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23523



 BIC GROUP s.r.o.

PROJECT NUMBER

US/RER/06/011

FINAL REPORT

Period: February - November 2007

PROJECT TITLE

**Organization of the Fair of the Future as a
component of the Technology Foresight Summit
2007**

Introductory issues

According to the contract No. 16001344ML/CZ on organization of the Fair of the Future as a component of the Technology Foresight Summit (held on 27-29 September 2007 in Europa Congress Center in Budapest, Hungary) BIC Group organized this event on the basis of previous experiences with preparation of international industry exhibitions and matchmaking events in various sectors. To fulfil the contract terms BIC Group provided its staff and know-how to prepare this event in amount specified in the Terms of Reference of the Contract (The Scope of Contracting Services). The timescale of the work specified in Contract was February – November 2007 (10 months). The overall budget for the task was 19,983 USD divided into four payments made against progress reports accepted by the sponsor.

This Final Report provides detailed information on the way how the organizational work was organized by the contractor, moreover it contains information on companies actively participating in the event, technical issues (logistics, IT support i.e.) as well as lessons learned for the future.

The implementation of this project can be basically splitted into several main vertical/subsequent phases. Some of them were running continuously and it was necessary to repeat some steps several times (i.e. disseminating information on the Fair to get more registered exhibitors).

- A1. identification of potential exhibitors
- A2. disseminating information on the Fair of the Future to „recruit“ maximum of 20 exhibiting companies
- A3. assisting registered exhibitors with their online applications and their requests for information
- A4. on-spot assistance to the exhibitors during the event

All of these activities were horizontally supported by the:

- B1. logistic issues, in cooperation with Scope ltd.
- B2. cooperation between contractor, sponsor and other entities involved in the Technology Foresight Summit 2007 preparation

A.1 Identification of potential exhibitors

The first phase was initially planned to last one or two months. During January – February the large database of companies and institutions dealing with water treatment issues was created. In order to find useful e-mail adresses and telephone contacts of companies many search engines and free online databases were used (ie. websites of larg/small fairs and exhibitions with environmental/water industry topic with lists of exhibitors). Two external part-time employees were hired to do this identification and selection job on time. Although this work was really time consuming, at the end of February we had a database with around 200 complete contacts on large companies playing an important role in the business. Collecting of contact details continued next weeks to have the final database of more than 600 inputs. Our assumption was that the bigger number of companies from EU states (especially CEE countries), the larger number of exhibitors. This deduction proved to be right. Nevertheless it is necessary to point out that during selection phase stress was put on successful organizations with high potential in the sector of water re-use and decrease of water use/pollution, on the other hand this topic is of a very high horizontal nature which made the whole process very difficult.

A.2 Promoting the Fair of the Future

Promotion activities comprised of:

- a. the Fair of the Future web site (<http://tf-wpii.cybertest.cz/en/fair-of-the-future-general-information/>)
- b. electronic leaflet distributed through e-mails
- c. telemarketing
- d. press-kit material for the press conferences on the Summit
- e. Summit work book input
- f. electronic presentation of exhibitors for TV screens in the Summit venue

Due to the short budget for the promotional activities we used electronic means to promote the Fair. In January – February we sent the first input data for the website to UNIDO but afterwards we were provided with login details to edit our part of website on our own. From this time on the website was continually updated with information on the event, logistics, accommodation, registering and contact details with several documents uploaded. Other sections were devoted to the registered companies and companies wishing to have the oral presentations on the spot. We appreciated the simple administration of the website with clear design. In the administration section we were able to check the current status of the registered companies together with their background.

Other mean of promotion was the electronic leaflet (Annex 1) that was going to be distributed through e-mails to targeted audience. The leaflet contained all the important information on the Fair together with links to the Fair and Summit websites and was made in several versions to cover all the latest information.

The first phase of promotion campaign started in February when we disseminated announcing e-mails to organizations in our database informing about the Fair. As the time passed, many issues had been clarified (benefits for exhibitors, stand layouts..) and the first promotional leaflet was attached to the second stream of e-mails. The event was promoted through direct e-mailing to companies from our database, moreover also through the network of Innovation Relay Centers (IRC) and associations of companies. We provided database with contact on all European IRCs (Innovation Relay Centers – centers dealing with top technology companies in many fields) to Ms. Julia Kopetzky to inform them about the Summit and to distribute this information to their clients. We disseminated information about the Fair to our partner IRCs with request for help in search for exhibitors.

From the past experience with e-mailing on various events we know that the response rate of such promotion campaign is very weak, which is why we started to reach these recipient by phone. After the first round of e-mailing we hired for this purpose three part-time employees that were trained how to deal with companies on the phone and were informed about the Summit and the Fair. From April – June approximately 600 organizations were contacted by phone to inform them about the Fair. There were some difficulties especially with Russian companies, as only few of them spoke English and thereby were not able to read/understand English leaflets. We encountered this language problem also when trying to speak with Austrian and some German companies. Telemarketing was done in two or three rounds as there was need to speak with specific representative of the company and it was difficult sometimes to get him/her on the phone on the first time. That means that we needed to phone 2-3 times to the same company. Most of them reacted in a way that their exhibition schedule is already full (many companies use to plan their exhibitions one year prior to the event). This phase of the project implementation proved to be the most time, effort and costs spending and for the future it is advisable to reassess this budget item as well as duration of the preparation stage as this phase is the most crucial one to have enough number of quality exhibitors.

Upon request of sponsor we prepared the summary information of all exhibitors listed in the system, which was updated several times according to the number of companies. This summary was used for the press conferences on the Summit (Annex 2).

Another summary material prepared was the workbook input containing logos and brief information on background and contact details of exhibiting companies (Annex 3).

For the purpose of informing Summit participants on the running Fair we prepared powerpoint presentation with the layout of the Fair room, program of oral presentations and logos of exhibitors that was screened on the wall monitors in the Summit venue during the event (e-banners). This e-banner was done in compliance with design of other banners created for the Summit (Annex 4).

Benefits for exhibitors

As a part of promotion of the Fair also a package of benefits for exhibitors can be mentioned. For exhibitor fee 50 EUR each company was provided with:

- exhibition stand (for information on types of stands and prices see Annex 6 of the final report)
- possibility of running a multimedia presentation
- possibility of having an oral presentation
- announcement of their participation on the Fair website, brochure and catalogue of the Summit
- badges
- free of charge attendance of all events including opening reception for up to two persons per one exhibitor
- full conference catering for up to two persons per exhibitor
- listing of the organization in the promotional CD ROM distributed on the Summit

After discussion with UNIDO it was decided that:

- exhibitors were able to hold their oral presentations with visuals in the Bruxelles room on time provided in the Minutes from the 2nd coordination meeting. The schedule of presentations is included in the e-banner (Annex 4)
- exhibitors were able to have their video presentations running during the day in the main hall on the laptop and the screen provided by UNIDO for this purpose. All presentation formats were acceptable. Exhibitors were requested to upload their presentations at FTP server of SCOPE (<ftp.compoffice-r.hu>, User name: scope, Password: scope) by 21 September to allow SCOPE arrange continuous play. Those presentations that were not uploaded by agreed date were given personally on the spot to Scope ltd and ranged in the group of presentations already running.

A.3 Help desk for registered exhibitors

Organizations interested in exhibiting were asked to register online. There were two deadlines for closing down the registration form: 15 June and 15 July. Later on we decided to ask Mr. Vacatko from Cyberfox to open the registration form for late records as we had information from several subjects interested in late registering and coming to the event. Final number of organizations registered for the event was 24 (see Annex 5 - list of registered organizations). We could accommodate maximum 25 companies into the basic stands as these were leased by UNIDO for this purpose.

After registering each organization was informed by:

- phone to register in the participants section, to book accommodation until the end of July,
- e-mail continuously to register in the participants section, to book accommodation, to choose the type of stand. Additionally they were informed about prices of stands, layout, forms of presentations and other issues upon their request.

Invoicing

Issuing of the pro forma invoices was done by UNIDO and all exhibitors were sent pro forma invoice by Ms. Tatiana Chernyavskaya. Unfortunately these proforma invoices did not include the deadline for payments. From the organizational point of view this caused difficulties in getting all the payments from exhibitors enough time prior to the event which might have resulted in no show of exhibitor on the spot. Therefore the exhibitors were informed to pay this proforma invoice until 24 August or at least to inform us on the assumed date of payment. Upon our request we were sent the list of exhibitors with status of their payment to be able to contact them and ask them to pay the proforma invoice. As several companies asked for issuing the regular accounting document – original copy of invoice, not the pro forma one, they were informed by e-mail that this can be done upon their request prior to the event.

A.4 On-spot assistance to exhibitors

During this three-day event exhibitors were provided with the on-spot assistance from us and the local logistics staff. We did not encounter any major problems regarding the technical or organizational point (just small ones like wrong spelling on the stand fascia or removing several side walls of stands but these were promptly solved by us together with Scope Ltd.).

Exhibitors summary

As of 27 September we had 28 records in the registration system. Four out of them were significantly fake registrations with no information on company background or contact details. Each registered exhibitor was contacted by phone to confirm their attendance at the Fair. During August three companies cancelled their participation as exhibitor – AMG (UK), Prominent (HU), Antares (CZ). The main reason they mentioned was the lack of representatives on the time of the Summit due to other more important duties. A few weeks before the event also company Waste & Environmental Technologies (Hong-Kong) informed us that they would not be able to come, which resulted in 20 confirmed (in one case – Mr. Shaun Richardson from University of Wales – we did not have any information on coming or cancelling the journey) exhibitors. Majority of exhibitors accommodated their stands on 27 September in the morning. Three of them did not show at all: HydroVRTX (Netherlands), Sacco (Italy), University of Wales (UK). One exhibitor arrived in the afternoon of 28 September (R.E.M., Italy). For the list of exhibiting companies see Annex 5.

Background of exhibitors

During the preparation and identification phase we searched for potential exhibitors in these businesses:

- companies providing technologies for water re-use/decreasing of water use in industry (some of them provided services also for municipalities),
- organizations dealing with research and development of new technologies for water re-use/decreasing of water use in industry
- companies active in various sectors (chemistry, machinery, food sector) using huge amounts of water in manufacturing process that could have their environmental departments providing solutions for water re-use/decreasing of water use

Due to the lack of time for this preparation phase majority of organizations in our database were from either first or the second sector as many of them are members of various associations or participated in various events and this search was highly targeted. The third classification is very specific and cross-cutting as it involves almost every sector of industry, which is why we choosed several big companies in one or two sectors hoping they could be interested in exhibiting their solutions (if there were any) in such event. Specific format of this event (not typical industrial fair, not so many exhibitors) and short time for its preparation resulted in a fact that every registered company was accepted. On the other hand we have to say that thanks to the tough selection of companies to our database each presenting exhibitor was a successful company providing interesting and appealing solutions in water management (especially companies like Organica, Beijing Hengju, GB Environmental, Halma Water Management). Issue that needs to be mentioned regarding recruiting companies with sound names is the necessity of the personal contact with the companies representatives to attract them for such type of event (regardless of very tight time for preparation of such event as many companies taking part in exhibitions plan their schedule one year prior to the event). We had difficulties with getting in touch with right people able to decide whether to participate in the Fair in spite of the fact that we contacted companies like Coca-Cola, Dupont or Nalco. To get such weighty firm on such a small fair, it is necessary to involve it in the overall Summit in order to offer the company a high-added value of visibility on such a significant event. To get more information on the background of exhibiting companies see Annex 3.

B.1 Logistics

Logistics issues were coordinated with Scope ltd.

