

السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

تحية طيبة وبعد،،

جمعية رجال الأعمال المصريين الأفارقة بصفتها شريك استراتيجي تدعوكم

الموضوع: دعوة للمشاركة في معرض واتريكس 2025

يعد معرض واتريكس 2025 الحدث الأبرز في صناعة المياه والصرف الصحي في المنطقة، حيث يُجمع هذا المعرض أبرز الشركات العالمية والمحلية الرائدة من مختلف القطاعات، بما في ذلك الشركات التكنولوجية، الهندسية، والبيئية. سيكون المعرض بمثابة نقطة التقاء أساسية لمناقشة الابتكارات الحديثة في تقنيات معالجة المياه والصرف الصحي، واستكشاف الحلول التكنولوجية المتقدمة التي يمكن أن تسهم في تحسين كفاءة إدارة الموارد المائية.

مرفق المنشور

وتفضلوا بقبول فائق الاحترام،


رئيس مجلس إدارة جمعية
رجال الأعمال المصريين الأفارقة



د/ يسري الشرقاوي

جمعية رجال الأعمال المصريين الأفارقة
مشهرة برقم 11455 لسنة 2021
Egyptian African Businessmen's Association
11455/2021

الأمين العام لجمعية
رجال الأعمال المصريين الأفارقة



م مصطفى الامير

The Event Held on

28-30 April



Post Show

Report 2024

The 8th INTERNATIONAL EXHIBITION & CONFERENCE FOR
INFRASTRUCTURE & WATER & WASTE WATER TECHNOLOGIES
PURIFICATION - DESALINATION & WASTE WATER TREATMENT

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Watrex Expo 2024

Celebrating Eight Years of world-class experience Success This year's theme, Building connections for a sustainable future The event witnessed the formation of numerous manufacturing joint ventures and countless connections as WATREX Expo brings together national and international companies, associations, and concerned governmental bodies responsible for the new major water, wastewater and infrastructure projects, provides an ideal platform to connect with buyers, sellers, potential partners, investors, key players & decision makers from public, private, local and international sectors. This collaborative spirit promises to accelerate the localization of cutting-edge technologies, machinery, products, and services within the water, Waste-water and infrastructure industry.

A Glimpse into the Future

Enabling Exhibitors to show case the latest advancements in water Infrastructure& Wastewater treatment, brings together in one place a wide range of related buyers and retailers, specialized decision makers and potential customers. Even government officials who work on water issues came to see the latest advancements. into innovative infrastructure solutions, the expo offered a glimpse into the future of the industry. This showcase of innovation will undoubtedly result in the future development and implementation of sustainable water and infrastructure solutions in the region.

At Egypt International Exhibition Center (EIEC)

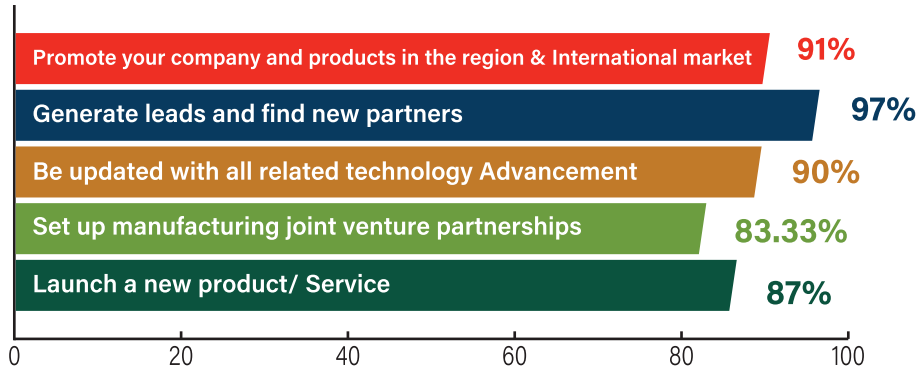


28-30 April 2024



As we closed the doors to 2024, almost 70% of exhibitors had already booked their space for 2025 and started their planning!

