



## **SMAGUA 2008: THE LEADING EVENT FOR WATER AND ENVIRONMENTAL INDUSTRIES**

**The Saragossa Trade Fair will house the XVIII edition of SMAGUA International Water Trade Fair and the VIII edition of the Environmental Trade Fair between March 11 and 14 of 2008. Both fairs have become the leading international commercial events for the water and environmental sectors thanks to their innovative qualities.**

**A total of 28,791 professional visitors and 1,582 exhibitors from 38 countries were present at the 2006 edition of SMAGUA, which was a great success thanks to both the number of participants and to the number of proposals and presentations of new products, equipment and water technology solutions.**

In less than one year, the Saragossa Trade Fair will house the 18th edition of SMAGUA, the International Water Trade Fair: one of the most important and influential events in the international water industry sector. The latest techniques and equipment for comprehensive water management will be presented in SMAGUA between March 11 and 14 of 2008, including the most innovative products and the leading companies in the sector. The 8th edition of the Environmental Trade Fair will be held at the same time and is also a leading event in environmental technologies.

In 2006, SMAGUA increased its exhibitor space by 20.34% and included a total of 66,086 m2 divided amongst seven pavilions. Professional visitors came from 70 countries and influx was massive. An estimated 28,791 professional visitors were present at the trade fair, an increase of 21.9% compared to the previous edition.

Exhibitor participation also increased substantially, up to 19.7% more than the 2004 edition, reaching up to 1,582 exhibitors from 38 countries. Amongst these, the Spanish representation was the most numerous, with 659 participating companies (41.6% of the total); while EU companies represented a 41.7% with 660 exhibitors; America represented a 10.42% with 165 exhibitors, Asia and Oceania a 6.06% with 96 companies and Africa with 2 participating companies.

SMAGUA 2008 and the Environmental Trade Fair constitute a unique opportunity for companies in the water industry to position themselves within an evolving market with immense growth potential and international scope. This explains the exhibitor's success and satisfaction and SMAGUA's growth year after year. For this next edition, which also coincides with the preparations for EXPO Saragossa 2008 International Water and Sustainable Development Trade Fair, SMAGUA 2008 will increase its scope thanks to the synergy present between the two events in both promotional aspects and in the similarity of contents. Furthermore, the Trade Fair Organisation has introduced some changes to its usual publicity campaign that will undoubtedly reinforce the event's popularity. Included amongst these changes is a new image for SMAGUA, with a more modern design in accord with the trade fair's message and also includes a new logo, new posters and a publicity video.

### **Technological innovation plays the leading role in SMAGUA**

SMAGUA is internationally known in the sector for its important contributions and solutions concerning water and environmental technologies. This prestige was evident during the last edition when new products were presented in all exhibiting sectors. A total of 29 companies presented 42 innovative proposals, including those related to irrigation control systems and various automatic systems based on remote control via radio, GPS or Internet for agricultural water management. Special mention must also be made of the water treatment subsector, which presented important innovations in both filtering and recycling. Various different types of facilities were presented such as modern filtering plants, complete portable analysis laboratories and even domestic filtering equipment, all highly functional, simple to use and with low energy consumption.





The tube and valve sector had exceptional representation, as is usually the case in this trade fair, and included new designs and materials featuring increased durability and efficiency. New techniques and equipment were also presented during the Environmental Trade Fair, featuring developments in renewable energy sources applied to water treatment for example, or to irrigation and farming. Last, one of the sectors with highest growth rates is the computer systems and applications sector for controlling all types of facilities, both pumping facilities and water quality facilities, as well as network designing, irrigation facilities, etc.

### Exhibiting sectors in the trade fair

In order to facilitate the professional visitor's visit to the fair, the space available within the pavilions in the Saragossa Trade Fair is divided into different exhibition areas. SMAGUA is divided into five large areas:

- Water Collection, Transportation and Storage
- Water Treatment and Recycling
- Water Application/Irrigation
- Other Equipment
- Engineering Companies, Consulting Companies, Utility Companies, Technical Publications, etc.



The Environmental Trade Fair is divided into the following sections:

- Energy
- Water
- Atmosphere
- Waste Treatment
- Environmental Engineering
- Other Environmental Activities



### New investments in sanitation and filtering

A few of the subjects dealt with during the previous edition of SMAGUA included sustainability, new water savings techniques and drought prevention. Estimated growth rates of the sector were also analysed amongst the trade fair participants themselves, who agreed that the public administrations still have much work to do regarding hydraulic infrastructures and water management planning. This, in turn, leads to a wealth of opportunities for companies in the water industry sector, especially in areas related to treatment and filtering systems, water supervision and quality control programmes, ecological and energy-saving comprehensive management systems, irrigation techniques, as well as for companies focused on research projects concerning water resources in general.

The water technology sector is growing consistently and will receive strong promotion from the new National Plan for Water Quality: Sanitation and Filtering 2007-2015, approved by the Council of Ministers last June 8, including investments worth more than €19,000M for the seven years it is in effect. The Central Government will provide only €6,233M for general interest works. The rest of the investment will come from EU funds, local administrations and the private sector.

This new plan aims to improve the quality of wastewater and increase recycling, while increasing the availability of water resources. Furthermore, the new plan will contribute to reaching the environmental goals of the Water Directive for 2015 that aims to improve the quality of all bodies of water by that year, including continental, coastal and transitional waters. The plan includes more than 2,000 actions, including the construction of a large number of filtering plants and the improvement of the quality of river water.

The National Plan for Water Quality does not only include direct investments in hydraulic infrastructures, but also in R+D concerning filtering, sanitation, biodiversity and associated ecosystems. More specifically, €12.5M have been collected to subsidise research in these areas. The objective within this framework is to collect €365M to invest in R+D for the seven-year period, 2007-2015, provided by the Central Government, the Autonomous Governments and companies within the sector.

### **A positive outlook for the new edition**

If SMAGUA 2006 exceeded all expectations and caused general satisfaction amongst the exhibitors and organisers, the new edition that is already being prepared is expected to continue to exceed growth and expectations of exhibitors and visiting professionals alike by promoting commercial and business success. Thanks to new investments made in the water sector and the high levels of technology and efficient management amongst the participating exhibitors, as well as to the current state of the market, the success of SMAGUA 2008 and the Environmental Trade Fair is guaranteed and will certainly provide interesting business opportunities for companies and professionals of both sectors during the most important commercial trade fairs of the year.

In addition, the improvements made to the city of Saragossa and its infrastructures for Expo 2008 provide an added benefit for the Fair and its exhibitors and visitors, and will undoubtedly make the capital of Aragon one of the most important cities in Spain.

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