Exhibition stands

As mentioned in point A.2 besides other benefits exhibitors were provided also with three types of exhibition stands (only the basic one was included in the exhibition fee). These were:

„TYPE 1“ stand – basic stand of 4 sqm (2x2) with connection to internet equipped with 1 table, 2 chairs and 3 spot lamps - basic stands with construction from OC system, white wall infill panels, basic tracklighting and fascia with company name. TYPE 1 stand was included in the 50 EUR package.

„TYPE 2“ stand - 6 sqm (3x2m) including all items mentioned above plus 2 chairs. Additional cost for this stand was 100,- EUR + VAT (for all 3 days)

„TYPE 3“ stand - 12 sqm (4x3 m) including all items mentioned as by 6 sqm stands. Additional cost for this stand was 150,- EUR + VAT (for all 3 days)

Layout of stands are available in Annex 6.

Production of company names for fascias was included in the original package - the same font-type, same colour, cut-out sticker lettering and was done by SCOPE ltd.

Overall we recieved 4 requests for TYPE 2 stands, other exhibitors wished to have the basic ones. Exhibitors were asked to pay for the extra stands in cash on the spot and SCOPE was going to invoice them.

Stands were promised to be constructed on 25 September but this was done already on 26 September in the afternoon, which was little bit late as some companies were already going to accommodate them. Nevertheless, majority of exhibitors arrived on 27 September morning.

As to the additional equipment, no company requested for it prior to the event. Orders done later than on 20 September and on-spot orders were going to be 100% surcharged. Despite the fact that all exhibitors were informed on this fact before they came to Budapest, we noticed some

requirements for additional equipment (chairs, different table) from some companies looking to be surprised when realizing the 100% surcharge on this equipment.

Layout of the Fair

The first layout was produced by SCOPE. In August we were informed that UNIDO rented 25 basic stands for the Fair and were asked to produce „more dynamic“ layout of the Fair counting with 25 stands. Finally UNIDO proposed the third possibility that was agreed upon. All layouts are available in the Annex 7.

B2. cooperation between contractor, sponsor and other entities involved in the Technology Foresight Summit 2007 preparation

The cooperation with SCOPE ltd. was smooth and we did not encounter any problem when organizing our part of the Fair. The only thing to mention could be receiving two different information from SCOPE and UNIDO regarding the same issue (i.e. using TV screens, charges, accommodation deadlines) that caused some misunderstandings during the preparation phase.

It should be taken into consideration that organizing such a big event and coordinating large project team requires clear lines of information to avoid such situations. The fair and the summit need to be organized in a coordinated way as one event which requires close cooperation of the organizing parties which includes immediate informing on every aspects that regard the other partners and their work. During the organization phase some information (i.e. prolongation of the registration deadline, prolongation of a deadline for accommodation booking) from UNIDO or from SCOPE that had resulted from their discussions and at the same time had influence on our work came to us in the very last moments. Therefore not only regular reports from partners to the team leader are important but also a regular feedback resulting from these reports/bilateral discussions to other relevant partners is substantial.

Feedback on the Fair and recommendations for the future

To summarize the feedback from the exhibitors ascertained through personal interviews during the Fair, we can split it into several basic points:

1. from the organizational point of view there were no problems encountered and the whole event was managed in a very professional way. Exhibitors were informed regularly on all important issues by e-mails, telephone calls or by web site. The experience show us that the most reliable way of informing people is still personal contact. They were provided with the professional assistance from the BIC Group and SCOPE staff on the spot.
2. small number of the Fair visitors. Almost each company participating in the Fair has already have experience with exhibiting in the industrial/environmental fair that are usually events with high number of exhibitors as well as high number of visitors. It was stressed to companies during the preparation phase that this would not be a typical industrial exhibition, on the other hand words „summit“ and „fair“ evoked in their minds a notion of a big event with a lot of people passing by. The small number of visitors together with a fact that these visitors did not circulate (in other words the same group of people walking by for all three days) was the biggest dissapointment for these companies. People visiting the Summit came to see the Fair during the opening ceremony or later on the first day (not even everyone) but were not interested in it during the other days. The main issue is that the nature of such event as the summit brings some added value for exhibitor when there are lots of attending people varying during the days.

3. target group of people visiting the Summit. Some companies agreed on the point that the Summit participants (and thereby also Fair visitors) were of different background than the technical one, which resulted in small interest of these visitors in products and technologies of the exhibiting companies. It is somehow clear that among visitors also other companies looking for new perspective technologies for water re-use/decrease of water use in their production should have been, on the other hand it is really appealing question if there is some company willing to spend money for travelling to Hungary to see not more than 20 exhibitors. The thing is that the Fair was promoted as an event focused on new technological solutions in industry, which is the same for the Summit. However, majority of the Summit visitors came from the state and public sector and were not much interested in new solutions in industry. We need to bear in mind that for entrepreneurs looking for doing a business it is too long and costly to spend a three-day event with an audience representing sector that is much more policy than business oriented and one or two contacts made during these three days cannot outweigh the costs of the trip and time spent there. On the other hand, it is always up to exhibitors how actively they are able to promote their company (i.e. by active distributing leaflets or promotion materials) and obtain useful contacts for the future among people from the state or public sector. Nevertheless there is one important note to be mentioned: in Budapest two groups of stakeholders with totally different intentions came together – one group desired to expand their business and promote themselves, the other one came to represent official policy views of their governments in the field of water productivity which is the issue of communication of the summit to the public.
4. weak promotion campaign of the whole Summit (especially in Hungary)
5. almost no audience for the oral presentations of companies. These oral presentations were held in one of the rooms of the Summit venue during the main program of the Summit, which resulted in very weak number of visitors coming to see the companies' oral presentations (average number was five and these were representatives of other exhibitors). This fact relates to the point no.3 regarding the target audience of the Summit visitors. This issue could be partly solved by running these presentations directly in the venue of the Fair (i.e. on the stage among the stands), not in the separate room when all the summit participants are taking part in the main program (the same refers to the multimedia presentations that were running on the screen outside the main crowd of people). Secondly, it would be useful for the future to incorporate these Fair activities (oral presentations of companies, multimedia presentations) into the main program of the summit by doing longer breaks in the program to allow visitors of the summit to see the exhibitors' presentations. This was not such a big event to do two parallel sessions for participants to choose what to see during a day. Thirdly, activities of the Fair should be accommodated to the target group of people participating in the summit. As mentioned in the point no.3, we expected more business oriented people on the Summit that would actively participated in the Fair events.

Other lessons learned for the future

- active incorporation of exhibitors into the program of the whole event i.e. when talking about foresight, the opportunity of having 20 companies on the spot could be used effectively by organizing a foresight training for corporate managers in parallel to the sessions of the summit. Majority of companies sent two or more representatives to the Fair which could have been utilized for training of at least one manager per exhibitor

- consistent communication of the summit together with the fair as a whole to get the notion of one event with several sessions complementary to each other. Fair shall be supporting element to the summit as a panel for discussion on new progressive technologies and the implications of their application in practice. Many of the summit participants were officials, people too far from industry and practice who were not able to catch the meaning of companies exhibiting solutions feasible also for the state and public sector there. Therefore it is inevitable to connect these two events in one promotion campaign to attract those representatives of public sector actively dealing with technologies and industry to get an equivalent counterpart to the business sector exhibiting on the fair
- longer time for preparation of the fair. This issue is very important as many progressive companies willing to take part in the Fair could not come as they had already planned their schedule of exhibitions for this year
- simplifying the system of registration of exhibitors. Double system of registration (registering as exhibitor and registering representatives of exhibitor) was not very flexible and not every exhibitor (despite the fact they were asked to do that several times) did the second registration
- low exhibition fee is not always advantage. During the phase of dissemination information on the Fair and recruiting exhibitors we noticed reactions from several companies asking why the fee was so low. We can generalize and say that in a world of business every cheap offer is suspicious and companies that are used to participate in many exhibitions during a year had reasonable doubts on the added value of such a „cheap fair“. In other words, low exhibition fee could be that significant factor that discouraged companies from participation. The second disadvantage of the low exhibition fee is the fact that some registered exhibitors confirmed their participation and yet did not arrive as 50 EUR fee was easily spent amount of money. Companies can perceive the low exhibition fee also as an effort to bring as many companies as it gets without any selection, which can also lower the credibility of the event in the eyes of potential exhibitors. For the future the higher fee could be taken into consideration provided that there will be certain counter value offered back (i.e. larger number of visitors and/or visiting companies and/or matchmaking event and/or training for exhibiting companies and/or thematic workshops for companies etc.)

The most demanding phase of the project implementation in respect of time and costs as well was the phase of identification and recruitment of exhibitors. On the basis of our previous experience with organizing such an event we were aware of the fact that distribution of e-mails informing on the event was not very effective way of recruiting exhibitors during such a short period of time respecting the short budget for promotion activities. Therefore it was essential to contact all institutions in our database by phone in several waves (on average at least two phone calls were necessary to reach competent representative of the company to speak with), which required additional part-time staff. In spite of the fact that budget allocated for this project was very short and this phase was a costly one, we managed to acquire 20 exhibitors providing interesting and appealing solutions in the respective field of business and we provided them with full assistance as specified in the Terms of Reference of the contract, which means we successfully achieved the objectives of this project. To conclude this work we need to mention that despite some minuses

mentioned above, the cooperation with the team of Mr. Seidl da Fonseca was very smooth and pragmatic, which contributed to the overall success of our work.

List of annexes

- Annex 1** Electronic leaflet (version from May 2007)
- Annex 2** Abstract on exhibitors for the press kit (version from 20 July 2007)
- Annex 3** Workbook input on exhibitors background and contact details (version from 18 September 2007)
- Annex 4** E-banner of the Fair of the Future
- Annex 5** List of registered organizations
- Annex 6** Schemes of the exhibition stands
- Annex 7** Proposals on layouts of the Fair of the Future room



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SUMMARY

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- B2. cooperation between contractor, sponsor and other entities involved in the Technology Foresight Summit 2007 preparation

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- b. electronic leaflet distributed through e-mails
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- d. press-kit material for the press conferences on the Summit
- e. Summit work book input
- f. electronic presentation of exhibitors for TV screens in the Summit venue

Benefits for exhibitors

As a part of promotion of the Fair also a package of benefits for exhibitors can be mentioned. For exhibitor fee 50 EUR each company was provided with:

- exhibition stand (for information on types of stands and prices see Annex 6 of the final report)
- possibility of running a multimedia presentation
- possibility of having an oral presentation
- announcement of their participation on the Fair website, brochure and catalogue of the Summit
- badges
- free of charge attendance of all events including opening reception for up to two persons per one exhibitor
- full conference catering for up to two persons per exhibitor
- listing of the organization in the promotional CD ROM distributed on the Summit

A.3 Help desk for registered exhibitors

After registering each organization was informed by:

- phone to register in the participants section, to book accommodation until the end of July,
- e-mail continuously to register in the participants section, to book accommodation, to choose the type of stand. Additionally they were informed about prices of stands, layout, forms of presentations and other issues upon their request.

Issuing of the pro forma invoices was done by UNIDO. Upon our request we were sent the list of exhibitors with status of their payment to be able to contact them and ask them to pay the proforma invoice. As several companies asked for issuing the regular accounting document – original copy of invoice, not the pro forma one, they were informed by e-mail that this can be done upon their request prior to the event.

A.4 On-spot assistance to exhibitors

During this three-day event exhibitors were provided with the on-spot assistance from us and the local logistics staff. We did not encounter any major problems regarding the technical or organizational point (just small ones like wrong spelling on the stand fascia or removing several side walls of stands but these were promptly solved by us together with Scope ltd.).

Exhibitors summary

As of 27 September we had 20 confirmed exhibitors.