Reasons for exhibiting



Exhibitors Feedback



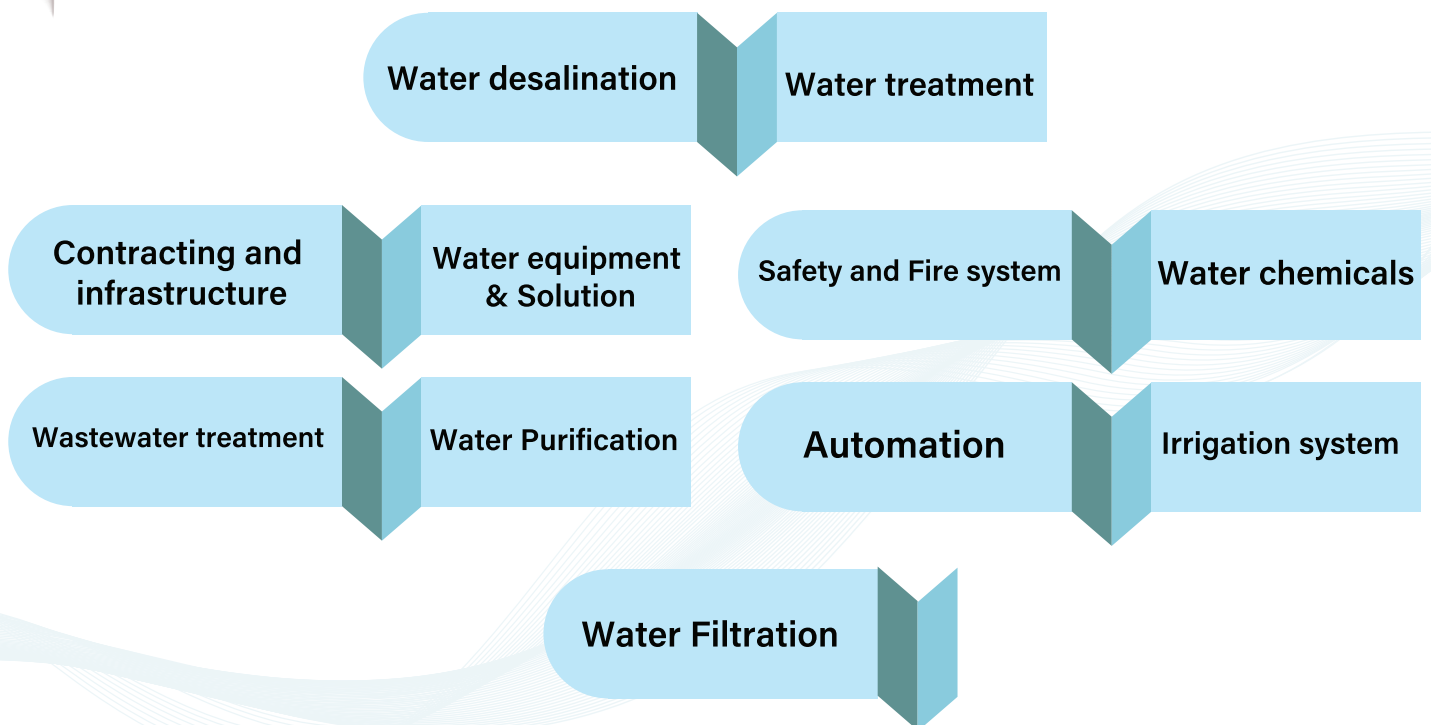
85 % Rated the quality of visitors from good to excellent



92.34 % Confirmed plans to participate in 2024



Exhibitors sectors Identification:



Egypt Market

Despite experiencing rapid population growth, reaching 100 million inhabitants, Egypt faces one of the most critical water scarcity challenges in the region. This is further compounded by the high rate of urbanization, with nearly 43% of the population residing in urban areas.

This confluence of water scarcity and urban growth has created a wealth of opportunities for developing water and wastewater treatment, distribution, and sewage collection networks. Additionally, the increasing involvement of the private sector in Egypt's water and wastewater sector is expected to further drive market growth.

