



INTERNATIONAL WATER EXHIBITION
TECHNOLOGIES, TREATMENT DISTRIBUTION, SUSTAINABILITY
MOSTRA INTERNAZIONALE DELL'ACQUA
TECNOLOGIE, TRATTAMENTI DISTRIBUZIONE, SOSTENIBILITÀ
BOLOGNA
17/19 OTTOBRE OCTOBER 2018

Press Release

H₂O, the International Water Exhibition, returns to BolognaFiere

Innovation, Internationalization, Digitalization, Industry and Maintenance

are the key words of the next edition

BolognaFiere from 17th to 19th October 2018

Bologna, 20th March 2018 - **H₂O**, the international water exhibition, dedicated to technologies, treatments, distribution and sustainability, is set to return to **BolognaFiere from the 17th to the 19th October 2018**.

Following the success of the previous edition, this year's event will focus attention on the concept of "value" that must permeate throughout the sector of water, from civil services to industrial uses. "**Let's value water**" is the slogan for this edition that aims to place the best national and international solutions offering quality water services at centre stage. H₂O is set to become an unmissable **business opportunity** for presenting and learning about the leading technology in the water sector.

The event already has the support of the Ministry of the Environment, the Emilia Romagna Regional Administration and Enea.

The new edition of H₂O will be paying equal attention to the interests of the public as to those of the industrial supply chain, thanks to **three themed pathways**: **Urban** dedicated to the world of water services from technologies to managing water resources; **Industry** designed for suppliers and producers of technologies, treatments systems, equipment and services dedicated to water management in an industrial context; and **CH₄** a special focus dedicated to the technologies and systems for the transport and distribution of gas, a sector that is notable for its significant development potential.

A number of important brands from the sector have already pledged their involvement, such as Nova Siria, Schneider Electric, Rubinetterie Bresciane Bonomi, Greiner, Montini, the IWS Group, in the knowledge that the event will be an important opportunity for business and networking.

"We have been taking part in H₂O since its first edition, held in Ferrara way back in 1994. For our company it represents the only event in our sector that we participate in at a national level. It is an opportunity that enables us to consolidate three objectives: to present new products or innovations of products that are now consolidated, to meet our Italian commercial network and to develop new contacts at national level and, also internationally," explains Luigi Ferrero, CEO of Nova Siria, a company specialized in the design and production of jointing systems, and connections for land and marine pipelines.

H₂O 2018 will develop across **five focus areas**: Innovation, Internationalization, Digital Water, Industry and Maintenance in order to create in-depth areas in which exhibitors and visitors can find a meeting place between the demand for know-how and the supply of technology.

Innovation is a key feature this year in order to focus attention on the new technologies that are fundamental to the development of the water network and management systems for industrial water. This year the event will provide further opportunities for **Internationalisation** with specific networking possibilities for exhibitors who will be able to meet and hold discussions with foreign experts, designers, companies and utilities. From



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the perspective of Industry 4.0 and in order to meet the growing demand for digitalisation, H₂O has created the initiative **Digital Water** to shine a spotlight on the technologies for digitalisation, the key element for the development of both the water and gas sectors. With **Industry** the event dedicates a space for exchanging experience and best practices linked to the world of consumption and treatment of industrial water. An opportunity to present the most innovative solutions connected to the management of water resources in all of the sectors that involve processes in which large volumes of water are used, such as the chemical, energy, food and paper industries. A theme that cannot be forgotten is the focus on **Maintenance**; companies, experts and management companies will have the opportunity to present the best technologies for the maintenance and redevelopment of the water networks.

The new website for the event www.accadueo.it is now online. It serves as a showcase to take full advantage of all of the business opportunities offered at the October event. With the new platform exhibitors at H₂O can already begin their exhibition pathway, presenting their innovations, while visitors have a useful tool to keep in step with the latest trends in the sector.

The newly created website for the event, www.accadueo.it, is now online and the social channels are now active and ready to accompany professionals, over the coming months, through a pathway rich in updates, in-depth features, opportunities for generating business, boosting visibility and networking ahead of the event in October. Exhibitors will be able to promote their own innovations online and visitors will be provided with effective digital tools that enable them to keep up to date with the latest trends in the sector.

Themed conventions and seminars reinforce and enhance the scientific aspect of the event, offering visitors significant opportunities for updating their knowledge, in-depth analysis of the technical culture in the sector. The international IWA convention "Managing water: drought, innovation and the digital challenge" is just one of the scheduled events, another is the presentation seminar for the "H₂O Report by Cresme – Innovation and the water market in Italy 2018-2020" and the conventions and workshops organised by ANIE, IATT, IWS, Uniatem.

For press coverage:

H₂O, international water exhibition, dedicated to technologies, treatments, distribution and sustainability, is due to be held at Bologna Exhibition Centre from 17 to 19th January

The statistics for the previous edition: 52.453 visitors (ACCADUEO+ SAIE), 329 exhibitors, almost 15 thousand m² of exhibition space and 79 conventions.

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