During the preparation and identification phase we searched for potential exhibitors in these businesses:

- companies providing technologies for water re-use/decreasing of water use in industry (some of them provided services also for municipalities),
- organizations dealing with research and development of new technologies for water re-use/decreasing of water use in industry
- companies active in various sectors (chemistry, machinery, food sector) using huge amounts of water in manufacturing process that could have their environmental departments providing solutions for water re-use/decreasing of water use

B.1 Logistics

Logistics issues were coordinated with Scope Ltd.

Exhibition stands

Exhibitors were provided also with three types of exhibition stands (only the basic one was included in the exhibition fee). These were:

„TYPE 1“ stand – basic stand of 4 sqm (2x2) with connection to internet equipped with 1 table, 2 chairs and 3 spot lamps - basic stands with construction from OC system, white wall infill panels, basic tracklighting and fascia with company name. TYPE 1 stand was included in the 50 EUR package.

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Layout of stands are available in Annex 6.

B2. cooperation between contractor, sponsor and other entities involved in the Technology Foresight Summit 2007 preparation

The cooperation with SCOPE Ltd. was smooth and we did not encounter any problem when organizing our part of the Fair.

It should be taken into consideration that organizing such a big event and coordinating large project team requires clear lines of information to avoid such situations. The fair and the summit need to be organized in a coordinated way as one event which requires close cooperation of the organizing parties which includes immediate informing on every aspects that regard the other partners and their work. During the organization phase some information (i.e. prolongation of the registration deadline, prolongation of a deadline for accommodation booking) from UNIDO or from SCOPE that had resulted from their discussions and at the same time had influence on our work came to us in the very last moments. Therefore not only regular reports from partners to the team leader are important but also a regular feedback resulting from these reports/bilateral discussions to other relevant partners is substantial.

Feedback on the Fair and recommendations for the future

To summarize the feedback from the exhibitors ascertained through personal interviews during the Fair, we can split it into several basic points:

1. from the organizational point of view there were no problems encountered and the whole event was managed in a very professional way.
2. small number of the Fair visitors.
3. different target group of people visiting the Summit than exhibitors expected
4. weak promotion campaign of the whole Summit (especially in Hungary)
5. almost no audience for the oral presentations of companies.

Other lessons learned for the future

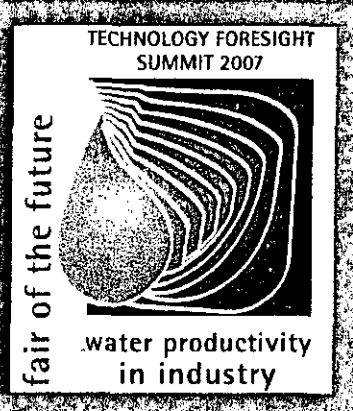
- active incorporation of exhibitors into the program of the whole event

- consistent communication of the summit together with the fair as a whole to get the notion of one event with several sessions complementary to each other.
- longer time for preparation of the fair.
- simplifying the system of registration of exhibitors.
- low exhibition fee is not always advantage

In spite of the fact that budget allocated for this project was very short and this phase was a costly one, we managed to acquire 20 exhibitors providing interesting and appealing solutions in the respective field of business and we provided them with full assistance as specified in the Terms of Reference of the contract, which means we successfully achieved the objectives of this project. To conclude this work we need to mention that despite some minuses mentioned above, the cooperation with the team of Mr. Seidl da Fonseca was very smooth and pragmatic, which contributed to the overall success of our work.

List of annexes

- Annex 1** Electronic leaflet (version from May 2007)
- Annex 2** Abstract on exhibitors for the press kit (version from 20 July 2007)
- Annex 3** Workbook input on exhibitors background and contact details (version from 18 September 2007)
- Annex 4** E-banner of the Fair of the Future
- Annex 5** List of registered organizations
- Annex 6** Schemes of the exhibition stands
- Annex 7** Proposals on layouts of the Fair of the Future room



Welcome to Budapest, Hungary!

27-29 September 2007

Water Technology Fair of the Future

www.unido.org/foresight/summit/2007

We are pleased to inform you that the **Water Technology Fair of the Future** will be held on **27-29 September 2007** in **Budapest, Hungary**.

We are looking for exhibitors with this expertise:

- High-tech firms producing equipment and instrumentation for water recycling, treatment, quality control and monitoring
- Companies and R&D institutes supplying equipment based on:
 - technologies not using water,
 - technologies using less water,
 - technologies not polluting water,
 - to other sectors using water as an input
- Organizations providing services in the field (consultancy, projecting etc.)

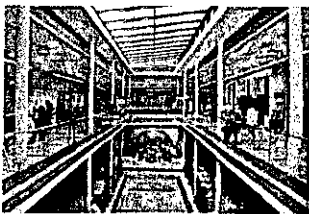
The Water Technology Fair of the Future will be a unique opportunity for the high-tech companies and R&D institutions to present the industry-led future trends and perspectives, prototypes, products, processes and markets regarding sustainable use of water by industry. As the Fair is one of the four events of the Technology Foresight Summit 2007 – global event with participation of governments officials, CEOs and senior representatives from industry and experts from the research community and academia, the huge number of visitors is expected from the previous experience with the similar summit in 2003.

What can we offer you?

For very competitive exhibition fee 50 EUR you will be offered a standard exhibition stand of 4m² with connection to internet. Information on your organization will be listed on the promotion CD-ROM that is going to be distributed on the Summit. Participation of your organization will be announced in the Fair web site, brochure and catalogue of the Summit. This exhibition fee comprises the free of charge participation of up to two persons per your organization in the entire event (including the opening reception) with full conference catering. More information on stands equipment are available at <http://tf-wpii.cybertest.cz/en/fair-of-the-future-general-information/>

When and where?

The Water Technology Fair of the Future will be held on **27-29 September 2007** in **Budapest, Hungary** in the **Europa Congress Center** (www.ecc-hunguesthotels.hu) together with other three components of the Summit.



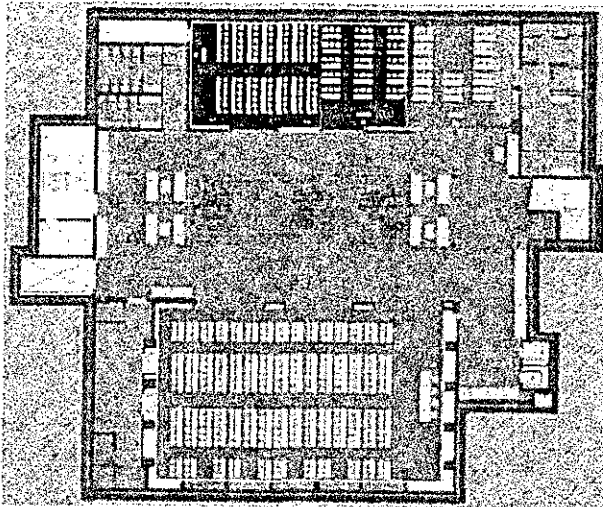
The value of water grows rapidly year by year – the quality of water resources is deteriorating due to pollution and inefficient use, land degradation and desertification. One of the biggest consumer and polluter of water is industry. That is why the strong emphasis should be put on increasing the efficiency of the water use by industry. There is growing imbalance on water availability caused by demand exceeding supply of water. Water productivity needs to be enhanced and global partnership for ensuring environmental sustainability is essential for the improvement of the water productivity situation.

<http://tf-wpii.cybertest.cz/en/registration/>

How can you enroll?

All you need to do is register at <http://tf-wpii.cybertest.cz/en/registration/> at your earliest convenience as the number of exhibitors is limited. You will be contacted by organizers immediately after the closing down of registration process. In case that the number of enrolled organizations is higher than capacity of the venue for exhibiting, the organizer retains the right to make a selection.

Layout of the Summit venue (venue of the Fair in green – floor space of 188 m²)

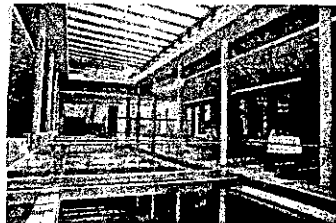


Accommodation

Please note that there is pre-reservation made for a limited number of participants/exhibitors who would like to book one of two available near-by hotels: Hotel REGE 4* and Aparthotel EUROPA 3*. In order to have special lower rates for the hotel we would recommend you as soon as possible to fill in the booking form and send it by fax: +36-1 391-5171 or e-mail on temelkovszki@eucc.hu. No rooms with special rates are guaranteed after 30 June 2007.

For support and more information on the Fair please contact:

Ms. Lucia Davidova
BIC Group
Zochova 5
811 03 Bratislava
Slovakia
Tel: +421 2 5441 1192
Fax: +421 2 5441 7522
E-mail: davidova@bicba.sk



For more information on the Summit please visit www.unido.org/foresight/summit/2007

The Water Technology Fair of the Future is an integral part of the Technology Foresight Summit 2007 organized by UNIDO. It is composed of:



Symposium on Water Productivity in the Industry of the future, devoted to cross-cutting issues in water availability and quality and will discuss emerging technologies to optimise the use of water by industry and to avoid water discharge with participation of CEOs and seniors representatives from industry, government officials and experts from research community and academia.



Water Technology Fair of the Future, where leading companies and research institutions will present perspectives, prototypes and processes for sustainable use of water by industry.



Ministerial Round Table will bring together top governmental decision-makers to discuss the impacts of industrial development on water demand and consult towards a zero-discharge agreement.



Technology Foresight thematic panels will present select experiences and concepts of foresight as a key instrument for enhancing innovation and identifying critical future technologies.

More at <http://tf-wpii.cybertest.cz>



 **BIC GROUP s.r.o.**



Annex 2



Abstracts of registered companies

Intereco



Founded in 1978 in Italy in the first years of operation INTERECO concentrated on heating and air conditioning for civil and industrial plants and on some very sophisticated operations for filtering and recovering air in industrial buildings. As the company has progressed, the manufacture of wastewater treatment plants has become the biggest part of INTERECO's business. INTERECO has become a leader in sludge dewatering plants and equipments. With its items of qualified engineers and technicians and the know-how achieved after long intensive studies and research, INTERECO is also manufacturing hightech complete UF and RO plants, using, thanks to the continuous studies and searches, the most advanced techniques in the field of the membrane filtration. In the latest years INTERECO has improved its added new equipment to the production program and now is able to supply almost all equipment (as scraping bridges, screens, grit and oil traps, sand classifier and others).

Further details are available at www.intereco.it

AMG Ltd



The Invention of the AQUAERATOR was born from a crescendo of 35 years of working within the Water Industry, including aeration using Air Curtains and Helixors. The AQUAERATOR was invented by AMG Ltd and received a substantial EU Grant of nearly 1 Million Euros. The R&D was split between HR Wallingford (UK) and the University of Barcelona. The 2 year EU Project (with full scale field trials) was completed in 2003. Since then AMG has installed 3 complete AQUAERATION Systems in drinking water reservoirs and 1 in a recreation lake with a Metropolitan Borough Council. In addition AMG have expanded their Environmental Consultancy Division which enables them to scientifically evaluate the pre and post AQUAERATOR Installation. AMG Ltd are the only Company who have the sole rights to Supply and Install the patented AQUAERATOR, which has proven to be significantly better than our nearest competitor. During the R&D it was concluded that the AQUAERATOR would be suitable for the Fish farming and the Wastewater Treatment Industries. Further details can be seen at the website www.aquariusmg.com or please email your enquiries to linch@aquariusmg.com

Körte Zrt.