Government Initiatives 2050 Vision

To bridge the gap between water resources and inhabitant needs, the government has implemented a comprehensive plan. This plan focuses on:



Explore new water resources



Improve water treatment efficiency



Attract investment in the Egyptian water sector



Promote new water technologies in Egypt



Infrastructure Development



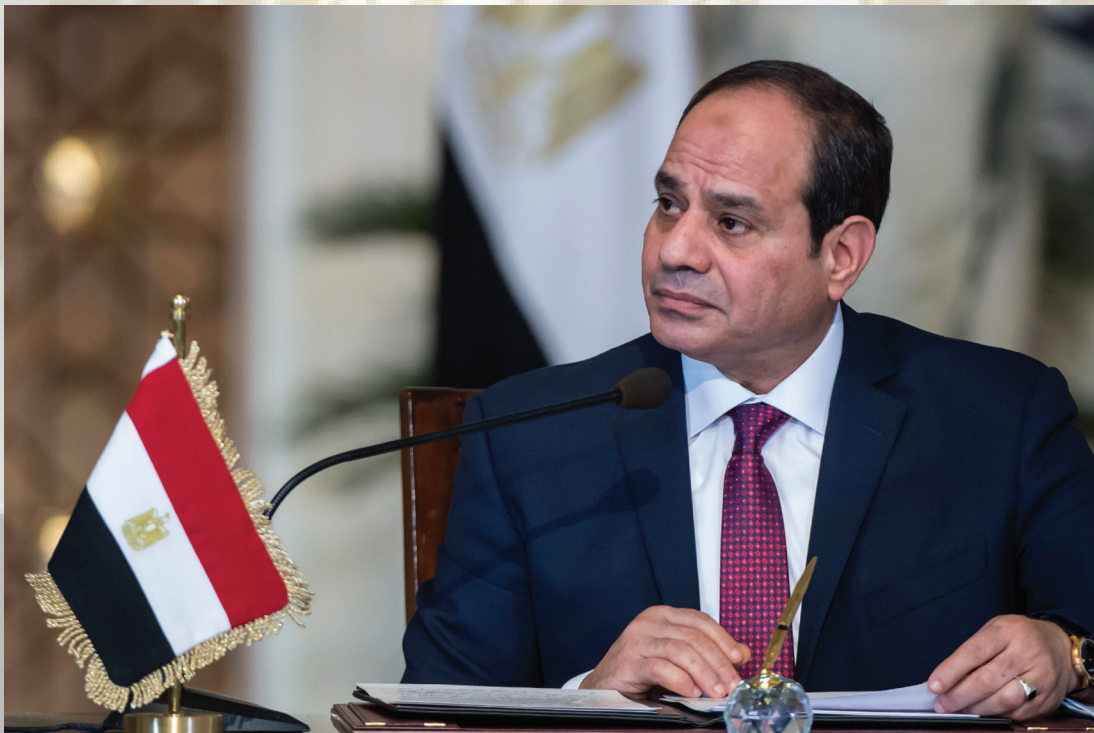
Expand of Green Areas

Mega-Projects Drive Egypt's Market Growth

Watrex Expo Aligns with the national initiatives and the insightful sustainability vision 2050, numerous of mega-projects have been launched, with more planned, which fuel the growth of Egypt's water, infrastructure, and wastewater market. This market presents a significant opportunity for businesses seeking to invest in this critical sector. In this aspect the exhibition provides an ideal platform to support & showcase the localization of and solution in the field of water infrastructure and wastewater treatment sector.

Coping with the insightful vision under our wise leadership

**His Highness the President Abdel Fattah El-Sisi
towards the New Republic 2050.**



Egypt's water, infrastructure, and wastewater market Mega-Projects



Bahr El-Baqar Wastewater Treatment Plant

the largest agricultural wastewater treatment plants in the world. It is located 10 km south of Port Sai'd tunnels in Sinai, 17 km east of Al-Qantara city. The project will contribute to the reclamation of 456,000 feddans by recycling and using agricultural, industrial and sewage wastewater, which will be diverted from the western to the eastern bank under the Suez Canal. The daily capacity of Bahr El-Baqar Wastewater Treatment Plant is estimated at 5.6 million cubic meters. The plant is built over 155 feddans, or 650,000 square meters.



