



Press Release

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Local and Global Exhibitors Stream into Watertec Africa

Africa's omnipresent water crisis creates ongoing business opportunities for the water technology industry, particularly in Sub-Saharan Africa.

"The problem is not a lack of rain, but a lack of rain management – poorly exploited catchment areas, not enough storage dams and insufficient investment in water infrastructure by regional governments," says John Thomson of Exhibition Management Services, organisers of the Watertec Africa Expo. "Watertec Africa is the perfect platform for the global water industry and stakeholders to explore solutions and opportunities in the African water sector."

Watertec is Africa's leading industrial trade exhibition of equipment and services across the entire water industry spectrum. It's a hugely popular component of The SA Industry & Technology Fair (INDUTEC), a composite of 12 industrial shows targeting the manufacturing, engineering, water, petrochemical, plastics, energy efficiency, waste and recycling sectors. Watertec Africa takes place at Gallagher Convention Centre in Midrand, from the 20-22 May 2015.

Urban Africa Needs Water

“Africa is the fastest urbanising continent on the planet; demand for water and sanitation is quickly outstripping its provision, due to backlogs in water infrastructure investment,” continues Thomson. “The Watertec Africa expo is an excellent springboard into Africa for water industry players to explore new markets, customers and business opportunities, like the Grand Renaissance Dam project in North Africa.”

African Water Projects

The \$4.7-billion Grand Renaissance Dam is expected to be completed in 2017 and will supply water to Ethiopia, Egypt and Sudan. Future annual spending on water supply and sanitation in Africa is estimated at \$21.9 billion, compared with current levels of \$7.6 billion.

“There are many other major projects in Africa that need new products and technologies,” adds Thomson. “The Water Project helps provide water to communities in Africa by digging wells for hand-lifted water, and drilling boreholes for deep groundwater.

“Some water tables in Kenya are over 900 feet down, requiring very large borehole drilling rigs and motorised pumps to extract water. These installations can cost over \$30 000 and include diesel generators, large electric pumps, piping and storage tanks. Where do find find suppliers for this equipment? Watertec Africa, of course!”

Indian Supplier Explores African Markets

First time Watertec Africa exhibitor Lubi Pumps is an Indian manufacturer of more than 4 500 varieties of water pumps and motors, including submersible pumps, bare shaft pumps, end-suction pumps and pressure booster pumps. It is a market leader in more than 80 countries.

“We decided to exhibit at PVPA because we want to investigate markets and business opportunities in Africa, and showcase our energy-efficient equipment,” says Vishal Bhesaniya, the company’s Export Administrator. “Watertec Africa is an important platform for us because it focuses on our specific industry, in a region that has potential for growth.”

Watermaster Returns To Watertec

Aquamec manufactures the Watermaster amphibious multipurpose dredger, designed to work in shallow waters such as small rivers, lakes, ponds, basins and shallow seas. It has excellent mobility and is suitable for environmental, industrial and civil engineering applications. Hundreds of units currently operate in over 60 countries.

“We decided to do Watertec again this year to increase awareness of our products and find new customers,” says Southern Africa Regional Manager Vuokko Laurila.

About Watertec Africa

Watertec is Africa’s leading industrial trade exhibition of equipment and services in the water industry, from sourcing, extracting and storage of water, treatment, supply and delivery, waste-water treatment and disposal, pipe-line and sewage system maintenance, to sanitation; drainage, flood prevention, irrigation, desalination, and mine water drainage.

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CAPTION: Vuokko Laurila, Southern Africa Regional Manager of Watermaster



CAPTION: The mobile Webmaster is a specifically designed multipurpose dredger for shallow water environments



CAPTION: Webmaster can be used in small rivers, lakes, ponds, basins and seashores

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