



# DELHI WATER EXPO

**13<sup>th</sup>, 14<sup>th</sup> & 15<sup>th</sup> JULY 2023**  
Pragati Maidan, New Delhi

**POST SHOW  
REPORT**

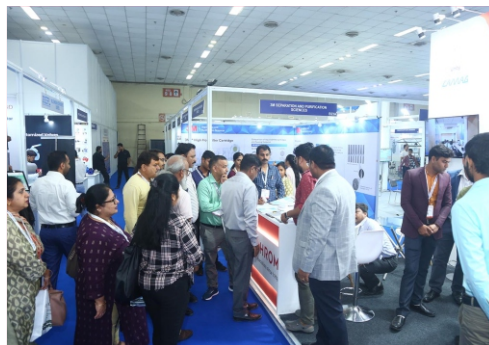
## DELHI WATER EXPO 2023

*Water Today's Water Expo – Delhi Edition, South Asia's premium B2B exhibition on water and wastewater treatment successfully took place in Delhi from 13 to 15 July 2023 at ITPO Pragati Maidan. The event succeeded in attracting visitors from almost every part of India and also from abroad.*

*The show featured a comprehensive product range from market leaders from India as well as a high proportion of international exhibits. Water Expo 2023, was a confluence of the International & national water & wastewater technology and product manufacturers and traders/distributors, industrial and engineering establishments, etc. Along with concurrent events like the WATMAN International Conference, the expo included segments like water treatment processing, Machinery and Engineering proto types. The expo provided an excellent platform for knowledge exchange, business networking and lead generations for product sales. The encouraging feedbacks from the participants point to a bigger show in the coming edition.*

*Water Expo 2023 was supported by reputed industry associations as Official Partners were Japan Pro, Indian Environment Association (IEA), Madras Chamber of Commerce and Industry (MCCI), Indian Pump Manufacturers' Association (IPMA), Water Quality Association (WQA), Indian Water Works Association (IWWA), All India Association of Industries (AIAI)*

**Concurrent Events:** *The WATMAN International Conference was concurrently held with the Delhi Water Expo 2023 making it a truly international event.*



## OVERVIEW - SHOW FACTS

### EXHIBITION

110+  
Exhibitors

8450+  
Visitors

150+  
Categories

14+  
Visitor  
Countries

5300+  
Water Experts

3  
Days

200  
Products  
Showcase

### EXHIBITOR PROFILE

Automation  
Boilers and cooling towers  
Desalination  
Effluent Treatment  
Filtration Equipments  
Instruments and process controls  
Irrigation Equipments  
Packaged Drinking Water  
Pipes fittings and valves  
Pumps and Motors  
Rainwater Harvesting  
Research and Technical Institutes  
Reverse Osmosis Equipments  
Sewage and Sludge Treatment  
Swimming Pool Equipments  
Wastewater Management & Recycling  
Water Conservation  
Water Management & Systems  
Water Pollution Monitoring  
Water Purification  
Water Supply and Services  
Water Treatment  
Water Treatment Chemicals  
Zero Liquid Discharge Systems



## THE EXHIBITION

*The Delhi Water Expo 2023, was exclusively a B2B event dedicated to the entire water and wastewater treatment industry, particularly focusing on water treatment technologies, that brings the entire treatment and service under one roof to network with major industry players and identify numerous business opportunities in a competitive market.*

*The Delhi Water Expo 2023 – an international and premium show provided the opportunity to component manufacturers to showcase their latest products, technology and equipment. Manufacturers of pumps, storage tanks, membranes, filters and components networked with the trade industry as well as end users with the main aim to find new business and partnerships.*

*The Delhi Water Expo is the best public interactive platform for resources sharing, product showcase and brand display for the people and industry.*

## NEW DEVELOPMENTS IN 2023

### NOVEL SOLUTIONS & SERVICES

*Exhibitors showcased the latest in manufacturing components, safety, product development and regulations*

### TECHNOLOGY

*Exhibitors displayed how manufacturers use technology in new and emerging ways to lead and make a difference*

### INNOVATION

*Business innovation is more digital than ever. Visitors could view the latest innovations up-close and personal on the show floor.*