The KÖRTE Environmental Technology joint-stock company is a key player in the Hungarian industrial protection of the environment. The company's roots reach back to 1983 when the CHEMITECH Chemical-Technological economic association was founded as one of the first co-partnership private enterprises. This small venture provided sludge



Water Technology Fair of the Future
Technology Foresight Summit 2007, 27-29 September 2007, Budapest

dewatering services from mud to industrial companies with rather undeveloped environmental background of the time, with equipments deployed to trucks. Through meeting customer demands as well as realizing the future perspective of this activity, the scale of services rendered had gradually grown: the appliance manufacture had expanded to the development of water and sewage purification technologies which were subsequently supplemented by the production and distribution of chemicals. The mobilized technological systems provided a sound basis for entering the environmental damage prevention market. The 3 Hungarian owners and 70 employees are proud to take part in the conservation of our environment not only as citizens thinking responsibly but also as people practicing their profession. Every day we work on purifying our waters, reducing the amount of waste material, and bringing about procedures that serve for the protection of the state of our more immediate surroundings. Further information available at www.korte.hu

DATAQUA Elektronikai Kft.

One of the most important components of our environmental values and natural resources is water. All of our activities have been closely interrelated to the environment, hydrography, and water management measurements. As the founders of the latter DATAQUA Electronics Ltd., in 1992 we started to develop a fully electronized microprocessor controlled water level recorder without any moving parts for recording variations of the karstic water level due to bauxite mining. The recorder collected data in digital form to be directly processed by computers. Our measuring setup and equipment are protected by our Patent No. 209 850. As the result of our developments, beside the field recorders we are also manufacturing various (pressure, temperature and level) transmitters. Further information available at www.dataqua.com

TUZAL Ltd.



Sp. z o.o.

Our company is active in production of „ECoDrain”
TM equipment containing inputs from „Aikaterisil”
TM, in storm water direct treatment Consulting and
intermediary in field of environmental engineering and technologies, especially water and
wastewater cleaning and preparation. We deal with neutralisation of wastes and solutions
containing heavy metals and oil waste and with neutralisation of used reagents and
chemical wastes. Liquidation of closed, non-operating industrial plants suffering from
chemical pollution and disposal of dangerous, toxic and overdue chemical substances is
also part of our business. Our company has the exclusive right for **FKJA/LAFT** system
for neutralisation of industrial wastewater, concentrated solutions and solid waste
containing heavy metals **V, Cd, Zn, Hg, Pb, Cu, Ni, Cr, Al**, oils, grease, toxic, hazardous
and other dangerous contaminations, especially from metal finishing industry and
Exclusive right for **ORTWED** Process of sludge contained oil derivatives treatment with
quick lime (CaO). Further information available at www.greentecheurope.com

Beijing Hengju UK Ltd



Beijing Hengju manufactures and supplies specialty water treatment chemicals for oilfield, wastewater treatment, potable water, mineral processing, sugar and paper industries. Founded 12 years ago the company has grown rapidly as a result of its involvement in the Chinese oilfield industry where a variety of our products are currently used to improve the efficiency of oil production.

In addition to complete range of powder grade polyacrylamides, marketed under the HENGFLOC trade name, our company also supplies polyadamac, polyamine and dicyandiamide type liquid coagulants to cater for all requirements of the industries that we serve. As a result of the investments in new technology our products are capable of competing with other global suppliers and are now being exported around the globe. We are continually looking to further improve and expand our product range and have established a partnership between our research department and Huadong Industrial University to achieve this goal. With this partnership we are able to quickly respond to customer requirement and develop new products and effects to achieve the desired performance in all industries we serve. Further information available at www.hengju.com.cn

GB Environmental Ltd



GB Environmental Ltd is a UK based design and manufacturing company, they are specialists in the field of UV. Their range of instrumentation includes many patented technologies employing second generation UV disinfection. This maximises UV dose whilst minimising energy consumption. Their high level of technical competence and commitment to research ensures it is at the frontier of UV technology design, providing advanced non-chemical disinfection of water, air and surfaces. GB Environmental provides disinfection solutions for a cross-section of companies and organisations. Their systems are employed protecting against contagious diseases in public sector buildings in both air and water supplies, eliminating microbial contamination in food, drink and pharmaceutical products and are extensively used in the leisure market ensuring that ecological impact is kept to a minimum by reducing chemical usage. Further information available at www.gb-environmental.com

HydroVRTX BV



The VRTX system is working in a wide range of industries. We provide chemical Free Watertreatment for Cooling Towers and Condensers utilizing VRTX Hydrodynamic Cavitation. The system has been introduced in the European Market in 2003 but has been around in the USA for some time. In Europe more then 40 locations use this system and reduced their cooling water usage with 40 to 60 % without use of chemicals. We offer excellent treatment against scaling, rorrosion and biological fouling, including protects



Water Technology Fair of the Future
Technology Foresight Summit 2007, 27-29 September 2007, Budapest

against legionella. Our system is backed by forty years of research and development; seventeen inter-related patents and up to 15 years of service at several customer sites - continuously running 24/7. Research clearly shows our method of fluid treatment is extremely effective! Further information available at www.hydrovrtx.nl

GYULAVÁRI CONSULTING Co. Ltd.

The production program of our company includes 1. waste-water treatment plants (small, prefabricated, 1,0 m³/d- up to 30 m³/d (= 200 P.e.) when the recipient is a stream, or a trench or a local subsurface irrigation), 2. night-soil (sewage water) pre-treatment (energy free, sewage water treatment without energy, pre-treatment and local subsurface irrigation - energy woods (poplar)), 3. industrial waste-water treatment plants: a. in the meat industry - the waste-water treatment with FLEXIPAK® system - for example: Nove-Zamky in Slovakia, Sopronhorpács in Hungary, pre-treatment (energy woods (poplar) , total waste-water treatment systems (stream, or irrigation), b. special- industrial waste water treatment, or pre-treatment in front of the city canalisation - for example: sweet corn conserve industry (100.000 P.e) industrial pre-treatment with FLEXIPAK® System Gyulavári- FEVITA Co. Székesfehérvár- Hungary, 4. pig-manure treatment system (buffer tanks-lagoon with the mixing system of the typ OLOID), 5. special systems, own license technologies, combinations and cooperation - Systems Gyulavari (FLEXIPAK® System Gyulavari, TURBOPAK®, TLS® lamella Systems, BMKO® lagoon system, DABS Anaerob System - Energy free, EPAS Anaerob-psirophil System).

ANTARES - AZV, Ltd.

ANTARES - AZV s.r.o.

ANTARES - AZV, Ltd. was established in Prerov city, The Czech Republic, in 1991.

At the outset of our operation we focused specifically on the design, manufacturing and delivery of filter presses for filtration and sludge dewatering. With an increasing need for our services and expertise the scope of our operation has grown to the present form - the design, development, manufacturing and delivery of complex technological lines and individual equipment especially for the following operations: Industrial and biological WWTP, Chemical, food processing and paper industry, Material surface adjustment, Porcelain, ceramics and glass production, Manufacturing of Machinery, Metallurgy, Power industry, Deactivation of surface materials. Reconstruction and intensification of existing operations with high economic benefits to our clients is an important part of our business. Our strength lies in our high level of flexibility, and the fact that only 30% of our parts and technology are of standard production - the remaining being manufactured according to the client's requirements. Further information available at www.antaresazv.cz



Water Technology Fair of the Future
Technology Foresight Summit 2007, 27-29 September 2007, Budapest

Zenon Systems Kft.



ZENON is dealing with industrial and municipal water preparation and waste water treatment based on the advanced membrane products and technologies. Our wide range of filtration products trusted for municipal drinking water and wastewater treatment, industrial process water and wastewater treatment, seawater desalination, wastewater recycle, commercial property development, mobile and emergency response, household water filtration, shipboard water and wastewater treatment, military water and wastewater treatment. Further information available at www.gewater.com

ORGANICA Inc.



ORGANICA

For two decades, ORGANICA has been one of the largest and most trusted companies in the Hungarian environmental services industry, widely recognized for its innovative environmental technologies and professional excellence. The core activity of ORGANICA is the treatment of industrial and municipal wastewater. The company provides efficient and cost effective technologies, professional design & build implementation and reliable operating services for the full range of industries. Introducing the technology worldwide, ORGANICA has already granted exclusive License in 13 countries of Central- and Eastern Europe to Veolia, world market leader in water- and wastewater solutions and technologies, and is still looking for further partners of cooperation around the world. Further information available at www.organica.hu

University of Wales, Aberystwyth

The University of Wales, Aberystwyth (UWA) is represented at the Technology Foresight Summit 2007 by members of the Centre for Catchment and Coastal Research (CCCR), which brings together complementary expertise in terrestrial and marine research and sustainable management in partnership with the University of Wales, Bangor. UWA's catchment-related component of this initiative focuses on the study of river systems and environmental change, including the effects of climate, land-use, extreme hydrological events and pollution. The research group has established itself as one of the leaders in its field, whilst the consulting offshoots of the group, CREH (Centre for Research into Environment & Health) and Fluvio (River Basin Environmental Consultants), actively integrate this cutting edge research into practical solutions for an array of international clients with diverse environmental and societal management challenges.

Annex 3

**company name**

Intereco s.n.c.

main field of activity

Water recycling and reuse

innovative products

Special treatment plants

about

Founded in 1978 in Italy in the first years of operation INTERECO concentrated on heating and air conditioning for civil and industrial plants and on some very sophisticated operations for filtering and recovering air in industrial buildings. As the company has progressed, the manufacture of wastewater treatment plants has become the biggest part of INTERECO's business. INTERECO has become a leader in sludge dewatering plants and equipments. With its items of qualified engineers and technicians and the know-how achieved after long intensive studies and research, INTERECO is also manufacturing hightech complete UF and RO plants, using, thanks to the continuous studies and searches, the most advanced techniques in the field of the membrane filtration. In the latest years INTERECO has improved its added new equipment to the production program and now is able to supply almost all equipment (as scraping bridges, screens, grit and oil traps, sand classifier and others).

country

Italy

contact person

Fulvio Boaglio

position

president

mailing address

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telephone

+39 011 9622 317

fax

+39 011 9622 319

e-mail

intereco@intereco.it

web page

www.intereco.it

company name

DATAQUA Elektronikai Kft.

main field of activity

Water level, temperature and conductivity recording

innovative products

GSM and INTERNET based monitoring stations with flexible, centralized, extensive data logging networks

about

One of the most important components of our environmental values and natural resources is water. All of our activities have been closely interrelated to the environment, hydrography, and water management measurements. As the founders of the latter DATAQUA Electronics Ltd., in 1992 we started to develop a fully electronized microprocessor controlled water level recorder without any moving parts for recording variations of the karstic water level due to bauxite mining. The recorder collected data in digital form to be directly processed by computers. Our measuring setup and equipment are protected by our Patent No. 209 850. As the result of our developments, beside the field recorders we are also manufacturing various (pressure, temperature and level) transmitters.

country

Hungary

contact person

Lazar Jozsef

position

managing director

mailing address

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telephone

+36 88 430 541

fax

+38 88 438 993

e-mail

dataqua@dataqua.hu

web page

www.dataqua.com

**company name**

Beijing Hengju UK Ltd

main field of activity

Water recycling and reuse

innovative products

Highly effective new cationic flocculant range just launched

about

Beijing Hengju manufactures and supplies specialty water treatment chemicals for oilfield, wastewater treatment, potable water, mineral processing, sugar and paper industries. Founded 12 years ago the company has grown rapidly as a result of its involvement in the Chinese oilfield industry where a variety of our products are currently used to improve the efficiency of oil production. In addition to complete range of powder grade polyacrylamides, marketed under the HENGFLC trade name, our company also supplies polyadmac, polyamine and dicyandiamide type liquid coagulants to cater for all requirements of the industries that we serve. As a result of the investments in new technology our products are capable of competing with other global suppliers and are now being exported around the globe. We are continually looking to further improve and expand our product range and have established a partnership between our research department and Huadong Industrial University to achieve this goal. With this partnership we are able to quickly respond to customer requirement and develop new products and effects to achieve the desired performance in all industries we serve.

