

# IWA World Water Congress & Exhibition 2018

Tokyo, Japan

September 16 - 20, 2018

BE PART OF THE CANADA PAVILION!



## EVENT OVERVIEW

Your IWA Canadian National Committee (CWWA & CAWQ), together with the Embassy of Canada to Japan, are organizing a Canada Pavilion at this year's IWA World Water Congress & Exhibition in Tokyo. As Canada prepares to host this event in Toronto in 2022, we look forward to featuring a strong and visible Canadian presence in Tokyo.

This global event on water solutions brings together over 5,000 international professionals, decision makers, researchers and business representatives from the water sector, and offers an excellent opportunity to gain visibility with industry decision-makers.

With support from the Trade Commissioner Service in Japan and across the Asia region, Canadian clients will connect with key targets and potential partners through a tailored program of B2B meetings, networking events and showcasing opportunities.

## CANADA PAVILION

The Canada Pavilion will include exhibit space for up to 8 participants, a meeting space and prominent, eye-catching Canada logos. Space is limited and will be allocated on a first-come, first-served basis.

**PRE-REGISTRATION DEADLINE: Friday, April 27, 2018**

## WHO SHOULD PARTICIPATE

Canadian companies or organizations pursuing opportunities in Japan, Asia and globally, and actively looking for:

- Strategic Partner(s)
- Technology Licensing Agreement(s)
- Local distributor(s)
- R&D partner(s)



## PARTICIPATION FEE: \$4,500 CDN

The participation fee includes:

- One free IWA World Water Congress & Exhibition delegate registration (normal fee approx. \$1,600) – lunch included / access to all sessions
- Exhibition space in the Canada pavilion
- Bilingual (Jpn/Eng) pavilion receptionist and interpreter
- Use of the pavilion common space and meeting area
- Printing of your corporate logo & poster
- One-pager marketing material in Japanese to promote your company/products
- Logo and company description on IWA WWC&E website as well as in the official Program Book
- Access to various social networking programs
- Support from Embassy before, during and after the event
- High-level B2B matchmaking program
- Assistance in arranging media interactions, if required
- On-site logistic and post-event follow-up support

## PARTICIPANTS' RESPONSIBILITIES:

- Provide data for printing corporate logo and display panels
- Provide company and product profile
- Provide demonstration equipment, samples, brochures, etc
- Make own travel and accommodation arrangements
- Have staff present at the pavilion during trade show
- Ensure that their technology does not infringe upon the intellectual property rights of any third party

## POSSIBLE FUNDING

**CanExport** will provide up to \$50 million over five years in direct financial support to small and medium-sized enterprises (SMEs) in Canada seeking to develop new export opportunities, particularly in high-growth priority markets and sectors. Please consult the applicant guide to determine your eligibility. <http://www.international.gc.ca/canexport/applicant-guide-requerant.aspx?lang=eng>. There are also **funding programs offered by provincial government**. Please consult your provincial government offices.

## CONSENT AND RELEASE

The company and personal information we receive from the participating companies for the IWC World Water Congress & Exhibition 2018 will be used for related advertising, promotion, newsletters, brochures, both printed and Internet-based.

## CONTACT INFORMATION

Any questions or enquiries please contact:  
Robert Haller, Canadian Water and Waste Water Association:  
[rhaller@cwwa.ca](mailto:rhaller@cwwa.ca) (613) 747-0524 ext. 3

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