

# THE BUSINESS LEADERS FORUM AND THE WATER AND SANITATION EXPO OF THE BUDAPEST WATER SUMMIT

The Budapest Water Summit will be held in Budapest between 8 and 11 October 2013. The Summit, organised by the Hungarian Government in cooperation with the UN System and the World Water Council, will be one of the major events of the year relating to water and sanitation.

The main objective of the Budapest Water Summit is to take stock of the various developments, within and outside the UN System, in preparing water-related goals for the post Rio+20 development agenda. During these four days governments (from developed and developing countries), international organisations, financial institutions, businesses as well as civil society and academia will gather in Budapest to discuss the most pressing challenges of water and sanitation. The Summit strives to provide defining contributions to the elaboration of one overarching SMART (Specific, Measureable, Attainable, Realistic and Timely) Sustainable Development Goal (SDG) on water and sanitation that corresponds and responds to multidimensional challenges.

## WHY THE BUSINESS VIEW MATTERS

Water is a transversal natural resource that affects several aspects of human, natural and economic life. Driven by ethical considerations as well as sheer economic rationale, the business community has, in the past decades, become more and more active in generating individual and collective responses addressing the global water and sanitation issues.

Sustainable demand side management and the security of supply have become major challenges not only for the most water-intensive industries (food, energy, chemicals) but also for less exposed economic activities. Adaptation to the water-related challenges generated by the unstoppable wave of urbanisation and the effects of climate change is now a major issue for long-term business planning, thus the Summit cannot succeed without the integration of the broader business view on all relevant policy considerations shaping the future water SDG.

Therefore, with a view to integrating the policy considerations of the wider business community a Business Leaders Forum and Expo will be held as a key event of the Budapest Water Summit.

## OBJECTIVES OF THE BUSINESS LEADERS FORUM

The Business Leaders Forum serves multiple objectives.

First, senior managers from all interested industries will have the opportunity to discuss and adopt broad policy recommendations that can be integrated into the Budapest Statement on Water and Sanitation.



Needless to say, the business contribution is, as a priority, expected to highlight the technological, financial, governance and capacity aspects of a water-related SDG.

Second, the Business Leaders Forum creates an interface for business leaders to meet international, national and local policy-makers, development banks and agencies, leading scientists, philanthropists and NGOs. Thematic sessions and round-table discussions on best practices, success and failure stories will be held to help draw policy and practical conclusions for all parties.

Third, a Water and Sanitation Expo will be organised at the conference venue. The Expo will focus on clean, innovative and affordable solutions in the field of water and sanitation, clustered into the following areas.

## **PARTICIPATION**

Invitation to the Business Leaders Forum is extended to companies active in the water and sanitation industry (such as manufacturers, project developers, consultancy companies, engineering firms as well as regional industrial organisations, international development banks and financial institutions) as well as to principal water users.

In view of the unique composition and diversity of the Budapest Water Summit, participants of the Business Leaders Forum will be able to

- take part in a vibrant policy debate shaping the future of water management worldwide,
- identify potential business partners, experts and government officials from all over the world, around 1200 participants every day through a dedicated Partnering Service,
- share experience relating to the planning and implementation of water-related development projects (public and private funded alike),
- present their achievements at the Expo or through podium presentations,
- access innovative technologies, techniques and business models,
- visit all other Summit conference and protocol events.

Participation in the Business Leaders Forum is free of charge and is limited to 400 persons per day.

In addition, companies and other organisations intending to exhibit at the Water and Sanitation Expo will be able to

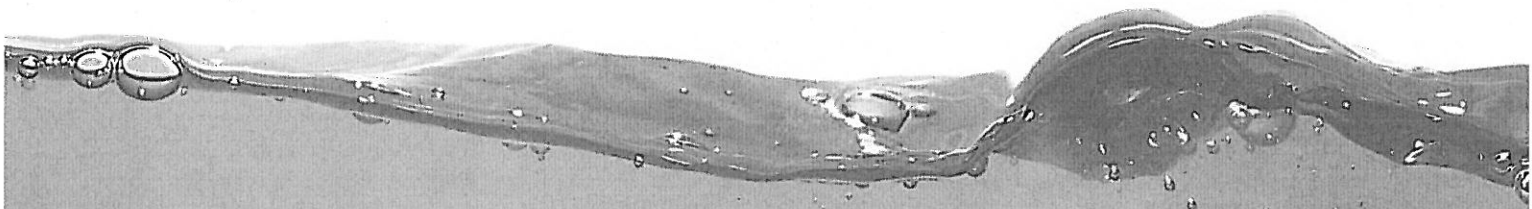
- purchase tailor-made exhibition stands (min. 12 m<sup>2</sup>) for a very competitive price (370 EUR/m<sup>2</sup>),
- hold company presentations in the morning of 11 October in a 10-15 minute time slot (100 EUR).

