



## **Power and Water solutions showcased at Power Generation & Water Solutions Middle East 2009**

Power Generation & Water Middle East, a key platform for the power and water industries to find products and solutions that will help them meet the key strategic and technical challenges facing the countries of the Middle East, was officially opened by H.E. Dr. Rashid Ahmed Bin Fahad, Minister for Environment & Water, UAE this morning.

“The exhibition features highly specialised companies, both regional and global, all of whom are experts in their respective sectors,” said Sarah Woodbridge, Group Director - Exhibitions, IIR Middle East - organisers of the event, which showcases essential power and water related products and services. “The major players in the power sector are actively looking for new opportunities, and emerging markets do not come any bigger than Abu Dhabi, with cumulative investments over the next 5 years expected to top US\$ 271 billion.”

With greater and greater demands for both electrical power and fresh water from both residential and industrial users, efficiency is a high priority, and many of the participating companies specialise in reducing waste of power and water, or as in the case of EcoloBlue Life & Energy, innovative technology that generates pure water from the humidity in the air.

Exhibitors at the show include Basler Electric, Schlumberger Water Services, Jubaili Bros., Oman Cables Industry, Omicron, Roxtec, Severn Trent Services and Tyco Thermal Controls.

The Power Generation & Water Solutions Middle East Exhibition runs from 11-13 October 2009 at Abu Dhabi National Exhibition Centre and is open from 10am to 6pm.

*ENDS*

For further information, please contact:

Neil Tyrer,

Coalface Marketing Communications

Office #502, 5<sup>th</sup> Floor, CNN Building, Dubai Media City, Dubai, United Arab Emirates

t: +971 4 3672886, f: +971 4 3661076, m: +971 50 6532854

e: [neil@coalfaceme.com](mailto:neil@coalfaceme.com)

[www.powergenerationme.com](http://www.powergenerationme.com)