



**WASSER  
BERLIN**



**GAS  
BERLIN**

**3-7 April 2006**

## **Closing Report**

**Renewed confidence, more international participants and commercial success were the main features of the international congress and trade fair WASSER BERLIN 2006 / GAS BERLIN 2006**

**Over 26,000 trade visitors attended the water and gas event in Berlin – Ten per cent more trade visitors – 20 per cent of trade visitors came from abroad**

*Berlin, 7 April 2006* - The European water and gas industry turned its attention to Berlin from 3 to 7 April 2006. Over 26,000 trade visitors from 42 countries came to the city in search of information about the latest developments in technology and energy policy in this sector. In the words of Dr. Christian Göke, Chief Operating Officer of Messe Berlin GmbH: "WASSER BERLIN / GAS BERLIN 2006 again demonstrated its outstanding importance for both industries. One of the most encouraging features has been the increase in the numbers of international exhibitors, trade visitors and delegations." WASSER BERLIN / GAS BERLIN 2006 was notable for the underlying optimism among its exhibitors and trade visitors, as revealed by various surveys, due partly to the five per cent rise in the numbers of international trade visitors, who now account for 20 per cent of the total.

The hall area of around 46,000 square metres was occupied by 630 exhibitors from 30 countries. These exhibitors, 187 of whom came from abroad, presented innovative products and services in six halls, arranged according to the various main themes. At WASSER BERLIN these ranged from the treatment of water and sewage to water extraction, drilling systems, multi-utilities, fittings, pumps, water distribution and the removal of sewage and wastewater. At GAS BERLIN, which was taking place for the fourth time, the emphasis was on the latest gas distribution technology, covering everything from transport to distribution. A special show devoted to vehicles powered by natural gas highlighted the ecological and economic potential of multi-purpose cars and commercial vehicles, not only because they help to reduce pollution but also on account of their tax advantages.

## **Intensified involvement of the DVGW**

The main advantages of WASSER BERLIN / GAS BERLIN 2006 can be found in their close links with the industry, and this is particularly evident in the strong

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links with the non-commercial sponsors. In addition to the Federal Association of the German Gas and Water Industries (FIGAWA), which is based in Cologne, and the International Water Association (IWA), this year's combined congress and trade fair in Berlin enjoyed the support of the German Technical and Scientific Association for Gas and Water (DVGW). As a result WASSER BERLIN / GAS BERLIN 2006 also included the European Water and Gas Forums for the first time, as well as the continuation of the continuation of the wat, Discussion Meeting on Water Supply. In his summary of the fair Reinhold Krumnack, Communication Director of the DVGW, struck a very positive note: "The wat in Berlin met with our expectations in every respect and the synergy that it provided created a win-win situation. Exhibitors at WASSER BERLIN / GAS BERLIN 2006 were able to avoid the expense of an additional trade fair presentation, while trade visitors benefited from the much wider range offered to them by an international trade fair. The European Water and Gas Forums are now clearly established as an integral part of the combined congress and fair. The European Water Forum led to an increase in the flow of information between the individual countries. The main emphasis was on discussions about the establishment of safe, European-wide drinking water supplies. The European Gas Forum served as a focal point for discussions about the European gas industry and was very well attended by representatives of the Eastern European countries, thereby intensifying the international character of GAS BERLIN 2006."

### **FIGAWA regards the trade fairs as a resounding success**

Heinz Ullmer, Chairman of the Supervisory Board of the Fairs and a member of the board of the Federal Association of the German Gas and Water Industries (FIGAWA), judged the two trade fairs WASSER BERLIN / GAS BERLIN 2006 to have been a great success: "There was a positive response to the fair. The clear signs of economic revival are an important development as far as the industry is concerned". Mario Jahn, a FIGAWA representative, drew attention to the positive effects produced by the accompanying congresses. "FIGAWA had many high level meetings, and we are particularly pleased with the progress achieved at the 4<sup>th</sup> Well Construction Conference. The attendance of 180 was significantly higher than in previous years. The Discussion Meeting on Water Supply, wat, also generated considerably more traffic".

### **Exhibitors' comments**

**Felix A. Wirtz**, Corporate Communications Director, **Gelsenwasser AG** stated: "We held very good discussions at WASSER BERLIN 2006. Industry representatives were present in greater numbers than ever before due to the wat, Discussion Meeting on Water Supply. This also enhanced Berlin's appeal as a trade fair venue for the international water industry".