country

United Kingdom

contact person

Ian Barker

position

general manager

mailing address

14 Mercury Quays, Ashley Lane, Shipley, West Yorkshire, BD17 7DB, UK

telephone

+44 77792 45190

fax

+44 1274 5 92100

e-mail

ianbarker@hengju.co.uk

web page

www.hengju.com.cn



company name
HydroVRTX BV

main field of activity
Water recycling and reuse

Innovative products
VRTX Technology

about

The VRTX system is working in a wide range of industries. We provide chemical Free Watertreatment for Cooling Towers and Condensers utilizing VRTX Hydrodynamic Cavitation. The system has been introduced in the European Market in 2003 but has been around in the USA for some time. In Europe more then 40 locations use this system and reduced their cooling water usage with 40 to 60 % without use of chemicals. We offer excellent treatment against scaling, rorrosion and biological fouling, including protects against legionella. Our system is backed by forty years of research and development; seventeen inter-related patents and up to 15 years of service at several customer sites - continuously running 24/7. Research clearly shows our method of fluid treatment is extremely effective!

country
Netherlands

contact person
X. Terpstra

position
director & ceo

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telephone
+31 36 5366454

fax
+31 36 5367971

e-mail
x.terpstra@hydrovrtx.nl

web page
www.hydrovrtx.nl



company name
SACCO Engineering

main field of activity
Water recycling and reuse

innovative products
Membrana systems for water reuse

about

We have been working for many years in the sector of water plants, directly executing the planning, the projects and the construction of what we realize. Thanks to our remarkable experience in the sector, our organization can give a wide and diversified range of answers to the market needs: complete plants, separate machines, restructures, maintenance management, advising and planning services, training courses. Our designing includes interventions in other engineering sectors too. Mainly plants for food processing, chemical, pharmaceutical and textile industry.

country
Italy

contact person
Donnino Sacco'

position
sales manager

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web page
www.saccoengineering.com



ORGANICA

company name
ORGANICA Zrt.

main field of activity
Water and wastewater treatment

Innovative products
ORGANICA® TECHNOLOGY being one of the Company's flagship technologies, is the most cutting-edge and cost-effective biological wastewater treatment system currently on the market.

about
For two decades, ORGANICA has been one of the largest and most trusted companies in the Hungarian environmental services industry, widely recognized for its innovative environmental technologies and professional excellence. The core activity of ORGANICA is the treatment of industrial and municipal wastewater. The company provides efficient and cost effective technologies, professional design & build implementation and reliable operating services for the full range of industries. Introducing the technology worldwide, ORGANICA has already granted exclusive License in 13 countries of Central- and Eastern Europe to Veolia, world market leader in water- and wastewater solutions and technologies, and is still looking for further partners of cooperation around the world.

country
Hungary

contact person
Peter Bakonyi

position
business process manager

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fax

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pbakonyi@organica.hu

web page
www.organica.hu

**institution name**

University of Wales, Aberystwyth

main field of activity

Research and education

innovative products

Assessment, monitoring and remediation of watercourses and floodplains contaminated by mining activities.

Assessment and monitoring microbial water quality for drinking and bathing quality in urban and rural settings.

Advanced flood risk assessment and modeling.

about

The University of Wales, Aberystwyth (UWA) is represented at the Technology Foresight Summit 2007 by members of the Centre for Catchment and Coastal Research (CCCR), which brings together complementary expertise in terrestrial and marine research and sustainable management in partnership with the University of Wales, Bangor. UWA's catchment-related component of this initiative focuses on the study of river systems and environmental change, including the effects of climate, land-use, extreme hydrological events and pollution. The research group has established itself as one of the leaders in its field, whilst the consulting off-shoots of the group, CREH (Centre for Research into Environment & Health) and Fluvio (River Basin Environmental Consultants), actively integrate this cutting edge research into practical solutions for an array of international clients with diverse environmental and societal management challenges.

country

United Kingdom

contact person

Shaun Richardson

position

environmental consultancy manager

mailing address

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e-mail

ssr@aber.ac.uk

web page

www.aber.ac.uk/iges/research/river/

**company name**

R.E.M. International mechanics

main field of activity

Water recycling and reuse

innovative products

High performance DAF, combined units for wastewater pretreatment

about

R.E.M. is your leading supplier for the water and wastewater industry worldwide providing a full range of equipment for every need. We design and built wastewater treatment equipment with high efficiency process.

country

Italy

contact person

Matteo Lirici

position

president

mailing address

Via Nizzola, 4, 42025 Cavriago (RE), Italy

telephone

+39 0522 374653

fax

+39 0522 373037

e-mail

matteo@remintl.com

web page

www.remintl.com



company name
Inwatech

main field of activity
Industrial and communal wastewater, designing and main contracting

innovative products
DryVac technology at WWTT in England; WWTT for a dairy and meat factory (special separation of treated wastewater and sludges by flotation unit)

about
Inwatech Ltd. is a main contracting, engineering company, supported by a substantial international technological background. Representing global, leading wastewater technologies, we offer complex wastewater solutions at an outstanding professional level for our partners in the industry and for municipalities. The increasing environmental duties and fees force dischargers to make strenuous efforts to treat and discharge wastewater. An economical and sustainable solution may only be obtained through optimisation of appropriate treatment level and the right choice of disposal and reuse. Our technologies, services, engineering and main contracting skills expressly serve this purpose. Our wastewater treatment plants, meeting the increasingly special expectations of industrial clients, do not only treat wastewater, but also produce bio energy, facilitate freshwater substitution, or recover and recycle valuable by-products and raw materials.

country
Hungary

contact person
Eszes Zsolt; Kim Thomson

position
managing director

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H-1113, Budapest, Karolina 34/a, Hungary

telephone
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fax
+36 12 790 550

e-mail
eszes@inwatech.com

web page
www.inwatech.com

**organization name**

European Water Partnership

main field of activity

European policies and projects

Innovative products

By bringing together all stakeholders and having good connections at the European policy level the EWP has been able to cooperate in various EWP programmes and projects. The EWP is a project driven organisation. To support these projects, the EWP started a Financial Engineering Group which can help its members set up projects. In the coming months EWP will work, together with their members, to start project proposals under Life+.

about

The EWP is an action-oriented open forum for all stakeholders on water in Europe to find solutions for the water challenges in wider Europe and to stimulate partnerships. The unique element of the EWP is that the organisation unites stakeholders from all sectors: government, business, NGO's, financial and research. The EWP is very well connected at the European policy level and is involved in a number of European projects. The EWP is very interested to work with Central and Eastern European partners to address the large water challenges in this area and to set up projects under the various EU support programmes.

country

Belgium

contact person

Agnes Biesiekierska

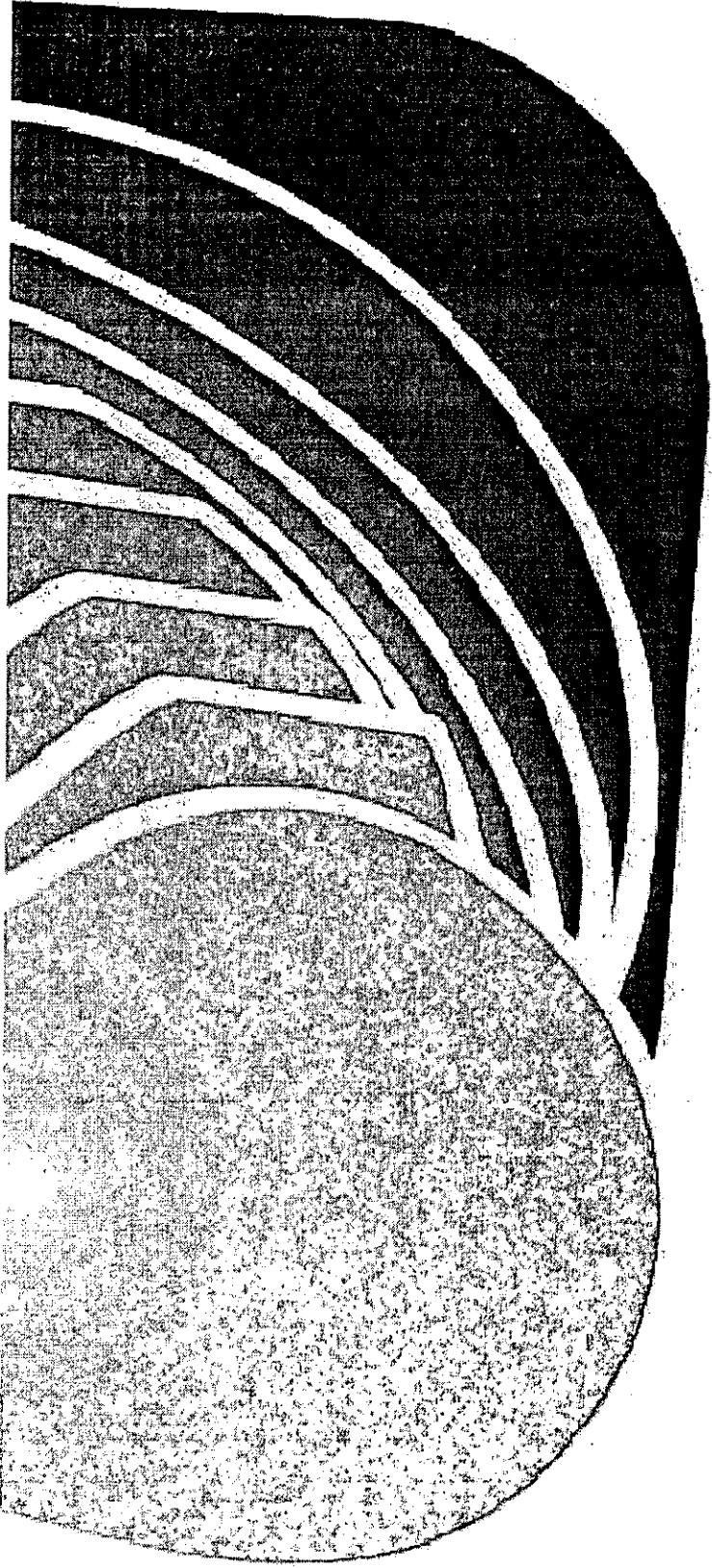
position

corporate relations coordinator

mailing address

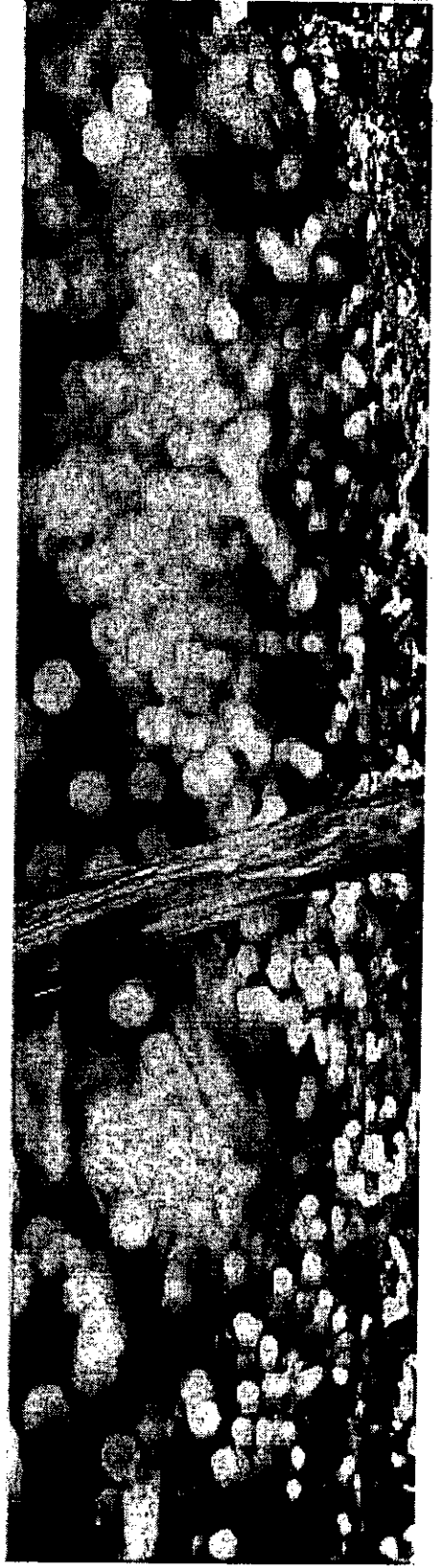
Avenue de Tervuren 168/7 1150 Brussels, Belgium