# POST SHOW REPORT

## EXHIBIT SECTORS

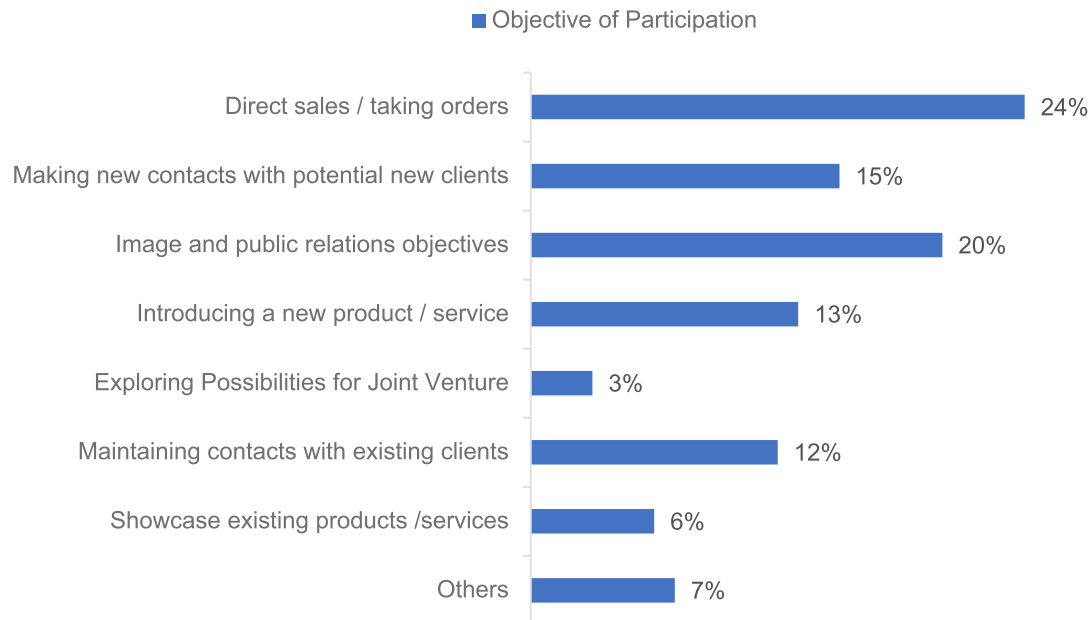
<b>METERS &amp; SENSORS</b> 17%	<b>CHEMICALS</b> 6%	<b>PIPES &amp; TUBES</b> 10%
<b>PARTS &amp; MATERIALS</b> 5%	<b>WATER STORAGE</b> 13%	<b>FILTER MEDIA</b> 11%
<b>EQUIPMENT &amp; COMPONENTS</b> 8%	<b>BLOWERS &amp; COOLING TOWERS</b> 7%	<b>MEMBRANES &amp; FILTERS CARTRIDGES</b> 23%

## THE FIGURES SAY IT ALL

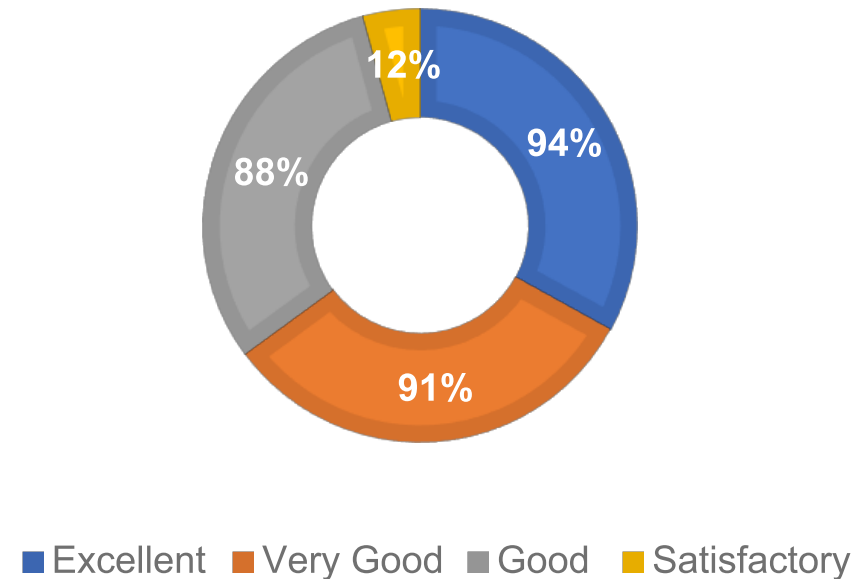
<b>87%</b> of the exhibitors rated "GOOD" or above for visitor QUALITY	<b>92%</b> applauded the Expo for qualitative leads & business contacts.	<b>94.4%</b> of the exhibitors made contact with the right target visitor groups
<b>92.4%</b> of the exhibitors were satisfied/very satisfied with their participation	<b>85%</b> of the exhibitors said they would return in Water Expo 2024	<b>92%</b> of the exhibitors expect orders as a result of exhibiting

