week is anchored by five flagship programmes, with the Lee Kuan Yew Water Prize as the main highlight. Policymakers including some 20 ministers from various countries, industry leaders, experts and practitioners will gather in Singapore at the five-day event to address challenges, showcase technologies, discover opportunities and celebrate achievements in the water world.

Says Mr Michael Toh, Managing Director of Singapore International Water Week: "The Singapore International Water Week is shaping up to be one of the key events on the international water calendar. The fact that some of the leading companies in the world have chosen the Water Week as their global product launch pad attests to this fact. I am sure that the Water Week will be a very fruitful one for policymakers, industry players, experts and practitioners as they tap on the global reservoir of refreshing perspectives, economically-viable solutions and investment opportunities."

The Water Expo is a major tradeshow that showcases the latest and widest range of products, services and water technologies. Response to the Water Expo has been overwhelming, with the entire covered exhibition space of 12,000 sq m completely sold. With more than 400 participating companies from 26 countries/regions, Water Expo 2009 will also feature four country/regional



pavilions from Singapore, Europe, Japan and Taiwan. The Singapore Pavilion which showcases Singapore's water story as well as the capabilities and expertise of the local industry has expanded five-fold from 200 sq m in 2008 to 1,000 sq m this year, signaling the enthusiasm and confidence of the local water companies in the Water Week.

Global launch of 29 new products and technologies at Water Expo

Adding to the buzz at the Water Expo is the worldwide debut of sixteen new technologies and products by some of the world's leading water companies at the Innovation Corner, a platform for exhibitors to launch their latest product developments and cutting edge technologies. Some of these technologies and products include the FILMTEC™ element BW30XFR-400/34I and BWHR30-440i by Dow Water & Process Solutions, Sekisui Chemical Co. Ltd's impact Elastic-Wave Inspection system, Optiqua Technologies Pte Ltd's Optiqua EventLab, Sytengco's TwinOxide® and the Flygt N-technology by ITT Corporation.

Dow Water & Process Solutions, a division of The Dow Chemical Company, will be introducing two new variants of their award-winning FILMTEC™ elements for brackish water treatment. The FILMTEC™ element BW30XFR-400/34I reduces the cleaning frequency of Reverse Osmosis (RO) systems while offering superior removal of contaminants while the BWHR30-440i improves permeate water quality and RO system productivity by setting a new standard for the rejection of solutes.

The Impact Elastic-Wave Inspection system from Sekisui Chemical Co. Ltd is another new technology that will make its debut at the Water Expo. This system allows efficient and accurate diagnosis of the condition of sewerage and water pipes. Unlike conventional inspection machines that can only do visual checking on the surface, this system can assess the strength of these pipes and as well as identify hidden cracks. The diagnosis then allows users to prioritise which of the pipes need to be urgently repaired or replaced.

Optiqua Technologies Pte Ltd, the Singapore based provider of optical sensor solutions for the global water industry, will launch its EventLab. The Optiqua EventLab operates the patented



Optiqua MZI sensor technology as a generic sensor, measuring Bulk Refractive Index changes to detect real time changes in the water matrix.

Immediate alerts for such changes are important as it affects the quality of drinking water supplied to the public. In combination with its dedicated software algorithms, EventLab provides an excellent tool as a highly sensitive early warning system for continuous water quality monitoring. The modular, low maintenance system is easy to integrate and designed for on site and on line detection. With the launch of the Optiqua EventLab the overall water matrix can be effectively monitored on a real time and continuous basis.

An efficient and safer alternative to chlorine that is 10 times more powerful than traditional disinfectants can be found in Sytengco's TwinOxide®, a total concept solution for water disinfection. TwinOxide® kills all water-borne micro-organisms including bacteria, viruses and parasites which cause diseases like malaria, which affects 600 million people worldwide and results in 3 million deaths annually. This product is safe for both food and industrial applications, without any carcinogenic effects.

Another product that will be unveiled at the Water Expo is the revolutionary Flygt N-technology by ITT Corporation. This impeller virtually eliminates wastewater pump clogging by temporarily increasing the size of the passageway when it encounters large particles in the volute.

