



E.J. Krause & Associates successfully organize World Water Expo in conjunction with the 4th World Water Forum

Held once every three years, water summit is recognized as the most important water event in the world.

Bethesda, MD, April 20, 2006 – E.J. Krause & Associates successfully organized the Expo at the 4th World Water Forum & Expo, held March 16th to 22nd 2006 in Mexico City, Mexico. This event takes place every three years and is organized through the World Water Council and the host country. A UN-mandated summit, the World Water Forum & Expo is recognized as the most important water event in the world.

Previously held in Japan, the Netherlands and Morocco, the Mexico City event reached record attendance levels. E.J. Krause & Associates, through its network of 11 worldwide offices, was successfully able to sell out the entire Expo floor one month prior to the event. This worldwide presence additionally helped to increase international exhibitors from representing 10 countries to 25, an increase of 150% over the last Expo held in Kyoto, Japan in 2003. Attendance also increased from 18,000 to a World Water Forum & Expo record of 27,871, in large part to the international marketing campaign conducted by E.J. Krause.

This exhibition, the most important international event in the Water Industry, is also an important promotional event for displaying innovations, ecological proposals, as well as environmental, technological, and research solutions. The exhibition targeted water and environmental sector decision makers, including ministers and high level officials, as well as corporate officials, industrial purchasers, national and international researchers and professors, entrepreneurs and independent professionals looking to learn and invest in water technologies.

In order to address water supply and environmental benefits, more than one thousand innovative solutions were presented by 340 exhibiting companies (47% domestic, 53% international) representing 25 different countries. Countries like Australia, Canada, China, United States, Singapore, South Africa, Sweden, Panama, Brazil, Costa Rica, Uruguay, Norway, United Kingdom, Iran and Mexico were represented, as well as 10 International Pavilions from Germany, Korea, France, Spain, Netherlands, Israel, Italy, Japan, Portugal and Switzerland.

The Expo ribbon cutting was conducted by Vicente Fox, the President of Mexico. Attendees include Japanese Crown Prince Naruhito, Dutch Crown Prince Willem-Alexander, Alejandro Encinas, Mayor of Mexico City, Jose Tamargo, Mexico's Secretary of Environment and Natural Resources, as well as Carl Strock, the Commander of the US Army Corps of Engineers. Countless other local, state and federal authorities viewed the Expo while attending the Forum.

Because of the increasing political nature surrounding water and water rights, security planning played an important role in this event. Working closely with the Mexico City Police and the security forces of President Vicente Fox, E.J. Krause was able to fully anticipate various security scenarios and prepare for them. Because of this planning and coordination, despite a street demonstration and march near the Centro Banamex



convention center, Expo attendees were able to continue their business with no interruption. “The fact that over 27,000 people safely attended such a political show was a result of careful planning and execution by the E.J. Krause office in Mexico City. Having planned the “Security Mexico 2005” event last year gave us unique experience in planning for these types of events. We not only organize the events, we like to become experts in the subject matter as well” said Paul St. Amour, President of E.J. Krause Mexico.

“Our series of security shows in the United States, China, Russia and Mexico, as well as experience in planning the International Petroleum & Petrochemical Exhibition made our role in organizing the 4th World Water Forum & Expo a perfect marriage,” said Ned Krause, President of E.J. Krause & Associates. “As security and political considerations grow, our international experience provides assurance to both organizers and exhibitors alike.”

About E.J. Krause & Associates:

Founded in 1984, E.J. Krause & Associates, Inc. (E.J.K.) is one of the largest privately owned exhibition management companies in the United States. E.J.K. is recognized worldwide as a major organizer of exhibitions and conferences. Headquartered in Bethesda, Maryland, just outside of Washington, DC, E.J.K. has 11 offices across four continents. EJK's offices include México City, Beijing, Hong Kong, Dusseldorf, Paris, Tokyo, Moscow, Seoul, Madrid, St. Petersburg and *Washington, DC*. *As a worldwide trade show and conference organizer, E.J.K. produces over 60 events in 16 different industries such as manufacturing, paper and forestry, environmental, telecommunications, IT, security, food and beverage, sports, construction, petroleum and power transmission.* www.ejkrause.com

About the IV Water World Forum:

The Water World Forum is the most important international water related event in the world. It is organized by the World Water Council together with the host country. The fourth edition took place in Mexico City, from March 16th to the 22nd, 2006. The Water World Forum takes place every three years. Its objective is to promote global sustainable water handling policies, generate awareness related to water issues, promote improved water management and influence public policies for local, regional, national and international decision making. The Fifth World Water Forum & Expo will be held in 2009 in Istanbul, Turkey.

www.worldwaterforum4.org www.worldwaterexpo.com

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