



## **Press Release**

### **For Immediate Release**

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### **International Solutions on Show at Watertec Africa**

South Africa's growing demand for clean, potable water continues to put pressure on resources and infrastructure, a trend that is common all over Africa. An estimated R570-billion will be needed over the next 10 years to maintain and expand South Africa's water infrastructure. "Companies from around the world are queuing up to help solve our water problems," says John Thomson, Managing Director of Exhibition Management Services, organisers of Watertec Africa, the dedicated international water industry exhibition being held at Gallagher Convention Centre from 14 to 16 May 2013.

"This year's show includes exhibitor companies from as far afield as the Czech Republic," continues Thomson. "ABO Valve will make its début at Watertec Africa this year. It's been in business for over 20 years and is one of the biggest manufacturers of industrial shut-off and control valves in Europe."

ABO Valve is using the three-day expo for exposure in the local market and to reinforce its reputation as a reliable manufacturer of quality European products.

"We have started focusing on new, fast-growing markets where we can establish a strong presence," says Miroslav Student, Commercial Director at ABO Valve.

“Africa stands out as the most promising of these, especially in the DRC and Algeria. We are already supplying valves to this region and want to strengthen our presence through a product-specific show. Watertec Africa is ideal for us because it’s part of a broader umbrella event, INDUTEC, covering all our important valves-related sectors – water, petrochemicals, oil and gas, and energy.”

The company’s expertise in soft-seated and high-performance butterfly valve production is invaluable to the water situation in South Africa, and Africa in general. “Butterfly valves are economical yet offer solid, reliable performance; they are used extensively in water treatment, potable water, desalination and waste water treatment plants,” adds Student. “From the experience we have gained while serving the water markets in Europe, the Middle East and also South-East Asia, we are able to transfer both knowledge and skills while applying butterfly valve systems into the local water industry.”

### **Companies Strategise Water Solutions**

A number of South African companies are also using Watertec Africa to tap into new markets. Peter Buchan, CEO of water treatment solutions company Control Chemicals, says private companies can provide cost-effective and sustainable water solutions. “This is why Watertec Africa 2013 is useful as a chance to exploit these opportunities,” he says.

“Due to a lack of suitable alternatives, authorities historically settled for either chlorine gas or sodium hypochlorite-based disinfection,” says Buchan. While seemingly ‘cheap per kilo’, in reality both options require specialised infrastructure, training and on-site maintenance, which adds significantly to the overall cost of running these technologies.”

Buchan continues: “More and more evidence indicates that they are simply incompatible with local sustainability, against the backdrop of an acute national skills shortage. The high-tech, ‘capital cost-driven’ paradigm has failed to deliver on its promise. We believe more attention needs to be given to interim, low cost, low-tech ‘bridging’ solutions that can be implemented and sustained without the need for specialised skills and equipment. The irony is that several world-class, locally

developed solid chlorine solutions exist and are readily available. We want to show consumers, Government and the international market that operating in this manner can actually reduce the overall cost of clean running water, while speeding up service delivery at the same time.”

### **Education and Information Vital**

Jacques van Rooijen, Product Specialist at Filtaquip, says his company will be at Watertec Africa to share information and educate the market.

“The number one challenge for the water industry is lack of public awareness about the problems Africa faces,” says van Rooijen. “At Watertec Africa we have the opportunity to educate people about water, its uses and how to sustain it.”

Filtaquip recently introduced the German-made Wisy product range, one of the largest rainwater harvesting systems in the world. The company will be introducing its new four-step filtration system, with two uniquely designed pre-filters, stainless steel mesh and smoothing inlets which oxygenate water flowing into tanks.

“There is a huge responsibility to guarantee safe and sufficient water for the future,” says Hannes Goosen, CEO of Dango & Dienenthal (DDSA). “That opens the door to huge opportunities in the water industry, and Watertec Africa provides the means to make contact with potential new customers and share new technology.” DDSA, which is well-known for its clay guns and tap-hole drills, will also be at the expo.

Watertec Africa is one of the 10 component shows of the SA Industry and Technology Fair, INDUTECH.

For more information on Watertec Africa 2013, please contact:

Exhibition Manager Contact: Linda Kaufman

Tel: +27 (0) 11 783 7250

Email: [sales5@exhibitionsafrica.com](mailto:sales5@exhibitionsafrica.com)

Website: [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com)

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Miroslav Student- Commercial Director at ABO Valve



Hannes Goosen- CEO and Director of Dango & Dienenthal



Jacques van Rooijen (middle) with his German partners



Peter Buchan – CEO of Control Chemicals

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South African based Exhibition Management Services (EMS) is one of the longest established event organisers in the country and is still the only company on the continent experienced in delivering Pan African exhibition programmes.

With nearly 30 years networking in Africa, EMS's databases are unique in the industry allowing for unrivalled identification, notification and participation of qualified international trade visitors to their events.

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Contact Persons: Catherine Larkin

Telephone: (011) 789-7327 / 083 300 0331



Fax: (011) 787-7865

E-mail: [catherine@cvlc.co.za](mailto:catherine@cvlc.co.za)

Postal Address: P O Box 44945, Linden, 2104, South