



المؤتمر الإقليمي لتحلية المياه (ARWADEX) The Regional Water Desalination Conference (ARWADEX)

STRATEGIC PARTNERSHIP BETWEEN Saudi Arabia, Germany, and Egypt for ARWADEX and IWWI in Cairo



In light of ongoing global efforts by international organizations and companies to enhance the water desalination and reuse sector, TSG-EXICON, a Saudi company, has partnered with Expotec International GmbH, a German firm, along with the BVMW representation office in Egypt and the Holding Company for Water and Wastewater (HCWW) in Egypt. This collaboration aims to establish a leading partnership dedicated to improving the water desalination and reuse sector.

This strategic alliance is integral to the organization of the 13th Regional Water Desalination Conference, part of the initiatives by the ARWADEX Association. Additionally, it will feature the 3rd International Water Waste Infrastructure Exhibition (IWWI) under the banner "Waters for Tomorrow." Scheduled for December 10 to 12, 2024, at the New Cairo - Egypt International Exhibition Center, the event will highlight the latest advancements in water management within the MENA region.

Bringing together four prominent entities, each with expertise in managing international exhibitions and providing innovative water solutions, this partnership aims to tackle regional and global water sector challenges. Key details and further plans will be unveiled at a press conference on September 10, 2024, in Riyadh, with attendance from official supporters and local authorities.

Expotec International GmbH stands out as a global leader in managing trade fairs and conferences, including German pavilions worldwide. TSG-EXICON focuses on organizing international scientific conferences, notably ARWADEX, which addresses water desalination. The BVMW representation office in Egypt melds German expertise in small and medium enterprises with global market opportunities, fostering international cooperation. Meanwhile, the HCWW oversees Egypt's water and sewage sectors, aiming for sustainable resources for its citizens.

Mr. Frank Hofmann, CEO of Expotec International GmbH, emphasized the strategic importance of this partnership, stating, "This strategic union leverages shared expertise to drive significant improvements in regional water management." He assured that the company is committed to achieving ambitious goals and delivering high-quality services.

Dr. Zohair Al-Sarraj, CEO of TSG-EXICON, highlighted that this collaboration is essential for fostering sustainable water solutions in arid regions. "It will greatly expand our impact and address the water challenges faced by many dry areas," he stated. Dr. Al-Sarraj envisions this partnership as a crucial step towards achieving sustainable development goals while enhancing human capacity to combat climate change and water crises. He expressed optimism for future collaboration among partners and stakeholders.

Dr. Mohammed Abdulaziz Al-Fouzan, chairman of the ARWADEX System, added that water desalination has emerged as a strategic necessity for regional countries,

underscoring the urgency for research into its technologies and economics to ensure sustainable water security at reasonable costs.

Professor Rifaat Abdelwahab, Head of the Joint Committee for the HCWW, stressed the importance of this partnership in introducing new initiatives and attracting investments in Egypt's water sector. He highlighted the potential of leveraging Saudi Arabia's robust water resources and benefiting from German technological innovations.

Dr. Abdelwahab also praised strategic partnerships as catalysts for economic development, job creation, and enhanced community service levels, emphasizing the need for effective collaborations between the public and private sectors to ensure comprehensive and sustainable growth.

Lastly, Radmilla Labus, a representative of BVMW in Egypt, noted that this collaboration not only bridges German innovation and Egyptian market needs but also opens new business avenues for German SMEs, supported by Saudi financial stability.