**Claus Brücker**, Managing Partner, **WKT Westfälische Kunststoff Technik GmbH**, stated: "We came with high expectations and these were certainly met. Compared with 2003 the fair has undergone a positive development and it is also well organised. The upbeat mood was another welcome feature".

**Friedhelm Kleinblotekamp**, Sales Manager Germany, **Buderus Guss**: "We were able to address our target groups with great accuracy: suppliers, municipal facilities, planners, building contractors, cities, local authorities and associations all came to see us. The fair met with all our expectations in 2006, being much better than in 2003, because its impact was greater and we received very good assistance from the fair management. Our main emphasis was on presenting the company, its products and innovations, and we met with a very good response and widespread interest. We were very satisfied with the contacts that we made with customers old and new."

**Reinhard Klemm**, Sales Manager, **Sensus Metering Systems**: "We introduced an innovative new water meter, which met with a great deal of interest among trade visitors from Germany, as well as among the large delegations that came from Hungary, Romania and Russia. To sum up: successful discussions and a number of initial contracts signed during the fair. WASSER BERLIN has always been and will remain a regular date for us when planning our marketing efforts."

**Siegfried Schwert**, General Manager, **Karl Weiss Technologieunternehmen GmbH & Co. KG**: "The many new contacts abroad were particularly valuable. We encountered a great deal of demand for our trenchless technology at the fair".

**Dr. Gerd Fischer**, Technical Manager, **RMG Regel + Messtechnik GmbH Kassel**: "There was a very good response to our new products at WASSER BERLIN / GAS BERLIN 2006, which included the gas expansion turbine. The liberalisation of the natural gas market has resulted in a lot of interest in the automation of natural gas transfer stations. It was evident that more trade visitors from abroad were calling at the stand. All in all we think that this year's event was better than its predecessor three years ago. We held serious discussions about a number of projects with good prospects for their realisation."

**Dr.-Ing. Detlef Bohmann**, representing the Gasag subsidiary **Bega.tec GmbH**: "We consider GAS BERLIN to be an important event because, with the exception of gas in the autumn, the industry does not have any other suitable platform for middle management in the technical sector."

**Joachim Brien**, General Manager, **Erhard GmbH & Co. KG**: "The water trade fair is a highlight for the entire industry, on a worldwide scale."

**Andreas Schweitzer**, General Sales Manager, **Hermann Sewerin GmbH**:  
“The fair went very well. We had some very good international contacts and are satisfied with the results. The same applies to our 30 sales partners from Europe and overseas whom we brought to Berlin for the fair. In particular we made international contacts with experts from Austria, the Czech Republic, Poland, Russia and Jordan”.

**Carl-Friedrich Thymian**, Managing Partner, **beton & rohrbau GMBH & CO. KG**: “Judging by the very encouraging number of visitors it seems that the worst is now behind us. I was very satisfied with the fair. Compared with 2003 we were able to increase our international contacts by 30-40 per cent”.

**Peter Brune**, Director for Standardisation and Research, **Saint-Gobain Gussrohr GmbH & Co. KG**: “We used WASSER BERLIN 2006 to launch the celebrations of our 250<sup>th</sup> anniversary. Our main emphasis was on promoting the company’s image. Without doubt we were the most heavily frequented stand at the fair, something that we can be very proud of. Our concept for the fair proved highly successful. Very good contacts were made with new customers. Never before have we enjoyed so many contacts with existing customers in such a concentrated form. We deliberately focused on the subject of innovation and held many discussions about our products, and especially about the safe removal of sewage from domestic connections. We will be returning, this fair was a major success for us!”

**Heiko Daun**, Director Marketing Services, Advertising and PR, **Steinzeug Abwassersysteme GmbH**: “We had two objectives at WASSER BERLIN: to meet with our German customers in Berlin and to develop our exporting strengths by holding discussions with trade visitors in the countries of Central and Eastern Europe. We were able to meet with a lot of visitors from the Czech Republic, Poland, Hungary and Croatia: to sum up, very good discussions and many visitors. In addition we were able to carry out effective market testing of some new developments.”

**Angelika Albrecht**, Press Officer, **Kunststoffrohrverband e.V.** was another very satisfied exhibitor: “Many companies were able to prepare the ground for signing contracts, and in some cases these were also finalised here. The association expects positive effects and follow-up business as a result of WASSER BERLIN 2006, with a positive impact on the development of business during the course of the year”.