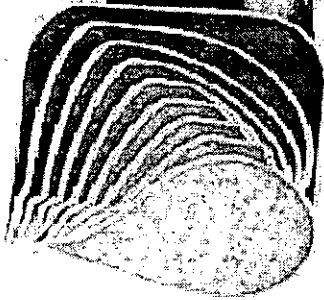
telephone



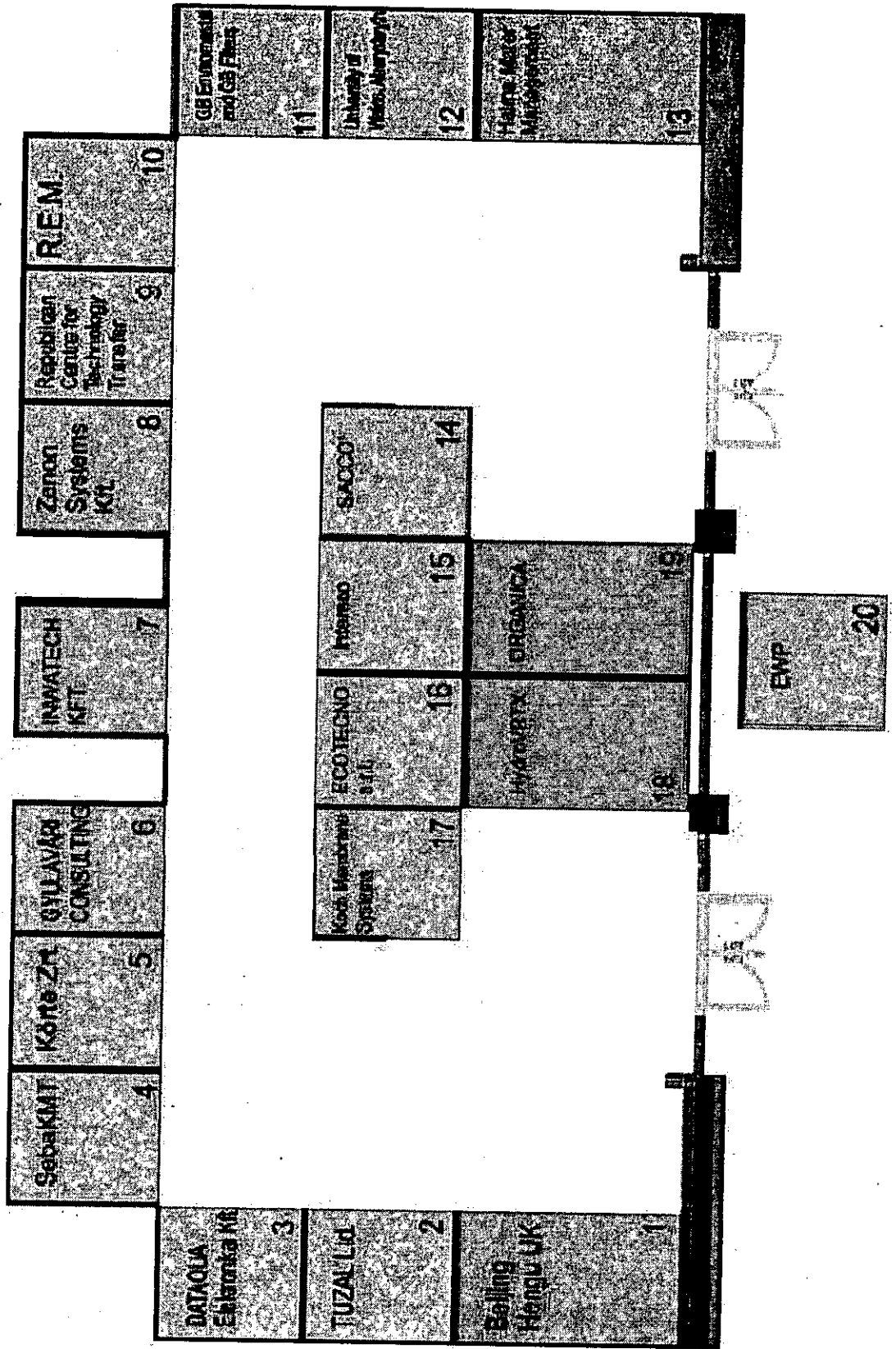
WATER TECHNOLOGY FAIR OF THE FUTURE 2007

water productivity in industry



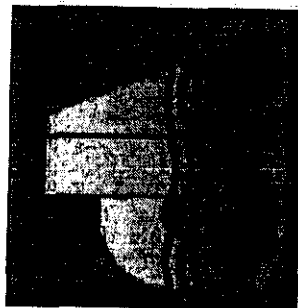
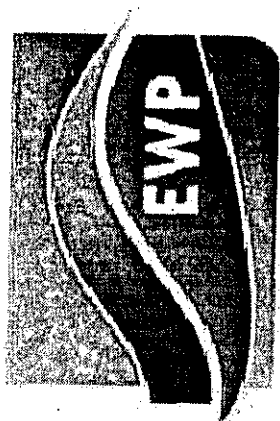


room plan





北京恒聚
BEIJING HENGJU

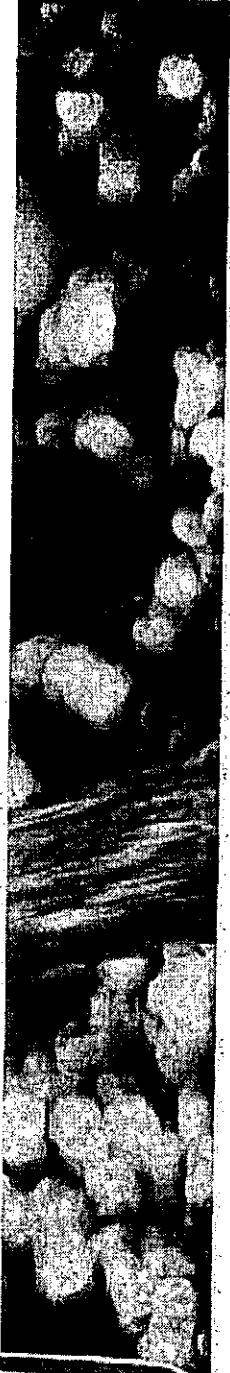
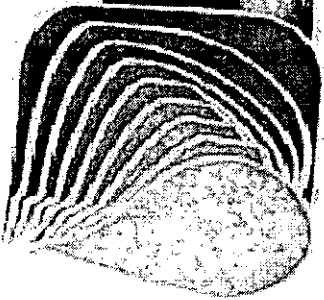


ECOLECNO
CONCENTRATORI-EVAPORATORI SOTTOVUOTO

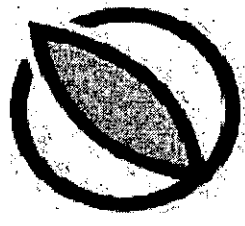
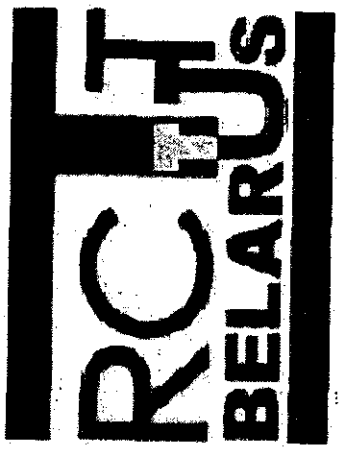
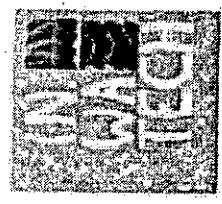
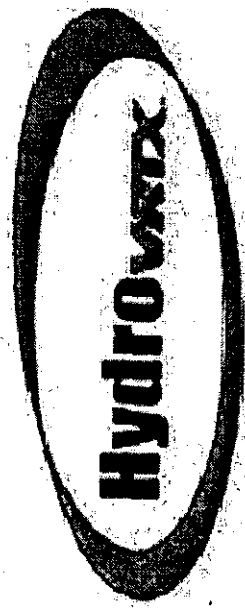


Halma Water Management

exhibitors



exhibitors

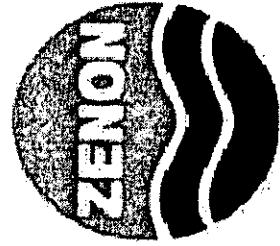
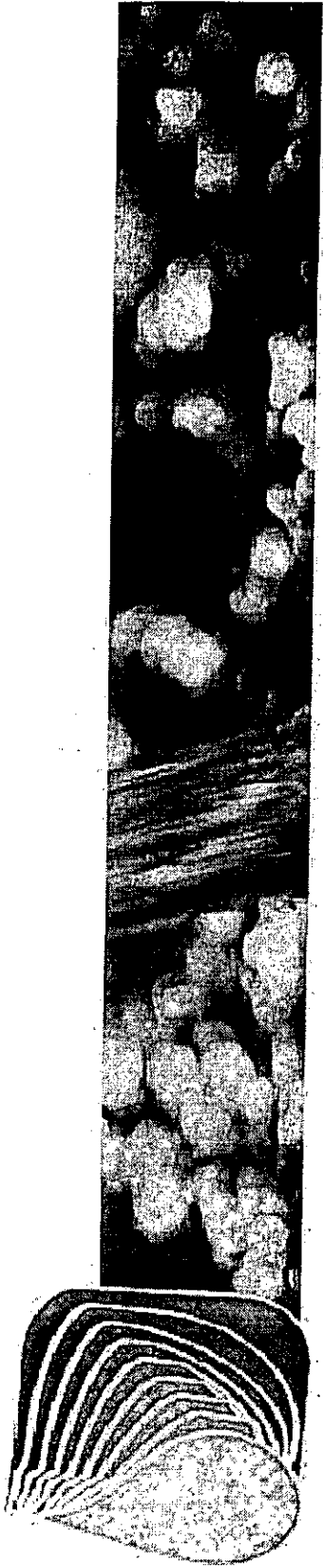


ORGANICA



KÖRTE

Gyulavári Consulting



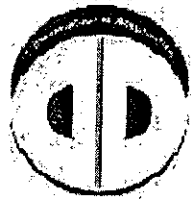
sebaKMT

FI
SACCO

TURRAL

Sp. z o.o.

exhibitors

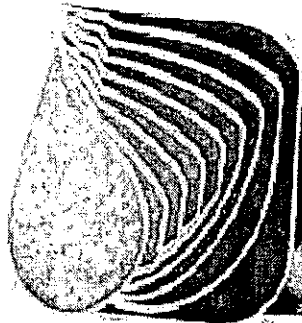


E.F.E.M.

■ s.r.l.