## EXHIBITOR FEEDBACK

### OBJECTIVE OF PARTICIPATION



### QUALITY OF VISITORS



## VISITOR STATISTICS

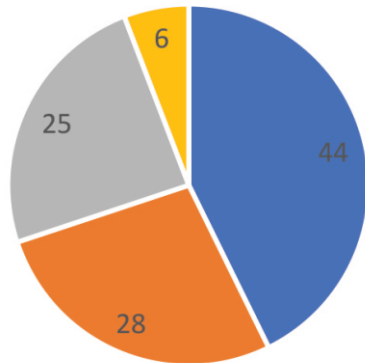
Day	Show Timing
Day 1	10am – 6 pm
Day 2	10am – 6 pm
Day 3	10am – 6 pm

## FACTORS WHICH INFLUENCED THEIR VISIT

- Opportunity to buy new products
- Variety of products on display
- Networking Opportunity with Industry Leaders
- New Suppliers
- To gather general information
- Opportunity to look for dealerships

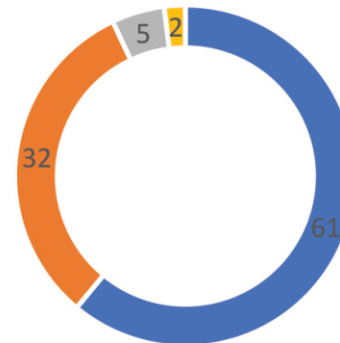
## RATING THE EXHIBITION

Rating



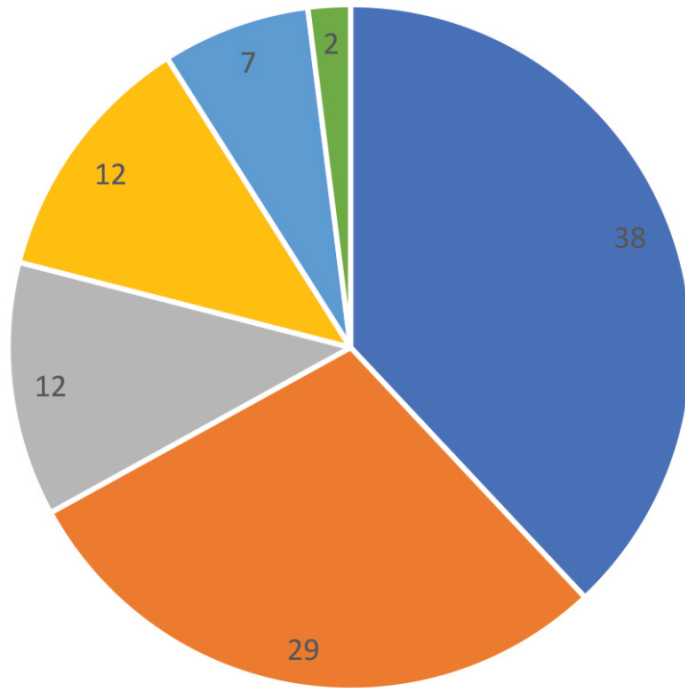
■ Excellent ■ Very Good ■ Good ■ Average

## ROLE IN DECISION MAKING PROCESS



■ AUTHORIZE ■ INFLUENCE ■ NONE ■ NO COMMENTS

## SOURCE OF INFORMATION ABOUT THE SHOW



■ DIRECT INVITATION

■ EMAIL CAMPAIGNS

■ FACEBOOK CAMPAIGN

■ WHATSAPP

■ NEWSPAPER ADVERTISEMENTS ■ OTHERS

## KEY SECTORS OF INTEREST

- Exporters & Importers
- Distributors & Traders
- Industry Suppliers
- PSUs
- Large & Medium scale engineering Industries
- Operation & Maintenance
- Government Bodies
- Chemical Plants
- Pharmaceutical Plants
- Environmental Consultants
- Ground Water Authorities
- Public Works Department