**Max Hammerer**, Coordinator for the **Austrian Danube Water Association (ADWC)**, praised the opportunities that were available for making contacts: “All of our partners are very satisfied with the contacts with business associates from South Eastern Europe. The fair was well organised and has

undergone further qualitative improvements. We are now seriously considering a combined stand for the ADWC and all the associations from South Eastern Europe for next time."

**Silvia Fabiunke**, responsible for Corporate Communication for the Berlin water companies **Berliner Wasserbetriebe**, confirmed the excellent opportunities that were available for maintaining contacts: "The many business associates from home and abroad also included trade visitors from Austria, the Ukraine, the Arab nations and Japan".

**Eugeny A. Bredikhin**, Director of Training & Information Center Branch, **Vodokanal St. Petersburg**: "The fair provided good opportunities for contacts for the St. Petersburg waterworks. In particular we were able to conduct valuable technical discussions about water treatment, an issue of critical importance for the city of St. Petersburg with its 6,000 kilometres of sewers".

**Dr. Rüdiger Furrer**, a member of the scientific team and project leader for the **Federal Ministry of Education and Research**: "We benefited from the combination of trade fair and congress and a position close to the Industry Forum. Our participation in the fair was primarily an opportunity to present a selection of some particularly interesting research projects involving science and industry. The fair provided an ideal platform for acquainting the professionals with some innovative products and research and for establishing new contacts. We have also been able to familiarise companies in the German water sector with the possibilities, research programmes and development opportunities offered by the BMBF. The participating universities and colleges made the most of the opportunities for establishing contacts with partners in industry, for offering a range of services, identifying problem areas and learning about the innovative developments being offered by the industry.

### **Exhibitors report commercial success at the fair**

A poll of exhibitors that was conducted by an independent market research organisation revealed a high level of satisfaction among them: 85 per cent described the commercial success of their efforts at the fair as positive, 19 per cent stated that contracts had been signed during the fair, and 87 per cent expect follow-up business to be positive at the very least. The positive overall impression of the event that most of them obtained was also evident from the fact that 87 per cent intend to take part in the next fair in 2009.

### **12 per cent of trade visitors signed contracts**

Trade visitors obtained a thoroughly positive impression of WASSER BERLIN / GAS BERLIN 2006. The range of items on offer was described by 92 per cent of them as very good or good. A positive overall impression was obtained by 91 per cent of trade visitors, and 94 per cent described the overall commer-

cial value of their visit as positive. Twelve per cent of the trade visitors were also able to sign contracts during the two trade fairs.

### **Congress and partner events attracted 5,498 participants**

Over the past 43 years WASSER BERLIN has become a well-established tradition and its combination of trade fair and congress provides a major attraction for trade visitors from the water sector. In addition to the Water Congress this year a Gas Congress was also organised, focusing on various innovative gas supply technologies and the future use of LNG (Liquid Natural Gas). Other highly topical issues concerned the European Framework Water Directive, and methods of flood prevention, a subject of particular relevance due to the situation on the River Elbe. "Virtual water", the use of water in other countries in order to provide products and raw materials for the German market, was the subject in the section devoted to water resource management. Attention was also focused on the role of agriculture as a user of water, along with the economic issues of structural policy, competition and legal aspects in the award of contracts. The 5<sup>th</sup> International Pipeline Construction Symposium, which included 13 visits to various construction sites around the German capital and attracted some 400 participants, was a particular success. Dipl.-Ing. Arnd Böhme, General Manager of the Verein WASSER BERLIN e.V., which was responsible for coordinating the partner events and the congresses, was very pleased with the response to the congresses WASSER BERLIN and GAS BERLIN, which attracted more than 700 participants, and with the total attendance by 5,498 experts, who benefited from the opportunities that were provided for the exchange of knowledge and information.

### **Over 10,000 people enjoyed the interactive show "WASsERLEBEN"**

The interactive show "WASsERLEBEN" attracted a great deal of interest. Seven schools in Berlin and Brandenburg, along with 24 institutions and organisations, occupied an area of 6,000 square metres to stage a varied presentation packed with information and activities concerning water. More than 10,000 people attended in order to learn more about many aspects of water. Experiments conducted by seven schools from Berlin and Brandenburg took the form of an informative trail with interactive learning opportunities. The contributors to the show consisted of associations, institutions and non-commercial partners, with a lively presentation of information, to encourage visitors to take a greater interest in the weather and the climate, and in ecological issues and the history of water.

