



PREPARATIONS WELL UNDERWAY FOR SMAGUA 2010, A BIG DATE FOR WATER AND IRRIGATION TECHNOLOGIES

Preparations for the 19th edition of SMAGUA, the International Water and Irrigation Exhibition, are well underway. The fair will bring together the leading enterprises in the water and water technology sectors at the Zaragoza Trade Fair Centre from 2 to 5 of March 2010. The 9th edition of The Environment Exhibition will be held in conjunction with SMAGUA.

The Steering Committee is working actively to ensure the success of SMAGUA 2010. The objectives are to increase international participation, to create more widespread awareness of all technological innovations presented at the fair and to boost growth in the sectors of irrigation, water treatment and reuse, and desalination.

Eight months separate us from the nineteenth edition of SMAGUA, the water sector's leading international commercial event. The Zaragoza Trade Fair Centre will once again be the focal point for the water industry and will provide a platform for the most advanced technologies in integral water management. From March 2 to 5, the industry's leading companies will present their latest products and innovations in systems, equipment and techniques for application in sectors such as: irrigation, water treatment and purification, and desalination. Not only are these growth sectors, but they are also at the forefront of technology.

The last edition of SMAGUA, held in 2008, enjoyed enormous success. It broke all participation records, with 1,725 exhibiting companies from 39 countries and 35,112 professional visitors from 64 countries. Over the 4 days, they visited the event's nine exhibition halls, occupying a total surface area of 80,238 m². The international flavour of the event was in evidence, with 40% of the companies (714) coming from Spain, while the rest of the exhibitor companies were mainly from Europe (751), America (172), Asia and Oceania (87).

Surveys carried out at the time highlighted the positive impression of visitors and exhibitor companies at SMAGUA. The majority of both visitors and exhibitors expressed their intention of attending SMAGUA 2010. The vast majority indicated that their expectations had been met and that they had made abundant business contacts. They had also availed of the opportunity to bring themselves up to date with the sector's latest trends and technologies, thanks to the technical seminars, conferences and other parallel activities forming part of the Exhibition.

Objective: continued growth

If the last edition of SMAGUA was an unprecedented success, confirmed by the satisfaction of the participants, the Steering Committee has set very clear objectives for the upcoming edition: increased international participation at SMAGUA, more widespread awareness of all the technological innovations showcased at the Exhibition, and the provision of a platform for the consolidation and growth of the exhibiting sectors, in particular the irrigation, water treatment and reuse, and desalination sectors.

To ensure that these objectives are achieved and to guarantee the growth of SMAGUA 2010, the Steering Committee, comprising the sector's leading companies and associations, is already acting on a number of fronts, with different groups working to a precise method and schedule. At the first meeting in March, the Steering Committee, presided over by Ángel Simón, Managing Director of Aguas de Barcelona, was appointed. At this meeting, three working groups made up of Committee members were set up. Each group comprises eight members and a coordinator and it is foreseen that they will hold periodic meetings to give details of progress, outline conclusions, and carry out a common review of the development of the Exhibition. The first group will design the different parallel activities, while the second will deal with issues of communications, promotion and awareness creation, at both national and international level. This second group will also handle matters related to exhibitor companies and visitors. The third group will concentrate on all aspects of services at the Trade Fair Centre. All the groups will work towards a common objective: the study of possible enhancements in terms of activities and services with respect to previous editions and new initiatives which would serve to increase the appeal of SMAGUA 2010. The next meeting of the working groups will take place this July.

Promotion of SMAGUA and the design of parallel activities

The last edition of the Exhibition saw the introduction of new promotional actions, including a facelift for the image of the event, featuring a new logotype, poster and promotional video. The Steering Committee will continue to operate along these lines, using all of the many promotional tools at its disposal to increase the drawing power of the fair. Different campaigns are already up and running, using both traditional and state-of-the-art tools. In this way, the Exhibition will have a direct presence at the sector's leading fairs, both national and international. In addition, SMAGUA is being promoted in the main Spanish and international water and irrigation trade journals, with particular emphasis being placed on Europe, North Africa, The Middle East and India. Support campaigns will also take place, including periodic press releases to over 700 media groups and the promotion of SMAGUA 2010 on internet by means of: Google campaigns, newsletters, specialized portals, the websites of the sector's leading associations, an e-mail campaign organised by the Zaragoza Trade Fair Centre itself, etc.

The Steering Committee has revealed that it is working, in cooperation with different associations and publishers, on an ambitious program of parallel activities of great technical and professional interest. These will include the 2nd SMAGUA Award for the Development and Application of Technologies in Water and Irrigation, which enjoyed such great success at the last edition. The award highlights the innovative nature of the event and is organised by the professional publications Tecnología del Agua and Riegos y Drenajes XXI in cooperation with the Zaragoza Trade Fair Centre. The 1st award went to the 15 most innovative products with the greatest market potential. These were selected from all the innovations presented during the last three editions of SMAGUA.

Zaragoza: more hotel rooms and better communications

Thanks to the different work carried out to enhance the city of Zaragoza in preparation for the last Water Expo, held in 2008, the city has undergone considerable change, making it more functional, more user-friendly and more convenient in terms of trade fairs and business. Participants at SMAGUA 2010 will benefit from a 40% increase in hotel accommodation and better transport links, particularly in the form of the high-speed train (AVE). It should be borne in mind that 45% of the population of Spain has a high-speed rail link between their main provincial city and Zaragoza, with 30% of these having their station of origin within 1.5 hours of Zaragoza-Delicias. In addition, accessibility at the Zaragoza Trade Fair Centre has been enhanced, enabling greater mobility for participants at SMAGUA 2010.

SMAGUA 2010, a safe bet

As the undisputed leader of European exhibitions in the sector, SMAGUA 2010 comes with the reference of excellent results, a high technological level, and enormous support from the sector and its principal actors, companies and associations. Despite the current scenario, the sector is buoyant, thanks to its great innovative drive and SMAGUA 2010 provides its greatest platform for development. Once again, the event will boast the presence of the leading professionals and enterprises of integral water cycle management and environmental management.

Exhibition sectors

INTERNATIONAL WATER AND IRRIGATION EXHIBITION

- Collection, Transport and Storage
- Treatment and reuse of water
- Irrigation
- Miscellaneous Equipment
- Engineering, Consulting, Service Companies and Trade Publications
- Instrumentation, Analysis and Automation



ENVIRONMENT EXHIBITION

- Energy and the environment
- The water environment
- The atmospheric environment
- Waste treatment
- Environmental engineering
- Miscellaneous environmental activities



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