

Press release- Berlin / Cairo 19 July 2022

Expotec International, the official organizer of the German Pavilions worldwide is proud to announce the premiere of the 1st International Trade Show "**EWWI: Egypt Water, Waste & Infrastructure-Empowering Innovations**" which will take place from **27.11.-29.11.2022** at **Cairo International Conference Centre (CICC)**.

With the assurance of German quality standards under the trusted label "**GTQ-German Trade Fair Quality Abroad**" and under the patronage of **AUMA**-the Association of the German Trade Fair Industry, the new exhibition will offer superior services for exhibitors while opening doors to customers and visitors on the national and international market that have not yet encounter companies from abroad with the aim to become the leading trade fair in the sector in Egypt and the region.

Over the three days industry experts from Egypt and beyond will have the possibility to learn first-hand about new break-thru technologies and innovation driven new products in the fields of water, waste and infrastructure technologies in **conferences, and theme-oriented workshops**. Under the slogan "**Empowering Innovations**" the new exhibition will offer the stage for knowledge transfer and direct dialogue between Egyptian and international stakeholders.

Within the framework of the Africa Business Network, an initiative of Federal German Ministry for Economic Affairs and Climate Action as one of the instruments for the foreign trade promotion for the European SME sector by offering a direct platform for doing business in Egypt and the region and by helping companies to tap in this huge market potential and to accelerate their decision, Expotec is actively contributing to achieving this goal.

The most important industry associations from Germany already confirmed their participation at the "**EWWI Egypt Water Waste Infrastructure-Empowering Innovations**" in November. Following associations will present their portfolio at the exhibition: **GSTT**-German Society for Trenchless Technology; **GWP**-German Water Partnership supported by five federal ministries in Germany (Federal Foreign Office, Federal Ministry for Economic Affairs & Climate Action, Federal Ministry for the Environment, Nature Conservation, Federal Ministry for of Education & Research and Federal Ministry for Economic Cooperation & Development); **BVMW** - the German Mittelstand, Germany's largest association of small and medium-sized enterprises (SMEs) and **VDMA** -the largest European network organization with over 3400 companies in the mechanical engineering industry.

Mr. Frank Hoffmann, the CEO of Expotec International said: "*This International Trade Show in Cairo is answer to the comprehensive Egyptian National Strategy aiming to improve the investment climate and creating an attractive atmosphere for the international companies to increase their business volume and production rates, in addition to exchanging expertise between Europe and Egypt. Mr. Hoffmann also pointed out that this exhibition will be a vital platform to exchange expertise, display the latest innovations and make use of know-how in technology in sewage treatment, water desalination and drinking stations, as well as getting acquainted with the latest technologies in that sector. EWWI represents ideal platform to initiate first business contact, reinforce partnership and ensure sustainable relationship between Egypt's institutions and companies and other countries at a time the global economy suffering from setbacks and stagnation.*"

The new trade show **Egypt Water, Waste & Infrastructure-Empowering Innovations** aims at least 10 international pavilions, with the participation of more than 150 exhibitors both major international and local companies specialized in the field of infrastructure technology and water and wastewater treatment.

The Grand Opening ceremony will be held on the **27th of November 2022** in presence of high-ranking delegations from Egypt and abroad.

For the first time, there will be also an international **press centre** at the show, where accredited journalists will have the possibility to cover the show internationally and locally on a daily basis. This will put Egypt on the international spotlight additionally and will raise the awareness for Egypt as new business market.

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