

PRESS RELEASE

WATERTECH CHINA ESTABLISHES STRATEGIC ALLIANCE WITH INFORMA MARKETS, EMBARKING ON A NEW JOURNEY FOR RAPID DEVELOPMENT

(Shanghai, China, July 14, 2023) The 15th edition of **WATERTECH CHINA**, the leading international water technology exhibition, concluded successfully on June 7th at the National Exhibition and Convention Center (Hongqiao) in Shanghai. In the first year of China's full economic recovery, the exhibition achieved a new record in overall scale, bringing together exhibitors from over 2,500 brands and more than 60,000 high-quality products in the water treatment industry. The exhibition attracted over 100,000 professional buyers during the three-day event, making it a world class trade fair and demonstrating the vitality of the **WATERTECH CHINA** brand.



Spanning over an impressive 16-year history in China, **WATERTECH CHINA**, under the expert organization and guidance of the diligent Herui Group, has evolved from a humble water exhibition to an international flagship platform in the global water treatment industry. With China's economic restructuring and its dual carbon national goals, the water treatment industry is facing unprecedented transformation. The waste water treatment market is shifting from simple water pollution control to systematic environmental and ecological governance and integrated water resource management. At the same time, the rapid rise of new and renewable energy industries and commercial water demand has brought opportunities for industry enterprises.

In this evolving landscape, the organizer is presented with not only challenges but the responsibility to explore growth markets for the water treatment industry, improve the quality of technical exchanges, and expand commercial trade opportunities. To achieve these strategic goals in the near future, **WATERTECH CHINA** not only needs to refine the development path but also pursue internationalization. With the continuous expansion of the services, it is mission critical to evaluate the resources and capabilities of the international partner. Finding a stronger partner and a new development path for **WATERTECH CHINA** has become critical for Herui Group.

With a strong commitment to the industry advancement and customer success, the organizer of **WATERTECH CHINA** has chosen to change and upgrade its overseas partner by establishing a strategic partnership with the leading exhibition group **Informa Markets**, which has strong resources and a successful track record. With this strategic partnership, the organizer will make every effort to improve the value proposition of **WATERTECH CHINA** and broaden the development scope to continuously create value for the industry and customers. Based on the previous track record and success backed by thousands of exhibitors and millions of professional visitors, the 16th edition of **WATERTECH CHINA** will continue to be held on June 3-5, 2024 at the NECC (National Exhibition and Convention Center). **Informa Markets** holds over 450 international B2B exhibitions and brand events in 15 professional markets each year, with significant international influence, industry depth and breadth. While injecting development power into various industries, **Informa Markets** creates platforms for customers, partners, and communities, promotes exchanges and transactions, and helps their businesses thrive.



This strong alliance with **Informa Markets** will significantly bolster the entire **WATERTECH CHINA** exhibition and foster enhanced growth within the water technology community. The organizer will fully connect with the strong overseas resources and the international network of **Informa Markets** to multiply the scale of overseas exhibitors and visitors, expand domestic and international technical exchange channels, improve the overall quality of the exhibition, and enhance the role as an international trade platform through Asian series water shows and global trade shows portfolio of **Informa Markets**. We trust the strategic partnership will further strengthen the leading position of **WATERTECH CHINA** so that the trade fair will make greater contributions to the long-term development of the industry.

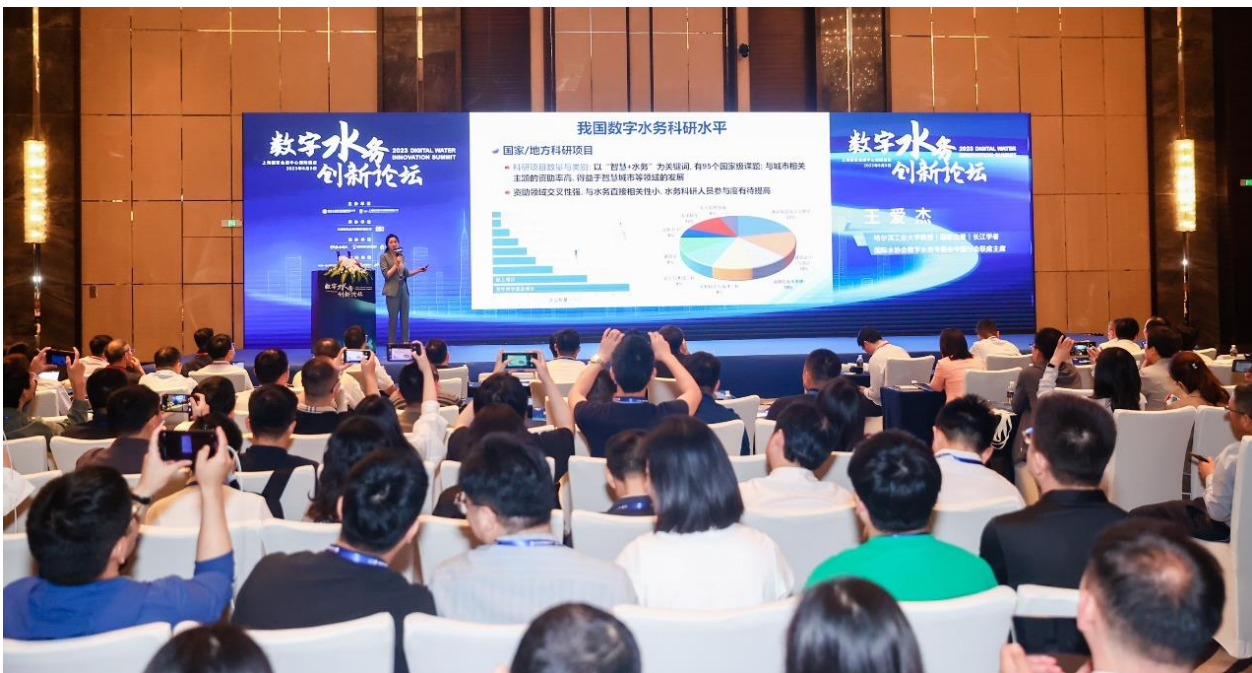


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ABOUT WATERTECH CHINA

WATERTECH CHINA is the largest international exhibition for process, drinking & waste water in the world, as an integral part of **WieTec** series events. As the annual feast of the water treatment industry, the 3-day trade show, which covered a display area of 190,000 square meters, not only brought together 2,500 exhibitors around the world, but also attracted over 100,000 professionals from more than 100 countries and regions. During the event, in addition to the government departments, traditional municipal constructors, engineering companies, design institutes, distributors and agents, exhibitors could reach buyers in 28 end-user industries.

For more information, please visit www.watertechsh.com

ABOUT INFORMA MARKETS

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 450 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, and many more. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

For more information, please visit www.informamarkets.com

MEDIA CONTACTS

Holly Fung

CMO Asia

holly.fung@informa.com