

InterAqua O 2012

第3回国際水ソリューション総合展

3rd International Water Solution Exhibition

Feb. 15 (Wed.)-17 (Fri.) Tokyo Big Sight, Japan

Aqua Week - Various players involved in water business and technology solutions gather from around the world

ICS Convention Design Inc. (Chiyoda-ku Tokyo, President: Junichi Asai) will hold “InterAqua 2012: 3rd International Water Solution Exhibition” during the three day period from February 15 (Wednesday) to 17 (Friday) at Tokyo Big Sight, Japan. The Exhibition will be supported by New Energy and Industrial Technology Development Organization (NEDO), Japan Water Works Association (JWWA), Federation of Japan Water Industries, Inc., Japan Global Center for Urban Sanitation (GCUS), Japan-China Economic Association, Global Water Recycling and Reuse System Association (GWRA), Water Security Council of Japan, The Association of Liquid Filtration and Purification Industry (LFPI), and Japan Desalination Association(JDA) (tentative). 82 companies/organizations will be participating in the exhibition and the number of visitors is expected to be around 8000.

The idea for InterAqua was first conceived in 2008 in the context of growing interest to develop overseas water businesses by leveraging Japan’s advanced water treatment technologies. The inaugural exhibition was held in February 2010, and the third exhibition will be held in February this year. During this time, as the pathways and strategies for overseas water business development have become clearer and advanced, the characteristics of InterAqua has also been changing, now aiming to become an Asian platform for water business solution.

One of the main purposes for holding the first exhibition in 2010 was to explore the effectiveness of the exhibition in showcasing Japanese water-related business as a whole to enter the global market. The second exhibition, which was held last year, continued to feature a national project report by NEDO and a presentation by Team Water Japan. The number of business exhibitors, however, rose by twice of the previous exhibition and 57 companies including 8 foreign companies exhibited in the fields of “Material, Parts and Equipment Manufacture” and “Device Design and Assembly”, strengthening InterAqua’s character as an international exhibition for presenting new technologies/services and holding business meetings.

As the main target markets for overseas business development has become clearer and with enhanced support from public institutions and municipalities, it has become more important to provide partnering opportunities in the water business by inviting important and influential persons from target countries/regions and holding domestic seminars and events featuring them, as well as dispatching mission teams to overseas exhibitions.

On the second day of the exhibition last year, ICS Convention Design (organizer of InterAqua) and China Water Net(h2o-china.com), with the special support of GWRA and Japan-China Economic Association, co-hosted the “Japan-China Water Business Forum.” A delegate of 45 members, comprising of top leaders of Chinese water business companies such as China Water Investment Co. Ltd. as well as representatives of EPC and consulting companies participated from China and actively engaged in networking and business matching sessions with the 180 participants from Japan. In addition, “JDA Forum 2011” featuring global water treatment membranes which is now entering an era of mega-competition and a symposium by the Water Security Council of Japan were also held during the Inter Aqua period.

As described above, the exhibition itself is becoming more focused on R&D and technology solutions, while concurrent conference events ranging from international forums taking up highly strategic themes such as global water business development and Japan’s key water treatment technologies to workshops on specific technology areas are growing in importance as part of the InterAqua. The exhibition and conference events are like a pair of wheels.

The schedule for this year includes a symposium held by NEDO on global water business trends and strategy, a symposium focusing on the reconstruction from the Great East Japan Earthquake (by Nippon Suido Shimbin Co.), an international conference on advanced membrane technology (by APDA/JDA), a JDA workshop, and a Japan-China Water Business Forum (by Japan-China Economic Association).

Starting from InterAqua 2012, we have named the week on which InterAqua will be held as “Aqua Week.” We are calling out to players in the water business across the world to make use of this opportunity to hold conference events here in Japan and take part in creating a more open Asian platform for water related businesses and information, centering around the InterAqua Exhibition.

