



Dear Israeli Water Company,

In November this year, the International Water Association (IWA) and its main partners in Buenos Aires (Argentina's Ministry of Internal Affairs, Public Works and Housing – Secretary of Water Resources, through AySA and the Inter-American Development Bank [IDB]), organize the IWA Water and Development Congress & Exhibition (IWA WDCE2017) - 13 to 16 November 2017 in Buenos Aires, Argentina.

In line with other countries organizing country pavilions and collective programs, the IWA takes the initiative to launch and organize an Israel Pavilion and Program for this global water event in Latin America.

The Embassy of Israel in Argentina supports this initiative and encourages Israeli companies to join this IWA initiative, and with that benefit from the business opportunities and put the Israeli water sector on stage in this global water event.

This letter contains information on the IWA WDCE17, as well as the program and pavilion set up.

WDCE17

The IWA WDCE2017 brings together a global audience of practitioners, utility managers, government officials, NGO representatives, technology providers, consultants and media. With an expected number of over 2000, the IWA WDCE2017 will focus on:

- Political & social engagement in water issues
- Capacity building of water operators and professionals in the region
- Argentina National Water Plan: benchmark and international discussion & input
- Regional Preparation and contribution towards 2018 World Water Forum
- Raising the issue of climate change adaptation to policy makers in the region

One of the main partners of the event, AySA has a big responsibility for the great project that lies ahead: within the framework of the National Water Plan, it carries out the Metropolitan Area Plan, one of the most important water and sanitation programs currently being implemented in the world.

Considering the magnitude of the works, the required investment (12.500 million dollars), it offers many opportunities for Israeli institutions and companies.

Besides this Argentina focus, the Latin American market will be at focus in the IWA WDCE and at the same time a global audience will also be represented.



The Israel Pavilion

The Israel pavilion offers Israeli companies the opportunity to share innovative solutions in emerging economies. The pavilion will have recognizable branding and is suitable for networking. IWA offers Israeli companies a reduced fee of the early bird rate of €315 Euro per m2 including shell scheme stand construction. Units in the pavilion can be booked of 6M2 ,9M2 or larger upon request, resulting in following basic package prices:

- 6 m2: Euro 1,890.00
- 9 m2: Euro 2,835.00

The advantages of participation are:

- Prominent space at the exhibition floor
- Stand construction is included in the fee
- Coordination stand construction is taken care of
- Presentation in the Business Forum / in the program
- Branding in all IWA communication on website, app, congress book, social media etc.
- Matchmaking program
- Reduced Congress participation fee (50% discount)

All updated information on the WDCe17 is available at www.waterdevelopmentcongress.org

For participation and questions, please contact the IWA exhibition office. See below contact details:

IWA Exhibition management/Match+

Attn. Ms. Mirjam van Buchem

Project manager

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Kind regards,

A handwritten signature in blue ink that reads 'Ilan S.' with a stylized flourish below it.

Ilan Sztulman
Israeli Ambassador to Argentina