International Mechanics



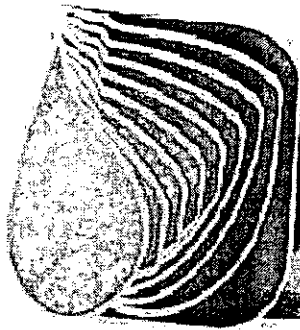


Bruxelles room

presentations

15:30 – 15:55	Zenon Systems Kft.
16:00 – 16:25	TUZAL Ltd.
16:30 – 16:55	HydroVRTX
17:00 – 17:25	EWP

27 September



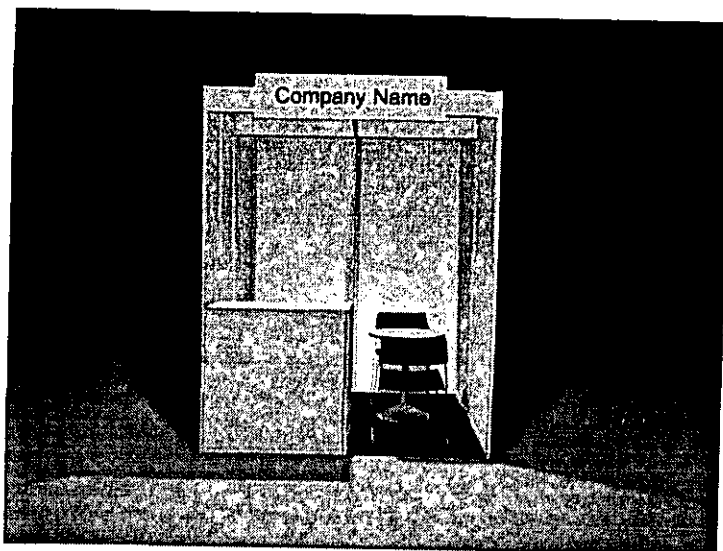
Bruxelles room

presentations

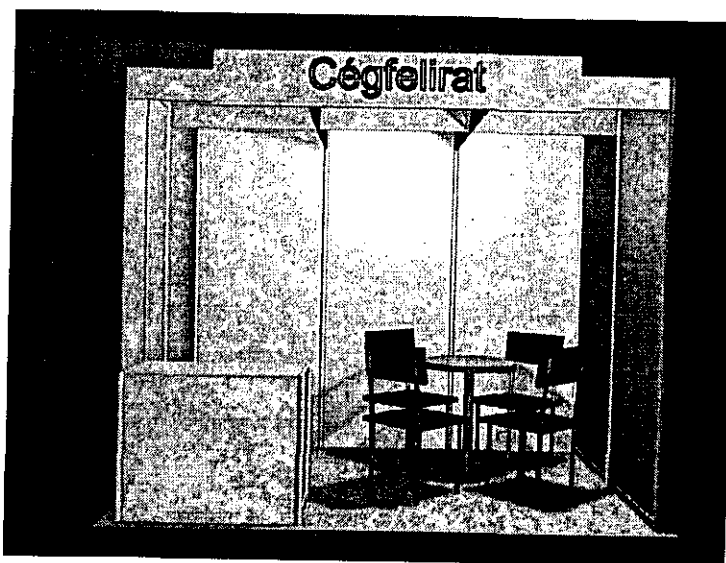
10:00 – 10:25	Organica
10:30 – 10:55	Halma Water Management
11:00 – 11:25	RCTT
11:30 – 11:55	Inwatech
12:00 – 12:30	Gyulavári Consulting Ltd

28 September

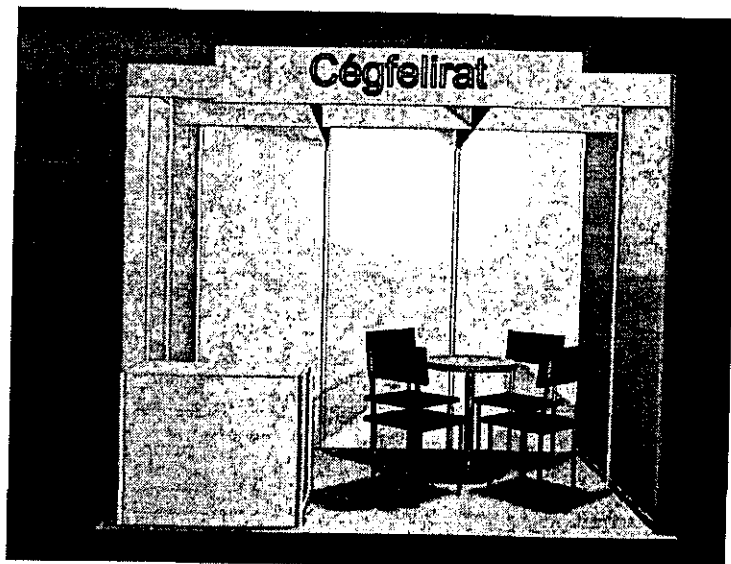
Annex 6 Types of stands provided by SCOPE Ltd



TYPE 1 stand – basic one, 4 sqm (2x2), with connection to internet (equipped with 1 table, 2 chairs and 3 spot lamps). Included in the basic price (50 EUR).



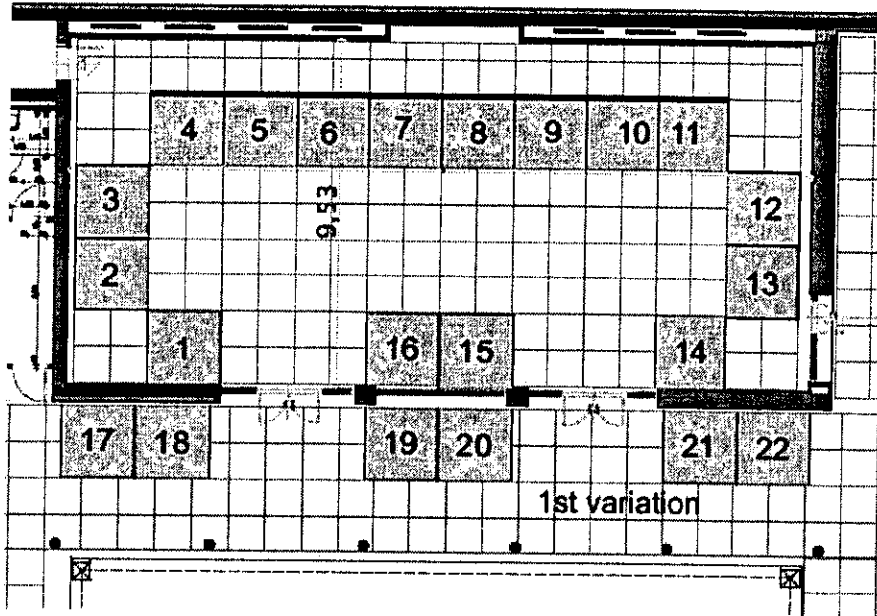
TYPE 2 stand – 6 sqm (3x2), including all items mentioned above plus 2 chairs. Additional cost for this stand is 100,- EUR + VAT per whole event



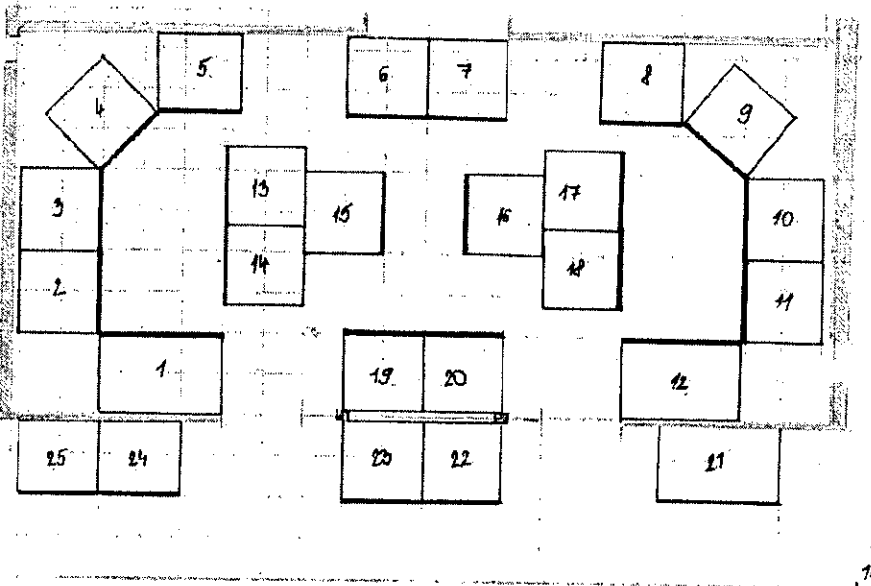
TYPE 3 stand – 12 sqm (4x3), including all items mentioned above plus 2 chairs. Additional cost for this stand is 150,- EUR + VAT per whole event

Annex 7 Proposals on layouts of the Fair of the Future room

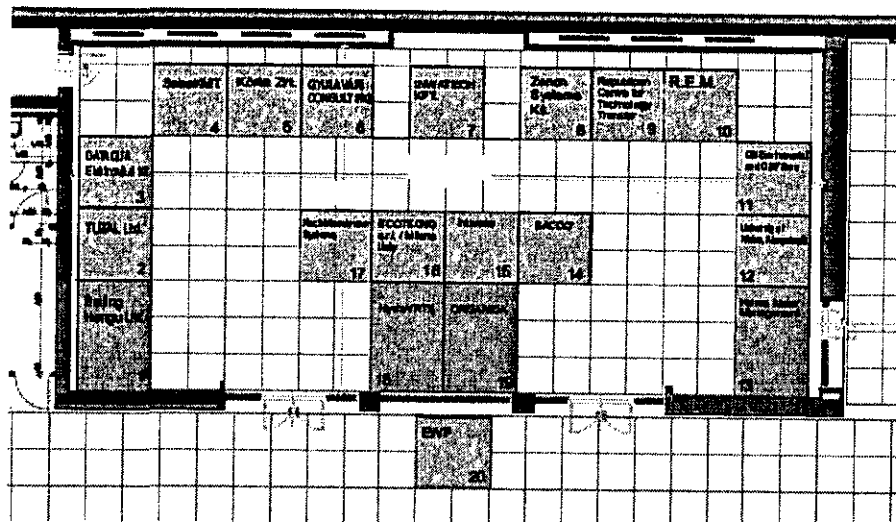
First layout of the Fair produced by SCOPE Ltd