■ InterAqua 2012

【International exhibition of water treatment technologies with abundant chances for business negotiation】

The exhibition will be structured with NEDO Pavilion reporting the interim outcomes of the “Water-saving Recycling Systems Project” at the center and in the adjacent GWRA zone will be individual company booths of Toray Industries, Inc., Hitachi Ltd., Hitachi Plant Technology, Ltd., Meidensha Corporation, and Torishima Pump MFG. CO., LTD. There will also be many other booths put up by private companies, related organizations, NPOs, and media. This year’s Aqua Lounge will feature post-earthquake recovery efforts taken by the exhibitors.

This year’s exhibition can be characterized by the increase in the number of private-sector exhibitors (62 companies) including those from overseas and the decrease in the number of NPO exhibitors. New organizational exhibitors include Global Center for Urban Sanitation (GCUS) from Japan and Asia Pacific Desalination Association (APDA) will be setting up a pavilion with the member associations from Australia (AWA), China (CDA), and Korea (KDA) this year, expanding the international reach of InterAqua.

【Newcomers from within Japan】

Among new private-sector exhibitors, ITC Green & Water Corp. of Itochu Corporation Group will be presenting its “Combined Lagoon System®” for purifying organic wastewater from food processing plants and livestock night soil. Along with this water purification plant, a submerged-type gas-liquid dissolution apparatus (water environmental preservation: WEP system) for improving dissolved oxygen concentration in an enclosed water area will also be presented together with Matsue Doken Co., Ltd., who developed this system jointly with

Public Works Research Institute (PWRI).

Chlorine Engineers Corp., Ltd. is a comprehensive electrolysis technologies manufacturer providing equipments such as on-site sodium hypochlorite generator and ozone gas/ozone water generators and aggressively expanding its overseas business. At the exhibition, it will feature its on-site generator capable of generating sodium hypochlorite with effective chlorine concentration of 0.1% ~ 12% along with some other technologies.

Other companies exhibiting for the first time include: Aqua Techno System, Inc. (Private water supply systems); Ameroid Japan Service Co., Ltd. (full automatic slurry dehydrator); Johnson Screens Japan Limited (wedge wire screen / applied products); Toa Electronics Co., Ltd./ Nagoya Oshima Machinery Co., Ltd. (ozone generators / applied equipment); Toyo Aquatech co., ltd. (proposal for redundant water supply infrastructure); Nippon Denko Co., Ltd. (resource recovery ion-exchange tower / rental business); Watty Corporation (surface detection sensor); Xylem Water System Japan (vertical type multistage pump).

【 Growing recognition for InterAqua in the international arena: EPC/O&M company participating from China for the first time 】

In most global companies, the HQ corporate marketing division leads the selection of which exhibitions to participate in. An increasing number of Japanese offices of US and European corporations are starting to apply for participation in InterAqua on the instructions of its parent company, demonstrating InterAqua's growing recognition in the international arena.

With regard to direct participation from Asian companies, three companies, including a water purification equipment manufacturer, are participating from Taiwan and one company from China. Linyi Jinmin Water Co. Ltd. from China is an affiliate of Jinluo Group, one of China's three major meat processing companies, and engages in dispersed sewage treatment, high-concentration organic wastewater treatment, and other technologies. Last year, the company visited Japan as a participant in the Japan-China Water Business Forum. This year, it is joining InterAqua as an exhibitor aiming to seize opportunities for entering the Japanese market and finding a business partner for technology development. It will be the first EPC/O&M company participating from Asia.

China Desalination Association (CDA), which will be exhibiting within the APDA pavilion, is sending a team of over 30 members. Membrane Industry Association of China (MIAC) will also be sending a delegation of some members. China's progress and trends on new separating membrane technology will be attracting a lot of attention.

【 NEDO project leading Japan's research and development 】

The Water-saving Recycling Systems Project led by NEDO is a national R&D project consisting of two domains: innovative and elemental technology development (such as membrane separation technology, an area in which Japan's water related business strengths lie); and feasibility studies on the application of these technologies (model business operation). Each domain currently runs 8 individual projects and a total of 24 private companies, research institutions and universities, are commissioned to undertake these projects.

