



# 2014 (10th) China International Exhibition on Water-treatment Chemicals & Water-soluble Polymer Products, Technologies and Applications



Date: October **29-30**, 2014

Venue: Shanghai World Expo Exhibition and Convention Center

[www.waterchem.com.cn/en](http://www.waterchem.com.cn/en)

**Sponsor** China National Chemical Information Center  
China National Functional Polymer Industry Committee



*For more information, please scan the QR-code*

## Introduction

**Ten Years Experience Cast Into Quality, Ten Years Development Can Not Leave Your Support**

The success of China Water Chem+Tech benefits from the first-class exhibitors, high-end technical seminars, latest industry news and professional visitors. The Water Chem+Tech has been fully supported by world leading enterprises like Ashland, Basf, Bio-chemicals, Tianqing chemicals, SNF, Nuocer chemicals, Wacker, Jucheng fine chemicals, Baist industries, Tianrun chemicals, Feymer technology, Taihe water treatment, GE, Nalco, Dow, Kemira, Kolon, 3F, Mitsui etc. in the last ten years.

Focusing on chemicals and water treatment, the WATER CHEM+TECH is the best option for exhibitors. Being a more professional exhibition compared with others, it serves as an optimal platform to show more products, provide more information to exhibitors, which in turn is also a sound safeguard for the exhibition's quality and reputation. We will invite

target customers in accordance with exhibitors' different requirements.

Look to the 10th anniversary celebration, we will organize abundant special activities, technical seminars and apply more attentive services to requite the supports of our old and new customers.

In 2014, the "Agro Chem Ex" which is the largest agrochemical exhibition in China will be held together with Water Chem+Tech, more visitors in the field of agrochemical and water treatment will be attracted to our exhibition.

Our exhibition also attracted the attention of many papermaking wastewater treatment plants and urban river drainage departments. We hope they can find the advanced technologies and solutions.

## Review of the Last Exhibition

Nearly 200 enterprises participated in the exhibition 2013, which also attracted 6357 visitors from 37 countries and regions. 80% of the exhibitors feel satisfied, and have made reservation for the next session. Dozens of technical seminars appealed to audiences from all over the world. The WATER CHEM+TECH has become an important event in the industry. And we will work hard to make it more professional, more international and more influential so that it can make the water industry better. At the same time, tasks of promoting technical communication and inviting professional audiences will be paid more attention.

## Current Seminars

Numerous concurrent technical seminars at the exhibition were full of people, which largely improved the quality of audiences' visiting experience.

Kuraray (shanghai) Co.,Ltd	Kuraray Special PVOH Used for Papermaking Industry
BASF (China) Co., Ltd.	The Revolutionary Solution for Paper Industry-PVAm Chemistry
The Dow Chemical Company	Acumer: Scale Inhibitors and Dispersants for Industrial Water Treatment
The Dow Chemical Company	The Strategies for Successful Biocide Selection and Application in Industrial Water Treatment
Kemira Chemicals (Shanghai) Co., Ltd	An Introduction of A Novel Non-phopshate RO Antiscalent with High Iron and Aluminum Tolerance

Wacker Chemicals (China) Co., Ltd	Silicone Meet the Special Requirement from Pulp and Paper Industry
Shanghai Yuking Water Soluble Material Tech Co., Ltd.	The Application and Fast Development of PVPI
Lonza (China) Investments Co., Ltd.	Lonza Water Treatment Product & Application Introduction
Suzhou Tianma Specialty Chemicals Co., Ltd	Progress and Application of Home-made ASA
Zhejiang Transfar Whyyon Chemical Co., Ltd.	Preparation and Application of the Environment-friendly Deinking Agent in Deinking Industry
Novozymes (China) Investment Co., Ltd	Bioaugmentation in Wastewater Treatment
Halosource Water Purification Technology(shanghai) Co., Ltd.	New Efficient Flocculant in Water Treatment
YiHai(Lianyungang) Fine Chemical Industries Co.,Ltd	The Technological Development of New Environmentally Friendly Tolueneless AKD Wax and AKD Emulsion
Helamin Co., Ltd	Helamin's Polyamines Filming Technology Used in Water Treatment

