

5th WORLD WATER FORUM
I S T A N B U L 2 0 0 9



BRIDGING
DIVIDES
FOR WATER

WORLD WATER EXPO

16-22 MARCH 2009

ISTANBUL

www.worldwaterforum5.org



WORLD WATER EXPO

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ABOUT PREVIOUS FORA

1st World Water Forum, Marrakech, Morocco, 1997

The Marrakech Declaration gave the World Water Council the mandate to produce a long-term "Vision for Water, Life and the Environment in the 21st Century".

2nd World Water Forum, The Hague, The Netherlands, 2000

The World Water Vision for the 21st Century, prepared in consultation with 15,000 individuals around the world, was presented, aiming to "Make Water Everybody's Business". The Ministerial Conference and an Expo were associated with the Forum for the first time.

3rd World Water Forum, Kyoto, Shiga and Osaka, Japan, 2003

24,000 participants made this the biggest world water event yet. It was defined as a Forum open to all, as being created through the participation of all, and translated the World Water Vision into concrete actions through the World Water Actions report and the Portfolio of Water Actions.

4th World Water Forum, Mexico City, Mexico, 2006

Building on the World Water Vision and Actions, the 4th Forum focused on "Local Actions for a Global Challenge", and collected over 1400 local actions from around the world. Over 200 multi-stakeholder sessions brought forth recommendations for Ministers, Mayors and Parliamentarians.



World Water Expo Exhibitors' Advantages

- ✓ The World Water Expo will be a focused event covering the complete spectrum of the water sector.
- ✓ The World Water Expo will bring together key decision makers from the various water authorities and companies in the world.
- ✓ World Water Expo exhibitors will be able to meet face to face with decision makers, engineers, specialists, industrial buyers and water users over 7 days in one place.
- ✓ World Water Expo exhibitors will be able to promote their products and services and make new business contacts.
- ✓ World Water Expo exhibitors will get an overview of the latest technology in the world market.
- ✓ The World Water Expo will allow exhibitors to take advantage of ideal networking opportunities throughout the event.



Istanbul has been selected as the host for the world's most important international water related event. The 5th World Water Forum will take place at Istanbul's Golden Horn Congress & Exhibition Center from 16 to 22 March 2009 bearing its **"Bridging Divides For Water"** theme with the aim of generating solutions to water-related problems by proposing specific policy changes to improve water management around the world.

World Water Expo

The World Water Expo will be organized as an integral part of the 5th World Water Forum. It will be an inclusive space for the participation of various organizations and companies working on water-related matters that wish to present their services, products, activities and works. This component seeks to allow the expression of water entrepreneurship and the sharing of new water technologies.

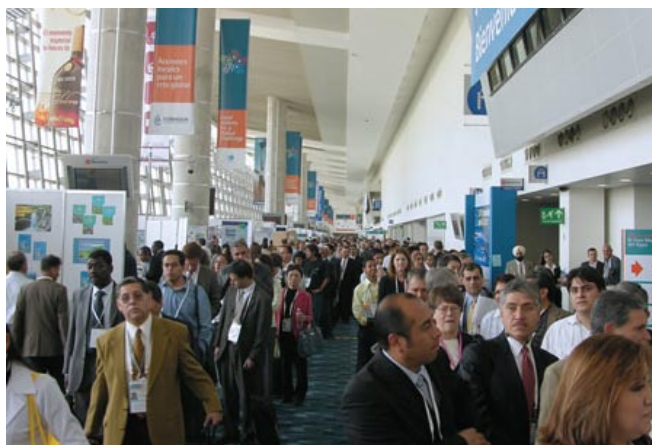
The World Water Expo is open to anyone interested in sharing or discovering innovative, concrete and viable solutions to improve water resources management, whether they be specifically from the water sector or from other sectors affected by water resources. If your main concern is water supply, sanitation, agriculture, water efficiency, rainwater harvesting, water quality, wastewater treatment, land planning or watershed management or any other discipline touching upon water management. The World Water Expo is the place for you to present your technology, expertise and products to a wider audience.



Visitors profile

Statistics from the previous World Water Fora show that over 20,000 visitors can be expected at the 5th World Water Forum. Business executives, government representatives from around the world, industrial buyers, researchers, and the media, stand out as the main participants.

500	participants in Marrakech	in 1997
6,000	participants in The Hague	in 2000
24,000	participants in Kyoto	in 2003
20,000	participants in Mexico City	in 2006



The World Water Expo offers valuable opportunities to increase your global business. Take advantage of these opportunities by reserving your booth space now!

www.worldwaterforum5.org

ISTANBUL

The lands of Turkey are located at a point where Asia, Africa and Europe are closest to each other, and straddle the point where Europe and Asia meet. Because of its geographical location, the mainland of Anatolia has always found favor throughout history, and is the birthplace of many great civilizations. It has also been prominent as a centre of commerce because of its land connections to three continents and the sea surrounding it on three sides.

The former capital of the Roman, Byzantine and Ottoman empires, Istanbul is a fascinating mixture of the past and present, old and new, modern and traditional. The museums, churches, palaces, mosques and bazaars, and the sights of natural beauty seem inexhaustible. In addition to its unique historical and cultural background and innumerable attractions, modern hotels, exclusive restaurants, night clubs, bazaars and shops make Istanbul a superb site for meetings, conferences and conventions.



VENUE

The Golden Horn Congress and Exhibition Centre, in the heart of Istanbul's Golden Horn, commands a unique view of Istanbul and has been restored to its original state at the time of the Ottoman Empire. The multipurpose 157,000 m² facility can easily meet the requirements of large and special events. It is accessible by air, sea and land, since a heliport, a 1 km long pier facility, and car park are available. Nearby accommodation, with numerous hotels in Taksim, in Eminönü, Aksaray and around the airport makes it convenient for participants to arrive on site.

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