Interim reports from each of these projects will be presented at the NEDO pavilion and oral presentations will be held at the mini theater. Visitors from a wide range of business fields, from materials, parts, equipment, plant construction, to engineering, management, and operation, are expected from both Japan and abroad, possibly leading to business deals.

【 Special program highlighting post-earthquake recovery projects 】

Based on the belief that it will contribute to post-earthquake recovery efforts, records on how the exhibitors responded to the disaster and what actions they took, as well as visions on how

they will confront future water infrastructure and energy issues will be presented at the Aqua Lounge Special Program: “Water Infrastructure Recovery from the Great East Japan Earthquake and Proposals for the Future”. All exhibitors are invited to participate in this special program. Presentations will be made using panel boards and by stage presentations.

Currently ten companies and organizations including Anzai Medical Co., Ltd., Wellthy Corporation, Johnson Screens Japan Limited, Zeolite Co., Ltd., Toa Electronics Co., Ltd. and Japan Sewage Works Association have applied for the special program. Toyo Aquatech Co., Ltd. is planning to propose compact desalination equipments and groundwater utilization systems as backup water supply systems that can be utilized from immediately after a disaster up to the recovery period.

■ Aqua Week

A week full of networking and technology exchange opportunities, with various symposiums and conferences held in conjunction with InterAqua

On the first day of InterAqua 2012, three conferences will be held. “NEDO Water Solution Symposium”, “The Great East Japan Earthquake –Symposium for the Reconstruction” held by Nioppon Suido Shimbun Co., and “JDA Workshop 2012” on state-of-art seawater reverse osmosis desalination technology. From the second day to the first half of the third day, APDA/JDA Joint Conference will be held for the first time in Japan. In addition, on the day before the beginning of the InterAqua Exhibition (Feb. 14, Tues.), Japan-China Economic Association is planning to mark a start of Aqua Week by holding the “Japan-China Water Business Forum” in Tokyo. There will be other water-related conferences held during this period to coincide with “Aqua Week”.

—For inquiries concerning this release, please contact—

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Aqua Week

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The Great East Japan Earthquake –Symposium for the Reconstruction

Date & Time: Wednesday, February 15, 2012 10:30-17:30

Venue: Reception Hall A, 1F, Conference Tower, Tokyo Big Sight

Organized by: Nippon Suido Shimbun Co., ICS Convention Design, Inc.

Language: Japanese only

Admission: 5,000yen (online registration required.)

NEDO Water Solution Symposium 2012

“Global Water Business Trend and Strategy”

Date & Time: Wednesday, February 15, 2012 13:30-17:00

Venue: Room 606, 6F, Conference Tower, Tokyo Big Sight

Organized by: New Energy and Industrial Technology Development Organization (NEDO),

Language: Simultaneous interpretation between English and Japanese

Admission: Free admission via online registration

JDA Workshop 2012

“Large Scale RO Desalination Plant Engineering-World’s Most Advanced”

Date & Time: Wednesday, February 15, 2012 13:00-17:30

Venue: Room 609, 6F, Conference Tower, Tokyo Big Sight

Organized by: Asia Pacific Desalination Association (APDA),

Japan Desalination Association (JDA)

Language: Simultaneous interpretation between English and Japanese

Admission: Member 50,000yen Non Member 60,000yen

APDA/JDA Joint Conference 2012

"Solution of the Global Water Issues in 21st Century"

~Is a Paradigm Shift of Membrane Technology for Water Treatment Really Necessary?~

Date & Time: February 16, 2012 10:00-17:00 February 17, 2012 10:00-12:30

Venue: Room 102, 1F, Conference Tower, Tokyo Big Sight

Organized by: Asia Pacific Desalination Association (APDA),

Japan Desalination Association (JDA)

Language: Simultaneous interpretation between English and Japanese

Admission: Member ¥30,000 Non Member ¥40,000

For more detail program, please visit: <http://www.interaqua.jp/eng/index.html>