## CONFERENCE WATMAN INTERNATIONAL CONFERENCE 2023

The WATMAN International Conference held concurrently to Water Expo was a two-day conference on 14 & 15 July 2023 at Hall 9 of ITPO, Pragati Maidan. The Conference theme for Delhi WATMAN 2023 was Innovations in Sustainable Water and Wastewater Management. As the only major water & wastewater treatment b2b exhibition, this year's conference set a benchmark and has undergone reform and innovation.

The Conference sessions opened with keynote speeches by major industry leaders and Government Officials with immense knowledge and experience backing them. The who's who of the water & wastewater treatment industry participated and presented innovative technologies, shared their experience of more than three decades through their speech. Besides the keynote speech, there were more than 20 intriguing paper presentations made by experienced research experts as well as young start-ups entering the industry.

### Conference Topics

#### Day - 01

*Trends in Desalination Technologies*

*Governance & Monitoring of Wastewater Discharges*

*Novel Approaches for Wastewater Treatment & Resource Recovery*

*Effluent Recycle & Reuse in Effluent Treatment Plants*

*SDG#6 Clean Water and Sanitation – An Urgent Call for Action*

#### Day - 02

*Sustainable Solutions for River Rejuvenation*

*Challenges of Sustainable Water Quality Management in Rural India*

*Smart Water Management in Smart Cities*

*Latest Innovations in Membrane Processes*

*New & Emerging Wastewater Treatment Technologies*

### Keynote speakers Pics

## CONFERENCE HIGHLIGHTS

*Invited speakers delivered thought-provoking, engaging lectures on the most important current and provided a combination of the state-of-the-art and long-term perspective for key topics. The conference also included presentations by research experts from prominent institutions from across India.*

*Water & Wastewater Treatment and the Future*

*Address the biggest problems facing the water & Wastewater sector today.*

*Generate new solutions, new ways of thinking and new partnerships*

*Bring together hundreds of the water sector's biggest innovators and thought leaders in cutting-edge conference streams covering Water Treatment; Finance & Investment; Supply, Quality & Reuse; Infrastructure Development*



## EVENT PROMOTION

Visitors and exhibitors alike considered Delhi Water Expo a must attend event for the international market as the show offers a platform to showcase numerous products and discover more cost-effective solutions to existing processes.

Here is a breakdown of the 2022 marketing campaign which shows how we advertised and promoted the event. Vast promotional campaigns were carried out in the form of Mails & inserts, Display Advertising, External emails, Internal Advertising and Online & Newsletter Advertising. More than 10 media houses including print, digital and television attended the event.

## PRINT PROMOTION

- English Newspapers - Times of India
- Magazine Advts
- Hindi Newspapers - Navbharat Times
- Brochures/leaflets Circulation

## E-PROMOTIONS

- Bulk SMS
- Bulk Voice Call SMS
- Whats App

## ONLINE PROMOTION

- 10 times- Across India
- Facebook- Across India
- Google Adwords- Across India
- Bulk emails
- E-Newsletters
- Tradeindia.com
- LinkedIn
- Twitter





# POST SHOW REPORT

## WATER EXPO PHOTOS





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## WATER EXPO PHOTOS



**MARK YOUR CALENDAR AND BOOK YOUR SPACE NOW!**

# DELHI WATER EXPO 2024

*Pragati Maidan, New Delhi*

**BOOK EARLY FOR**

*Prime stand positions*

*Maximum coverage in our dedicated PR & marketing campaign*

## **ABOUT WATER TODAY**

*DELHI WATER EXPO has earned its place as the leading international event for the water & wastewater management sector. The leading jewel in the DELHI WATER EXPO crown is an annual event, taking place in Chennai, Water capital of India, with the next edition taking place from 2024 at Pragati Maidan, New Delhi, , India. Other annual conferences and exhibitions in the portfolio include BANGLADESH WATER EXPO. For further information please visit [www.waterexpo.biz](http://www.waterexpo.biz) and [www.bangladeshwaterexpo.biz](http://www.bangladeshwaterexpo.biz)*



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