

Press release
Immediate release

ADWEA to showcase efficiency and sustainability

Abu Dhabi utility provider to put technology and resource conservation top of the agenda at Power Generation and Middle East Water show

Abu Dhabi Water and Electricity Authority (ADWEA) will be partnering with the Power Generation and Water Middle East Exhibition and Conference scheduled to be held in October in Abu Dhabi. The capital's utility provider is using the leading industry event as a platform to highlight their strategy for an efficient and sustainable power and water supply aligned with the Urban Planning Council's (UPC) 2030 vision.

Abu Dhabi has one of the highest per capita water consumption rates in the world, so it is not always just about raising supply and infrastructure to meet demand. Consumers need to understand the importance of saving water and electricity.

Abdul Aziz Alshamsi, Business Support Director of ADWEA, commented, "ADWEA is committed to developing the long term sustainability of water and power supplies to its customers by balancing the social, environmental and economic factors that influence its business activities.

"Our strategic partnership with Power Generation and Water Middle East will help us to communicate our key messages about efficiency and environmental awareness, effectively to our customers in a positive and cost-efficient manner. If we are to truly become a global pioneer, we must share our vision and gain support from our stakeholders."

ADWEA has built one independent water and power project (IWPP) every year since its foundation in 1998, improving power generation, supplying more clean water. ADWEA's role as stakeholder in the IWPPs provides reassurance for developers, especially when project finance is involved as with the emirates' eighth IWPP, Shuweihat 2.

It is already publicly committed to spend AED 60 billion over the next five years, which has raised expectations that the planned Taweelah C power and water project, which would be the emirate's largest to date, will be financed as an IWPP, rather than as an engineering, procurement and construction (EPC) contract.

Anita Mathews, Exhibition Director of Water Middle East, said, "According to leading research company Business Monitor International (BMI), even though the UAE produces more than 2.5 million cubic metres of water a day through desalination plants,

which represents 40% of the global production, it still only meets 80% of the UAE's demand. With 16.8% of the UAE's population under the age of 15, water consumption is bound to rise considerably over the next 10 to 20 years.

"It's a similar story around the region. The Middle East has less than 1% of the world's renewable freshwater resources to serve 5% of the world's population. So projects like these are vital to ensure sustainable management and supply of the region's natural resources."

Running concurrently, Power Generation and Water Middle East, which takes place at Abu Dhabi National Exhibition Centre from 17-19 October 2010, provides companies operating in the water sector a unique opportunity to showcase their products and services and benefit from the massive investment programmes currently underway.

The event has established itself as the meeting place for industry professionals wishing to network with, and source suppliers from, local and international companies offering solutions to the water and wastewater industries. Areas covered include; energy supply, transmission and distribution; research; retail; and the water and desalination industry.

For more information log on to www.powergenerationme.com

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