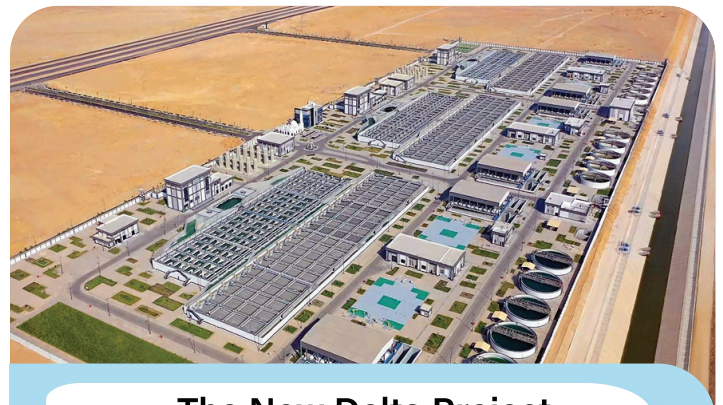
Al Mahsamma project

the biggest plant in the world of its type, aiming to provide irrigation water to agricultural lands in Sinai Peninsula, it provides an alternative and sustainable solution for irrigating about 70,000 acres. The plant has a capacity of 1 million cubic metres of wastewater per day and is extended over an area of 42,000 square meters.



The New Administrative Capital

It is Cairo leading political, cultural and economic center for the Middle East and North Africa (MENA) region. Implementation of the infrastructure and utilities for the first priority areas of the New Administrative Capital on an area of 550 feddan in the Governmental District, in addition to infrastructure works for 1,700 feddan, in addition to road works, which reach 1.3 million meters. The volume of work reached LE 812 million. Water Accumulation Station has been built to supply the New Administrative Capital. Which is to be pumped for a distance of 17 km, through lines of flexible cast iron pipes with a diameter of 1000 mm, in addition to 5 strategic tanks.



The New Delta Project

It is considered the largest mega project in the history of Egyptian Agricultural projects. It aims to cultivate over 2.2 million feddans. Construction has been completed for 35% of the water transmission pipe works and 65% of the open area work. The New Delta River is of 114 kilometers long. Expected to generate 10 million cubic meters of water. 22 kilometers of pipes are beneath the ground surface that transport groundwater, agricultural and drainage water after treatment at Al Hammam station.



Dabaa Axis Project

It aims to reclaim 500,000 acres along the Dabaa Axis on Egypt's northwest coast of area. It is about 688,000 feddans, it will encompass industrial complexes based on agricultural production. Besides a giant water treatment plant with a capacity of 6 million m³ per day established to treat agricultural wastewater for new sustainable water resources.

The opening Ceremony

On April, 28th, the official opening ceremony of the watrex expo 2024 exhibition took place at Egypt International Exhibition Center (EIEC).

The opening Ceremony was attended by:

- Dr. Sayed Ismail. Deputy Minister –Ministry of Housing, Utilities & Urban Communities
- Minister of Military Production
- The chairman of the National Company for General Construction and Supplies (NSPO)
- Ambassadors of many African countries (Malawi, Rwanda, Niger, Namibia, Zimbabwe, Kenya, Mauritius, Ghana, Tanzania, Senegal, Mozambique, Côte d'Ivoire, Central Africa, Uganda, Sudan , Ethiopia), the Saudi Arabian, the American, The Indian Commercial Attaché.



Official Support for the exhibition was given by:

The 8th round of Watrex Expo has solidified its reputation as the region's biggest Specialized water and infrastructure Exhibition and Conference. Under Prestigious Patronage of:



The Ministry of Housing, Utilities and Urban Communities



The Ministry of Environment.



The Ministry of Agriculture and Land Reclamation



The Ministry of Military Production



The National Company for General Construction and Supplies (NSPO)