A Partnering Service, which provides a platform for organising bilateral meetings through professional registration process and on-site personal assistance to help set up meetings, will be at the disposal for all stakeholders of the Summit.

All participants of the international press accredited to the event will receive an information letter about the business participants.

## **FOR ANY FURTHER INFORMATION PLEASE CONTACT:**

Budapest Water Summit Secretariat  
Ministry of Foreign Affairs, Hungary  
BudapestWaterSummit@mfa.gov.hu  
www.budapestwatersummit.hu



## Short application guide

- 1. The number of participants per company:** A maximum of one person per company is allowed to participate in the events as a visitor. Maximum two persons per company are allowed if the company is exhibiting on the EXPO.
- 2. Participations fee:** Applicants are welcome to visit the business forum events and the exhibition (Expo) unrestrictedly and free of charge. Exhibitors pay a fixed rental fee for stands. Participating on the other events of the Budapest Water Summit between the 9-11 October is unrestricted and free of charge.
- 3. For Exhibitors:** The venue of the Budapest Water Summit is the Millenáris Center, 16-10 Kis Rókus utca, Budapest 1024. The stands are set up at the venue of the Budapest Water Summit Business Forum and Exhibition, in the B hall of the Millenáris Center
- 4. Stand prices and services:** see below on the application form.
- 5. Contracting:** Exhibitor's contract and invoice are sent after applications are processed. From EU companies we require the EU VAT number in advance (see (4) invoicing data on the application form). Ordering additional services is possible after conclusion of contract. Please give a direct email for each participant on which they will get a final accreditation code (see (3) participation data on the application form). See more details on our website [www.budapestwatersummit.hu](http://www.budapestwatersummit.hu)
- 6. Accommodation, practical information on participation:** see more details on our website [www.budapestwatersummit.hu](http://www.budapestwatersummit.hu) or contact us on the below contact details.
- 7.** By filling this application form you are indicating your interest/willingness in participating in the events of the BWS and the Business Leaders Forum as an exhibitor. Please note that due to the limited space of the exhibition hall, there are only a limited number of exhibition stands. Considering the huge interest, in exhibiting, from the various actors of the water industry, we retain the right of pre-screening the applications of the exhibitors based on our mission of establishing the required diversity among the exhibitors. We consider factors, such as the nationality and size of the companies and organisations, or the specific sector they operate in within the water industry. The selection is going to be made by a professional Board.

## Application form

Please return the scanned file of the filled in and officially signed application form to [bws2013@watercluster.hu](mailto:bws2013@watercluster.hu)-mail address **by 15<sup>th</sup> September 2013**. Please write APPLICATION to the subject of the mail. PLEASE FILL ALL DATA IN BLOCK CAPITALS!

<b>1. Applicant's data</b>			
company name			
registered seat			
postal address			
web			
<b>Company profile</b>		Put an X in the right checkbox!	
	<input type="checkbox"/> Association	<input type="checkbox"/> Consulting	
<input type="checkbox"/> Development agency	<input type="checkbox"/> Engineering	<input type="checkbox"/> Manufacturing	
<input type="checkbox"/> Research and development	<input type="checkbox"/> Utility construction	<input type="checkbox"/> Utility service	
<b>2. Contact person details</b>			
name			
position			
email		direct phone	
<b>3. Participation data</b> <small>One person for business forum, and max. 2 persons for business forum and exhibitor at Expo</small>			
<input type="checkbox"/> I apply only for the Business Forum <input type="checkbox"/> I apply for the Business Forum and Expo as an exhibitor			
	<b>Participant 1</b>	<b>Participant 2</b>	
surname			
first name			
title			
position			
email			
telephone			
<b>4. Invoicing data</b>			
company name			
postal address			
EU VAT number			
<b>5. Stand rent</b> <small>If you applied for the Expo, please indicate the SIZE of the selected stand.</small>			
<b>Stand size</b>	<b>net Price</b>	<b>Basic accessories included in the stand price</b>	
..... m <sup>2</sup> (min 12)	370 (EUR/m <sup>2</sup> )	Octanorm framewall, frieze inscription, one table, four chairs, one dustbin, 2 KW single phase electric power, triple power points. The costs of the stand includes the participation of two persons.	
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Date

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d	d	m	m								

Signature of company representative(s)

Name of company representative(s)

Name of company