## Buyers Analysis and Organization Plan

Three features of the buyers in Water Chem+Tech:

1. High quality;
2. Strong decision-making capacity;
3. High degree of internationalization.

The number of buyers in our database: **200,000 enterprises at home and abroad**

Regional structure of target buyers: **completely cover your target and development market**

Industrial structure of target buyers: **highly specialized and in line with your business development requirements**

government sector	agents and distributors	industrial consumers including:  Iron and steel, metallurgy, petroleum, chemical, electric power, papermaking, textile, printing and dyeing, brewing, light industry, pharmacy, machinery, coal, food, beverage, electronics, electrician, plastics, construction and other fields
Waterworks	traders	
water treatment engineering enterprises	consulting firms	
sewage treatment works	research and design institutes  commercial field	

## Media Intensive Publicity

To respect the interests of exhibitors, the organizer invest a huge sum of money to start the Media Intensive Publicity to attract the attention of buyers in all industries. 16 international media sustain to promote the market overseas. In addition, 40 domestic professional media cover various areas of the water industries. The mainstream media will increase publicity to expand the exhibition influence.

## Why Exhibit

- Water Chem+Tech is more professional, we invite target customers according to the different needs of exhibitors.
- The global leading enterprises gathered in Water Chem+Tech to establish a good company image.
- Shanghai is a critical place to preempt the east market of China. It is necessary to exhibit in the brand water show in Shanghai.
- This is an excellent platform to open export channels for you!
- Numerous high level industry seminars will be held at the same time, which enables you to absorb the latest international industry technologies and information.

## Scope of Exhibition

- Flocculant used in sludge dewatering including two types – emulsion and dry powder, coagulant used in chemical phosphorus removal and coagulating sedimentation including aluminium polychlorid, aluminum sulfate, ferric (iron) aluminium chloride, defoamer and decolorizer.
- Scale and corrosion inhibitor: organic phosphonic acid salt: HEDP, EDTMP, etc.; polycarboxylic acid: PAA, HPMA, polyaspartic acid, polyepoxysuccinic acid, etc.; inorganic phosphorus: sodium hexametaphosphate, sodium tripolyphosphate; BTA; TTA; New copper corrosion inhibitor; boiler water treatment chemicals; cooling water treatment chemicals; membrane treatment chemicals; water treatment chemicals and sewage treatment chemicals; reverse osmosis chemicals.
- Organic chloride: sodium dichloro cyanurate, trichloroisocyanuric acid, cyanuric acid; organic bromine: BCDMH, 2, 2 - dibromo - 3 - cyano propionamide; isothiazolinone; glutaraldehyde, quaternary alkylphosphonium salt; inorganic chloride: chlorine dioxide, sodium hypochlorite, calcium hypochlorite, bleaching powder, calcium chloride; amine: geramine, chloramines; peroxide: H<sub>2</sub>O<sub>2</sub>, peracetic acid; organic sulfur: methane dithiocyanate.
- Defoamer, cleaning agent, chelating agent, pretreatment filming agent; hard, high-alkali, high-turbidity, high-efficient, high-enriched water treatment agent.

## Participation Fee

(1) Exhibit Booth Fees

Class A area (raw space not including any facilities): US\$310p/m2

Class B area (standard booth 3mX3m including walls, side and back walls information counter, 2 chairs, 2 spotlights, electrical outlet, water, electrical connection, carpet): US\$3600/standard booth.

(2) Advertising

Exhibition catalogue (cover RMB20 000, back cover RMB10 000, inside front cover and front page RMB8 000, inside back cover and tail page RMB6 000, inside full page (colored) RMB5 000, inside full page (B&W) RMB2 500);

Admission coupon RMB10 000/500 000 pieces;

Plastic bag RMB30 000/10 000 pieces;

Scroll RMB6 800 per exhibition period;

Balloon (with 10m scroll) RMB8 500 per exhibition period;

Arch door RMB26 000 per exhibition period, price of inside-hall advertising stands to be fixed through negotiation.

## Floor Plan



## Contact us

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