

Singapore International Water Week 2012 to focus on industrial water solutions and successful commercialisation of innovative water technologies

The global platform for the sharing and co-creation of innovative water solutions taps on business interest in water technologies and emerging global industrial water sector.

Singapore, 21 June 2012 – The Singapore International Water Week 2012 shines its spotlight on the emerging global industrial water sector and sets the stage to accelerate the commercialisation of innovative water technologies that address the world's most pressing water challenges.

To be held from 1 to 5 July this year at the Sands Expo & Convention Center, Marina Bay Sands, the fifth edition of Singapore International Water Week provides the global platform for the sharing and co-creation of innovative water solutions and technologies under the theme "Water Solutions for Liveable and Sustainable Cities". The theme underscores the pressing need to integrate sustainable water management strategies into the urban planning process.

Today, the global industrial water sector ranks second in water consumption, taking up an estimated 25% of global water demand, and forcing industries to search for innovative solutions to improve water sustainability across the value chain. According to the Global Water Intelligence, the industrial water and wastewater equipment market will grow at 7.5% a year over the next five years to reach a total value of \$22 billion in 2016. Demand for equipment is expected to grow fastest in the oil and gas sector, at an annual rate of over 24%.

Responding to this shift in global focus, the Water Week takes a four-pronged approach to share and co-create solutions in the industrial water sector, starting with the debut of the Industrial Water Solutions Forum to examine the issues surrounding the water-energy nexus. Themed 'Towards Water Sustainability in the Industrial Sectors', this Forum is held against the backdrop of increasing water scarcity and more stringent environmental regulation worldwide, with global industries conducting vigorous reviews on their water footprint and how it impacts their operations. Key industries such as oil and gas, mining, food and beverage, and chemical sectors will be in focus to find a global view on how water



solutions can turn their challenges into opportunities. In addition, the Water Convention, a key flagship programme of the Water Week, will also see its popular Hot Issues workshop discussing “Water Treatment and Management for Industries” and papers presented on industrial water solutions. The Water Week’s holistic approach also sees a variety of industrial water events held in co-location.

“As our world’s water supply is further stressed by global population growth, it is imperative that industry find sustainable solutions to meet their water demands,” said Lisa Henthorne, Chief Technology Officer of Water Standard and chairperson of the Industrial Water Solutions Forum. “The economic prosperity of our planet depends on water just as critically as our human health and welfare does. I’m excited to lead some of our industrial giants on a discussion of finding these solutions.”

Accelerating the successful commercialisation of innovative water technologies is another focus of this year’s Water Week in response to the rapid growth in business interest in emerging water technologies. The event continues to be the breeding ground for international collaborations on water technology R&D solutions that help to solve global water issues and the key driver to grow both Singapore’s and the global water industry. The TechXchange Workshop which made its debut last year makes a bigger showing in its second year, with over 200 participants and an impressive line-up of 21 water R&D innovations from Singapore and all over the world. It brings together venture capitalists, angel investors, private equity fund managers and institutional investors with industry representatives, start-ups and technology inventors for targeted business matchmaking and rewarding technology commercialisation opportunities.

“Singapore is an acknowledged ‘innovation hub’ for its years of planning and application of advanced technologies to smartly manage its water resources. TechXchange highlights Singapore’s rising status in stimulating and fostering early-stage water innovation and entrepreneurship,” said Steve Kloos, Partner, True North Venture Partners and speaker at the TechXchange Workshop.

Linked to the TechXchange, this year’s Water Expo will also feature highlights such as the much-awaited showcase of Singapore’s - six new home-grown innovations at the Water Innovations@SIWW booth – ranging from biomimetic membranes to water quality



monitoring systems using live fish. These new technologies are the result of years of R&D by Singapore-based scientists with support from the Environment and Water Industry Programme Office, an inter-agency body set up to spearhead the growth of Singapore's water industry.

With the five flagship programmes - the Lee Kuan Yew Water Prize, Water Leaders Summit, Water Expo, Water Convention, and Business Forums - this year's Singapore International Water Week continues to present a comprehensive suite of events which cater to the interests of every segment of the water industry. The event continues to attract some of the world's largest water companies and prominent personalities including Helen Clark, Administrator of United Nations Development Programme and Former Prime Minister of New Zealand, HE Kamal Nath, India's Minister of Urban Development, HE Shintaro Ishihara, Governor of Tokyo, Pamela Cox, Vice-president (East Asia and the Pacific) at World Bank, Dr Vivian Balakrishnan, Singapore's Minister for the environment and water resources as well as Prof Wim Kuijken, Commissioner of the Delta Programme in the Netherlands. This year, the Singapore Water Week will be co-located with the third edition of the World Cities Summit and the inaugural CleanEnviro Summit Singapore, delivering even greater value to the delegates with broader opportunities for cross pollination of ideas and access to integrated solutions for sustainable urban development.

"The Singapore International Water Week showcases the capabilities and expertise of Singapore's water industry to the world. Today it has grown into one of the pinnacle events on the global water calendar with its dynamic programmes strategically evolving to respond to the shifts in global focus on the water industry," said Maurice Neo, Managing Director of Singapore International Water Week 2012. "What's new in this fifth edition of the Water Week is a stronger focus on the co-creation and commercialisation of innovative water technologies and emerging challenges in the global industrial water sector. In providing this global platform, we hope to catalyse new ideas and see new collaborations to address the world's pressing water challenges."

For more details on the full programme for Singapore International Water Week 2012, please visit <http://www.siww.com.sg>.

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About Singapore International Water Week

The Singapore International Water Week (SIWW) is the global platform for the sharing and co-creation of innovative water solutions. 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 water award to recognize outstanding contributions towards solving global water problems. Themed “Water Solutions for Liveable and Sustainable Cities”, the 5th Singapore International Water Week is organised in conjunction with the 3rd World Cities Summit and the inaugural CleanEnviro Summit Singapore.

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