

Press Release

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IWE 2008 – International Water & Waste Water Exhibition – 29 October - 01 November 2008, Tehran International Fair Ground, Iran

- **IWE – the second time with German Partner**

IMAG has further expanded its trade fair activities in Iran. Around five events per year are organised in Iran by IMAG; its portfolio also includes the International Water & Waste Water Exhibition – IWE – in Tehran. Since its premiere in 2000, this event has shown all signs of developing into a high-calibre leading trade fair for Iran and the surrounding regions. Together with its new Iranian partner M & T Solutions, IMAG will be further developing IWE and expanding it into an event of international standard. Companies from Europe including Turkey will benefit from this event, as a gateway into the Iranian market of water and waste-water treatment. German companies are excellently positioned in Iran. A joint company exhibition of the Federal Republic of Germany is already planned for IWE 2008.

Iran's economy has been expanding at an above-average rate of 5% per year, boosted in particular by rising income from oil exports. Due to continuing strong demand for energy around the world, the country's revenues will remain at a high level – and this is the basis for funding major infrastructure projects and imports of foreign goods, technology and services. As a result companies from western industrialised nations can also look forward to rising sales to Iran.

Iran's water and waste-water infrastructure is still a largely untapped market. It faces tremendous challenges, due to population growth, a concentration of people in mega-cities and rapid industrialisation. Government plans for the next twenty years aim at a wide-ranging expansion of this infrastructure. Since 2005 major projects in water transfer and the building of dams have been funded. The goal is first to provide fresh water supplies to 2.6 million people living in an area of 150 square kilometres;

by 2023 another 10.5 million will be connected to the network. To help implement this ambitious plan, Iran is also turning to companies and institutions from abroad.

Against this background, the mood ahead of IWE 2008 in Iran is an optimistic and positive one for business.

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