The Italian Chamber of Commerce

WATREX EXPO 2024 in Figures



400
Brands



20,000 m
Gross Exhibition Space



30
Conference Sessions



35,450
Visits



10
International pavilions



15
Workshops

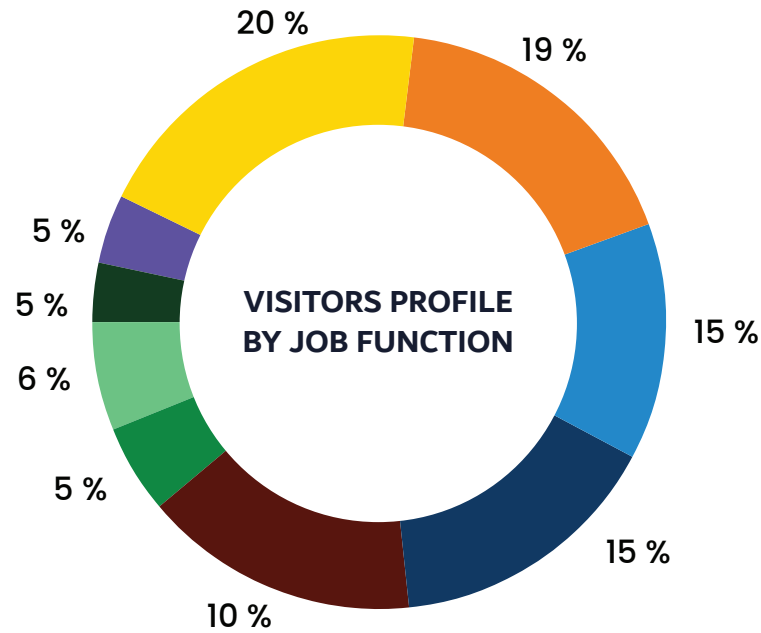


20
Exhibiting countries

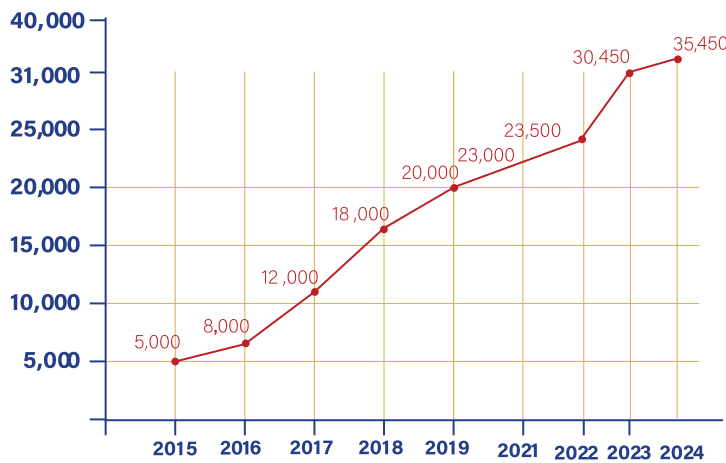


VISITORS OVERVIEW

- Buyers and retailers
- Agents/ Distributors
- Consultancy
- Contractor
- Manufacturer
- Governmental entities
- Engineering
- Project management
- Research and Development



