

## PRESS RELEASE

### **THE FIRST AND THE ONLY TRADE EVENT FOR THE 50 BILLION USD MARKET**

## **IWE Istanbul Water Expo – Water & Wastewater Treatment Technologies Exhibition will be held on September at Istanbul Expo Center**

**Organized by ITE Turkey's subsidiary EUF International Trade Fairs, IWE Istanbul Water Expo – Istanbul Water and Wastewater Treatment Technologies Exhibition will be held from 3 - 5 September 2015 at Istanbul Expo Center about the need of water and wastewater treatment technologies and the relevant investment opportunities.**

Under the support of Republic of Turkey Ministry of Environment and Urban Planning, Republic of Turkey Ministry of Forestry and Water Affairs, General Directorate of State Hydraulic Works, İlbank (Bank of Provinces), Union of Municipalities of Turkey, Istanbul Metropolitan Municipality, Istanbul Water and Sewerage Administration and Izmir Chamber of Commerce, IWE Istanbul Water Expo will bring together industry professionals and the decision makers of governmental and private institutions to discuss solid business and partnership opportunities.

IWE Istanbul Water Expo is the first and the only B2B event in the industry which will host more than 100 local and international technology, equipment and service providers from China, Germany, Finland, Hungary, India, Malaysia, Russia, Portugal, S. Korea, Taiwan, Turkey and more to meet with public and private sector investors and business partners.

According to **EU Integrated Environmental Approximation Strategy for Turkey (2007-23)**, Turkey's environmental investment exceeds EUR 58.5 billion where an estimated **33.9 billion Euro will be invested until 2023** for the new and rehabilitation projects.

According to one of the world's leading research and advisory organization **Frost & Sullivan's** research, Turkey's water and wastewater market is on the threshold of significant growth.

Frost & Sullivan estimates for water market in Turkey;

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- Smart investments in infrastructure, water saving and recycling technologies and sustainable integrated solutions will spread
- Wastewater treatment sector in the urban and industry will show the highest growth potential. Advanced wastewater technologies will grow at a higher level, especially in areas with sensitive water reserves.
- Increased industrialization and urban services will increase the growth of advanced technologies such as filtration and disinfection and sludge treatment technologies will gain great importance.
- Investments in obtaining drinking water from sea will become an important alternative for urban water need

### **World Water Market reached \$600 billion**

Despite the global crisis, the water and wastewater industry continued to grow by 5% per year and stated that in 2014 reached a volume of \$600 billion. Emerging markets including Turkey come to the fore with mega infrastructure projects.

[www.istanbulwaterexpo.com](http://www.istanbulwaterexpo.com)

#### *About EUF A.Ş.*

*EUF A.Ş which is subsidiary of ITE Turkey, organize the regions' biggest events in construction, furniture, food, packaging, promotion, stationery, energy and construction machinery industries since 1999. EUF A.Ş takes the British global event organiser ITE Group PLC's knowledge and global know-how techniques on the following events: **WORLDFOOD ISTANBUL** (International Food Products and Processing Technologies Exhibition), **IPACK TURKEY** (International Packaging and Food Processing Systems Exhibition), **ANKOMAK**, (International Construction Machinery, Building Elements & Construction Technologies Exhibition) **IWE ISTANBUL WATER EXPO** ( Istanbul Water and Wastewater Treatment Technologies Exhibition & Conference) and **GLOBAL OIL & GAS TURKEY** (International Oil & Gas Conference).*

#### *About ITE Turkey*

*ITE Turkey is the Turkey office of ITE Group, the British exhibition giant. ITE Turkey, who organizes premier exhibition organizations in leading sectors of Turkey, consists of YEM Fuarçılık, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Fuar and TF Fuarçılık companies.*

*ITE Turkey, which organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Group PLC.. which organizes more than 240 exhibitions and conferences worldwide with 31 offices in 17 countries with more than 1.000 experienced personnel has its offices in Turkey as ITE Turkey. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the construction sector to each and every sector it is included in and supports the development of these sectors.*

[www.ite-turkey.com](http://www.ite-turkey.com)

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