Layout produced by BIC Group



Final layout produced by UNIDO and approved by BIC Group



Annex 7

	id	company_name	commercial_name	country	activity
1	1	Intereco s.n.c.		Italy	Water recycling and reuse
2	2	Aquarius Marine Group Ltd	AMG Ltd	England, UK	Matching water quality to use requirements
3	3	Körte Zrt.		Hungary	WWT
4	4	DATAQUA Elektronikai Kft.	DATAQUA	Hungary	Water level, temperature and conductivity recording
5	5	TUZAL Ltd.	TUZAL	Poland	Water recycling and reuse
6	6	Beijing Hengu UK Ltd		United Kingdom	Water recycling and reuse
7	7	gb environmental		United Kingdom	Saving water and increasing industrial
8	8	HydroVRTX BV	VRTX Technology	Netherlands	Water recycling and reuse
9	10	GYULAVÁRI CONSULTING Co.Ltd.	GYULAVARI CONSULTING	Hungary	Saving water and increasing industrial
10	11	ANTARES - AZV s.r.o.	ANTARES	Czech Republic	Water and wastewater treatment, sludge
11	13	ProMinent Magyarország Kft.		Hungary	
12	14	SACCO' ING GIUSEPPE	SACCOENGINEERING	Italy	Water recycling and reuse
13	15	Zenon Systems Kft.	GE Infrastructure - Water and Process	Hungary	all of the mentioned
14	16	ORGANICA Zrt.	ORGANICA	Hungary	
15	17	Seba Dynatronic Mess- und Ortungstechnik GmbH	SebaKMT	Germany	
16	18	ecotecno srl		Italy	Water recycling and reuse
17	19	University of Wales, Aberystwyth		United Kingdom	Research and education
18	22	Republican Centre for Technology Transfer	RCTT		
19	24	Halma Water Management		England, UK	Saving water and increasing industrial
20	26	R.E.M. srl	R.E.M. International	Italy	Water recycling and reuse
21	27	Koch-Glitsch GmbH	Koch Membrane	Germany	Water recycling and reuse
22	28	Inwatech Enviromental Ltd.	Inwatech	Hungary	Industrial and communal wastewater,
23		Waste & Environmental Technologies Ltd	Waste & Environmental	Hong Kong	Water recycling and reuse
24		European Water Partnership	European Water Partne	Belgium	European policies and projects

current products	innovative products	c_name	c_position
sludge dewatering equipment-wwtp equipment RO-UF systems and thermal calor. Since	special treatment plants	Fulvio Boaglio	president
AMG Ltd have over 35 years of experience in aeration and mixing technologies, which eventually lead to the invention of our	We have invented a brand new mixing and aeration device, which prevents thermal stratification of reservoirs called the AQUAERATOR. We can dramatically improve	Louisa Inch	Marketing Manager
Industrial waste water treatment system (engineering, building and operating)		Tamas Fodor	CEO
Digital level, temperature and conductivity measuring and recording with our dataloggers	GSM and INTERNET based monitoring stations with flexible, centralized, extensive data logging networks	LÁZAR József	managing director
Production of „ECoDrain” TM equipment containing inputs from „Aikaterisil” TM for	„EcoDrain” TM equipment containing inputs from „Aikaterisil” TM for storm water direct treatment	dr ing. Franciszek S. Tuznik	President
Complere range of powder grade flocculants to improve the efficiency of all solid liquid	Highly effective new cationic flocculant range just launched	Ian Barker	General Manager
UV Disinfection systems, packaged filtration	UV disinfection of water	ralph coney	sales and marketing d
VRTX Technolgy	VRTX Technology	X. Terpstra	Director & CEO
Waste water treatment- energefree - EPAS SYSTEM	#NÁZOV?	Ágnes Gyulavári	sales director
Wastewater treatment plant, filter presses and		Darina Bukvova	Technologist
Process pumps, dosing pumps, complet measurement and control stations, wastewater	Chemical transfer pumps, metering pumps, solid metering	Endre Bányai	Marketing manager
Filters - Ion Exchangers - Reverse Osmosis - Lamella Separators - Ozonizators -	Membrana systems for water reuse	DONNINO SACCO'	Sales Manager
membrane technology, membrane production, MBR	Immersed hollow fiber ultrafiltration membranes	Andrea László	executive assistant, of
1. Design, build and operation of municipal and	The ORGANICA® TECHNOLOGY is a 21st century	Peter Bakonyi	Business Process Mar
Instruments and Test Vans for Leak Detection in Water Networks,		Andrea Tropper	Marketing Department
vacuum evaporators - heat pump evaporators -		giorgio minoia	ceo
The River Basin Dynamics and Hydrology Research Group of the University of Wales	Assessment, monitoring and remediation of water resources and floodplain contaminated by mining	Dr Shaun Richardson	Environmental Consul
Forming and maintaining information databases meant for serving clinets in the	With the promotion and support from RCTT, novel products have been commercialized and put to mass	Dr. Alexander Uspenskiy	Director
Flow and pressure monitoring systems, leak	Permalog acoustic leak noise loggers	David Field	Marketing Manager
Design and built of wastewater treatment	High performance DAF, combined units for wastewater	Matteo Lirici	President
Membrane filters for water and wastewater	PURON(R) membrane filters for wastewater treatment in	Dirk Schlemper	European Marketing
DryVac technology all dewatering and drying of	DryVac technology at WWTT in England; WWTT for a	Eszes Zsolt; Kim Thomson	managing director
we are specialized in water, wastewater treatme	1. WETSEP Wastewater Treatment System (Patented) 2.	Leung Wai On	Managing Director
The EWP is an action-oriented open forum for	By bringing together all stakeholders and having good cor	Agnes Biesiekierska	Corporate Relations C

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+36 88 430-541	+38 88 438-993	dataqua@dataqua.hu	www.dataqua.com
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85 293 312 123	85 226 947 757	leung@wastech.com.hk	www.wastech.com.hk
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H-8220 Balatonalmádi Kálcsay F. u. 4
Morsztyna 7, 05-075 Warszawa-Wesola, POLAND
Beijing Hengju UK Ltd, 14 Mercury Quays, Ashley Lane, Shipley, West Yorkshire. BD17 7DB. UK.
37 hanbury road, Widford industrial estate, Chelmsford, ESSEX CM1 3AE
HydroVRTX BV De Rinderij 4
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dbukvova@antaresazv.cz
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Dr.-Herbert-lann-Strasse 6 96148 Baunach/Germany
Via del Lavoro 42
Institute of Geography and Earth Sciences University of Wales Aberystwyth
66-100, Nezavisimosti Ave., Minsk, 220072, Belarus
Ty Coch House, LLantarnam Park Way, Cwmbran, Gwent, NP44 3AW U.K>
Via Nizzola, 4
Koch-Glitsch GmbH H-1113, Budapest
Area 14B, Yuen Shun Circuit, Siu Lek Yuen, Shatin, N.T., Hong Kong
Avenue de Tervuren 168/7 1150 Brussels, Belgium

participation	innovation_type
using a booth	Product
using a booth, presenting videos or other multimedia, oral presentations with visuals	Product
using a booth, presenting videos or other multimedia	Process
using a booth	Product
using a booth, oral presentations with visuals, Paper presentation on Seminar	Process
using a booth	Service
using a booth	Product
using a booth, presenting videos or other multimedia, oral presentations with visuals	Product
using a booth	Process
using a booth	Equipment
oral presentations with visuals	Product
using a booth	Process
using a booth	Process
using a booth, oral presentations with visuals	know-how based complex product
using a booth	
using a booth, oral presentations with visuals	Equipment
using a booth	Service
using a booth, oral presentations with visuals	product, service, equipment, know-how
using a booth, presenting videos or other multimedia	
using a booth	Product
using a booth	Product
oral presentations with visuals	Equipment
using a booth	Product
using a booth	

description	advantages	applications
water recycling systems	more efficient solutions	Enviroment, Industrial Processes
The AQUERATOR is a highly efficient mixing device with no moving parts which enables the top water in the reservoir to mix with the denser unoxegenated bottom layer. Increased levels of Dissolved Oxygen in the Uniq resolutions for specific industrial wastewater problems	Our product has been scientifically tested against the Helixor and following the Research and Development by HR Wallingford's the AQUERATOR is confirmed as	Agro/Food, Enviroment, Industrial Processes, Software & Process Control
GSM and INTERNET based monitoring stations with flexible, centralized, extensive data logging networks	GSM data or direct INTERNET connection. Programmable GPRS communication	Instruments & Measuring Equipment
Drinking water preparation with excellent quality up to eight (8) log. It means all bacteria, viruses, patogen, be destroyed in 99.999999 % and Flocculats enhnace all solid /liquid separation processes.	Compleat water disinfection, two (2) log below than US EPA Regulations. Excellent quality of water. It can be Savings in water use and meeting discharge level	Agro/Food, Enviroment, Industrial Processes
		Enviroment, Industrial Processes, Construction
Chemical Free Watertreatment for Cooling Towers and Condesers utilizing VRTY Hydrodynamic Cavitation. The system has been introduced Submerged fixed biofilm,	No Chemicals, No Ozone, No Chlorine, completely Chemically Free Energyfree, we are not using chemical for the flotation	Agro/Food, Enviroment, Materials, Industrial
		Agro/Food, Enviroment, Industrial
		Enviroment
		Agro/Food, Enviroment, Industrial Processes
Protein recovery, sugar recovery, salt recovery	Better pollution control, recovery of the products	Agro/Food, Industrial Processes
		Enviroment, Energy, Pharmaceuticals
	- look and feel of a botanical garden	Agro/Food, Enviroment, Industrial
		Instruments & Measuring Equipment
waste water treatment and recycling - disposal waste volume minimizing	zero discharge plants - no gas emission on atmosphere -	Enviroment, Industrial
Provision of innovative blue sky, strategic and applied interdisciplinary research	Partners benefit from the know how and facilities of one of the leading university groups in the UK studying river basin	Enviroment
Equipment, instrumentation and technologies for water recycling, treatment, quality control and monitoring of Belarusian firms - RCTT's	We are proposing principally new technologies.	Enviroment, Materials, Industrial Processes, Enviroment, Industrial
REM has developed a plant to asses and predict the headloss and	The hydraulic profile in the headworks can be accurately	Enviroment, Industrial
PURON(R) membrane filters for wastewater treatment in membrane	Higher effluent quality than conventional wastewater	Agro/Food, Enviroment,
To the water and drying many kind of sludges coming from industrial	One equipment, cost safe, enviromental safe (no emission)	Agro/Food, Enviroment,
Our product WetSep System is specially designed to extract dissolved an	A treatment package of oil filtration, SS removal plus redu	Enviroment, Industrial Proce
The EWP works to bring European stakeholders on water from all sector	The advantages of EWP membership, especially for CEE p	Agro/Food, Enviroment, En

development	partnership	Booth	Videos	Oral with visi	Other	Confirmed	Stand
Already on the market	Distribution/sales agreement	X				yes	TYPE 1
Already on the market	Joint venture, Distribution/sales agreement	X	X	X			
Already on the market	Distribution/sales agreement, Marketing agreement	X	X			yes	TYPE 1
Already on the market	Distribution/sales agreement, Marketing agreement	X				yes	TYPE 1
Available for demonstration	Joint venture, Marketing agreement	X	X	X	Paper presentations	yes	TYPE 1
Already on the market	Distribution/sales agreement, Marketing agreement	X				yes	TYPE 2
Already on the market	Distribution/sales agreement	X				yes	TYPE 1
Already on the market	Distribution/sales agreement	X	X	X		yes	TYPE 2
Already on the market	License agreement,	X		X		yes	TYPE 1
Already on the market	Manufacturing agreement,	X				yes	TYPE 1
Already on the market	License agreement, Distribution/sales agreement			X			TYPE 1
	Joint venture, Distribution/sales agreement	X				yes	TYPE 1
		X	X	X		yes	TYPE 1
Already on the market	License agreement, Joint	X	X	X		yes	TYPE 2
		X				yes	TYPE 1
Already on the market	Distribution/sales agreement,	X				yes	TYPE 1
		X					TYPE 1
	Manufacturing agreement, License agreement, Joint	X		X		yes	TYPE 1
Already on the market		X	X	X		yes	TYPE 2
Available for demonstration	Distribution/sales agreement,	X				yes	TYPE 1
Already on the market	Distribution/sales agreement	X	X			yes	TYPE 1
Already on the market	Distribution/sales agreement	X		X		yes	TYPE 1
Already on the market	Distribution/sales agreement	X				yes	TYPE 1
ergy, Construction	Strategic partnerships	X	X	X		yes	TYPE 1
						yes	TYPE 1
					cancelled		
				X	requested additionally		
					cancelled their participation		

Fascia

Intereco
Körte
DATAQUA Elektronikai
TUZAL Ltd
Beijing Hengu UK
GB Environmental and GB Filters
HydroVRTX
GYULAVÁRI CONSULTING
ANTARES - AZV s.r.o.
SACCO'
Zenon Systems Kft.
ORGANICA
SebaKMT
ECOTECNO s.r.l. - Milano - Italy
University of Wales, Aberystwyth
Republican Centre for Technology Transfer
Halma Water Management
R.E.M.
Koch Membrane Systems
INWATECH KFT.
EWP

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