TOTAL NUMBER OF VISITORS



VISITORS FEEDBACK

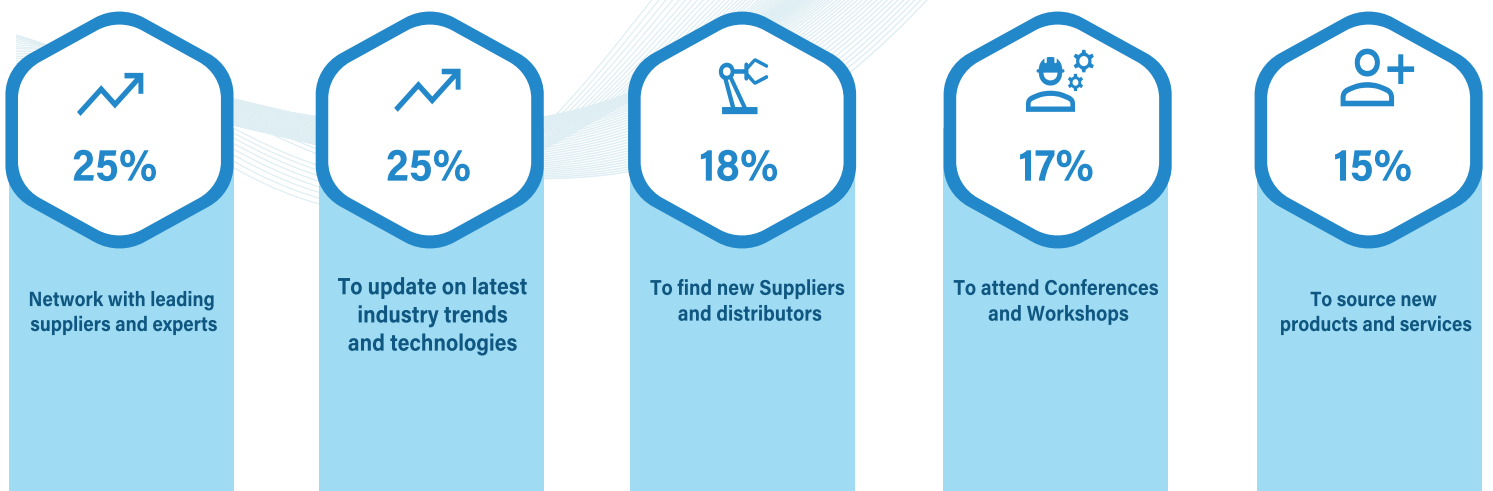


86.66% Rated WATREX as an important platform to attend for their business

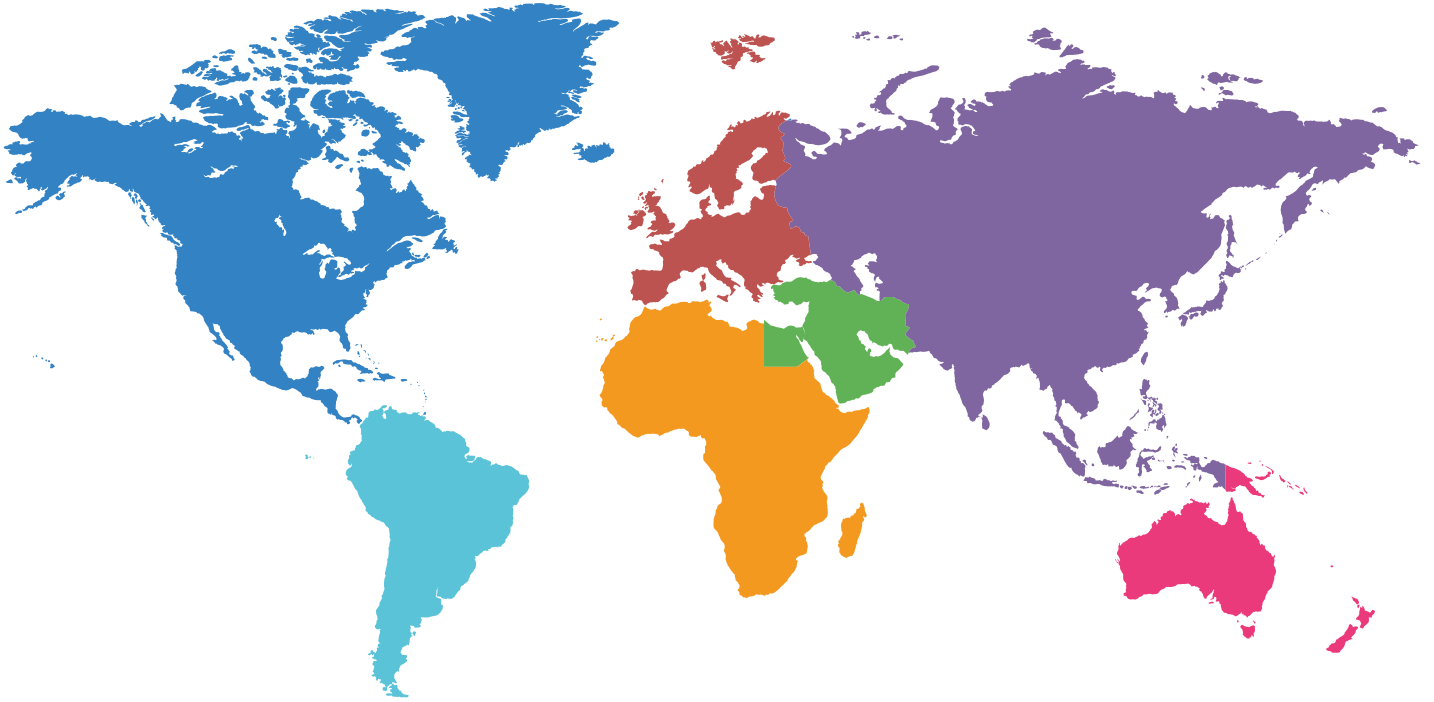


92.11% Met their objectives

TOP REASONS FOR VISITING



Visitors By Region



- ASIA
- AFRICA
- AMERICA
- EUROPE
- EGYPT & MIDDLE EAST




35,450
VISITORS

20
COUNTRIES



Building a Brighter Water Future

Overall Watrex Expo conferences, workshops and seminars serve as a catalyst for knowledge sharing, industry networking, and exploring groundbreaking solutions, pave the way for a more sustainable and secure water future for the nation.