"Singapore International Water Week brings together water experts and buyers from all over the world. Hence, we feel that this is an ideal platform to hold the global launch of our innovative anti-clog Flygt N-impeller technology product," says Ulf Arbeus, R&D Director at ITT Water & Wastewater.

"This is a significant step for the entire industry. Benefits for the operators of pump stations are remarkable, because reliability and energy efficiency can now be significantly improved – thanks to the patented impeller."



Reservoir of business opportunities

Besides the Water Expo, participants can expect the other programmes of the Water Week to teem with new business and networking opportunities. Key highlights of this year's Water Week include the opening of Changi Water Reclamation Plant, the heart of PUB's Deep Tunnel Sewerage System, a superhighway for the collection, treatment and disposal of used water, 7th Ministers' Forum on Infrastructure Development for the Asia Pacific Region and the International Water Association's 6th Leading-Edge Conference on Water and Wastewater Technologies (LET), held in conjunction with the Water Convention.

Apart from eight business forums covering nine countries / regions (Australia, China, Europe, India, Japan, Middle East & North Africa, North America and Southeast Asia) and featuring more than 70 eminent speakers, there will also be a new forum on "Financing for Water Infrastructure & Technologies". This new Finance forum addresses how the credit crisis has affected the financing of water projects and what business opportunities could emerge from the changing financial landscape.

Expanding the networking opportunities and widening the knowledge exchange at the Water Week are more than 60 co-located events. They include an exciting line-up of MOU signings, conferences, ceremonies, launches and receptions, such as the signing of R&D collaboration between Sembcorp Industries and Nanyang Technological University's Nanyang Environment and Water Research Institute and the announcement of Don Quixote Fund winner, a fund set up by Dr Andrew Benedek, winner of the inaugural Lee Kuan Yew Water Prize last year.

Three new R&D centres will also be opened during the Water Week giving a major boost to the growing R&D sector in Singapore. They include the Nitto Denko Water Membrane Technical Centre, National University of Singapore-GE Singapore Water Technology Centre and CDM's Neysadurai Technical Centre for Integrated Water Resources and Urban Planning. In addition, Toray Industries, Inc and Optiqua Technologies will announce the opening of Toray Water Technology Laboratory and Optiqua Research Centre respectively.



In-depth Insights

Participants at the Water Week can also enjoy a plethora of discussions and gain valuable insights into water technologies, solutions and strategies. The Water Leaders Summit provides senior government representatives an avenue to share their views on water developments and issues the different regions are facing. The speakers will also look into how governments around the world have displayed nimbleness and agility in managing emerging challenges.

Chaired by Professor Tommy Koh – Chairperson of the Asia Pacific Water Forum Governing Council and Ambassador-At-Large, Ministry of Foreign Affairs, Singapore – this year’s summit will review old assumptions and generate bold ideas in addressing the rising water challenges. It will be well attended by a panel of ministerial-level officials including Minister for Public Works and Law in India, Minister for Water & Electricity, Saudi Arabia and Minister for Communications, Transport, Post & Construction, Laos. Please see appendix for full list of name.

“Despite the current economic climate, we are very encouraged to see a greater number of Ministers in attendance as well as more co-located events, R&D centre openings and, technology and product launches this year. This bodes well for the industry and underscores the relevance of the theme “Sustainable cities – infrastructure and technologies for water” in today’s climate as cities continue to look for sustainable and cost-effective water solutions,” added Mr Toh.

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About Singapore International Water Week

The Singapore International Water Week is the global platform for water solutions. It brings policymakers, industry leaders, experts and practitioners together to address challenges, showcase technologies, discover opportunities and celebrate achievements in the water world.

Comprising the Water Leaders Summit, Water Convention, Water Expo and Business Forums, it culminates in the presentation of the Lee Kuan Yew Water Prize, a prestigious international award to recognise outstanding contributions in solving global water issues. The second Singapore International Water Week will be held from 22 to 26 June 2009 at Suntec Singapore. The theme is *Sustainable Cities – Infrastructure and Technologies for Water*.

For the latest updates and media releases on the Singapore International Water Week, log onto www.siww.com.sg

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