

# Treating water efficiently

An exclusive trade show on water industry created a good networking platform

As 'water' is becoming one of the scarce resources, several technologies are coming up to ensure efficient handling and management of it. Many users and manufacturers successfully exchanged their ideas in the event.



A view of the India Water Expo 2012, held at Ahmedabad from March 1 to 3

Although in the Indian sub-continent, we are still not facing any severe crisis of water; our urban areas have already started witnessing the challenge of inadequacy of potable and clean water. The underground level of water has gone down in almost all the cities. Even in the rural India, supply of clean water is a big challenge today. Thus, it is high time – we focus on water conservation, rain water harvesting and regeneration of usable water from waste water.

India Water Expo 2012, the three-day-long (March 1 to 3, 2012) exhibition and conference on various aspects related to 'water', recently concluded in Ahmedabad, Gujarat. 'Everything About Water' supported the programme as its official knowledge partner.

The event built up a sound educational platform for the inquisitive Indian people – both from various industrial and consumer sectors, who are continuously tracking the best technologies and products available for delivering clean water. Although, mostly the exhibitors focused on the Point-of-Use (POU) kind of

water treatment, there were enough to gather on Point-of-Entry (POE) water treatment.

People from various industries stepped into the exhibition venue to physically witness the latest water treatment equipment, technologies and business potentials in the fast growing water and waste water treatment industry. Besides many other exhibitors, there were Endress+Hauser, Itron, Wa Tech, Ozone Research & Applications (ORAIP), Bayer Technology Services, Water Quality Association and Everest Group.

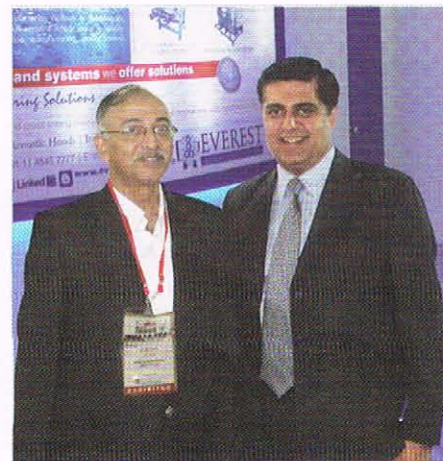
The conference, based on the theme 'Clear Solution to Clean Water' turned out to be a nice brain-storming platform, where attendees from various industries learnt about the latest applications available in the water and waste water treatment industry. Beside the main conference, some workshops were also conducted to disseminate knowledge on 'Designing of Domestic and Industrial RO Systems', 'Designing, Operation and Maintenance of ETP & STP', and 'Rural and Drinking water management.'



Enthusiastic visitors are scanning through the pages of PROCESS India in the Vogel Business Media's stall.



(LtoR) Poonam Poladia, David Xu and Dr. Heidrun Tippe of Endress+Hauser in their stall at India Water Expo 2012.



(R) Amit Kapur, Director, Everest Group with (L) P. K. Chatterjee, Chief Editor, Vogel Business Media (India) at Everest booth