Watrex Expo conferences, workshops and seminars proved to be a dynamic platform for tackling critical water challenges facing Egypt. Attendees had the privilege of engaging with leading experts from government bodies and specialists, exploring the challenges, and presenting innovative solutions that can direct the Egyptian water market forward.

Conferences & Workshops

Exhibitor Expertise Takes Center Stage

It also provides a powerful stage for our exhibitors to showcase their expertise. Company representatives deliver presentations, highlight their products and success stories.



Building connections for a sustainable future



وزارة الإسكان والمرافق والمجمعات العمرانية
Ministry of Housing, Utilities & Urban Communities

Deputy Minister – Ministry of Housing, Utilities & Urban Communities

The session highlighted the Ministry's successful implementation & delivery of major infrastructure projects across Egypt



The National Company for General Construction and Supplies (NSPO)

The Chairman and companies' experts provided insightful presentation of their role in executing:

- the National projects for the development of Upper Egypt and the Dabaa axis
- the National projects for flood protection, productive well drilling, solar energy operation, and canal lining and rehabilitation projects
- Wastewater plant Projects and Infrastructure Networks
- Establishment of irrigation networks for land reclamation using intensive greenhouse systems



Madkour Utilities

- Scada system experts presented Electricity Plants control by Scada System and the role of the company in the National projects for the development of Upper Egypt and the Dabaa axis



INFRASTRUCTURE

Elsewedy Watanya for Industrial and Engineering Projects

Irrigation experts presented the Installation and operation of modern pivot irrigation systems and irrigation networks in in the National projects for the development of Upper Egypt and the Dabaa axis



Leader Group

Solar Energy engineers provide an insightful presentation of operating of canals by a mobile application



RGS

A presentation focuses on operating canals by solar energy

WATREX EXPO 2024 Workshops



الهيئة المصرية العامة للمواصفات والجودة
Egyptian Organization for Standardization and Quality

The Egyptian Organization for Standardization and Quality

The workshop focused on Total Quality Management that has been (TQM) that has been widely discussed through many sessions



Engineers for a Sustainable Egypt

ESE experts discussed Carbon tax, sustainable cities, and climate change



مؤسسة و من الماء حياة
Life From Water Foundation

Life from Water Association

Specialized consultants presented the negative impacts of climate change on agriculture, Irrigation and food security

The Egyptian Alliance Association

The Egyptian Alliance Association

This workshops rendered important topics by related engineers and consultants:
- Water footprint, its role in achieving sustainability.
- Water and ecosystems

MARKETING CAMPAIGN



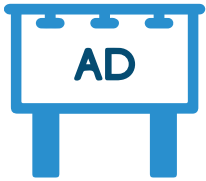
600,000
Email campaign



240,000
SMS campaign
across the region



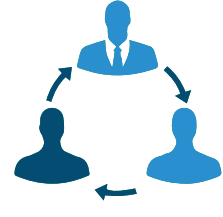
15,000
official catalogue



60
Outdoor Ads



22
Trade Media partners



12
Association partnerships
connect with professionals



1,400,000
Social media network



34
Newspapers coverage



120
Radio campaign



ARTICLE 'S LINKS

- <https://www.masrawy.com/news/realstate-news/details/2024/4/28/2574244>
- <https://shorturl.at/CfcEg>
- <https://aswaqnewseg.com/index.php?go=topics&more=36200>
- <https://shorturl.at/7SNuu>



WATREX Expo 2024 SPOTLIGHTS



A BIG THANK YOU

We would like to thank all our supporters, sponsors, Associations and media partners for their support at this year's show.

We appreciate and Value your contribution.

STRATEGIC SUPPORT



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Golden Sponsors



9th
EDITION

12-14 MAY 2025

At Egypt International Exhibition Center (EIEC)

BOOK YOUR STAND NOW

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Dr-daaa@atf-egy.com.eg

Where **connections**
make a difference

In the sector of water, wastewater
treatment and infrastructure



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