

Arab Water World

Serving the Water, Wastewater, Desalination & Energy Sectors in the Middle East & North Africa
Since 1977



عالم المياه العربي

تخدم قطاعات المياه والصرف الصحي وتحلية المياه والطاقة
في الشرق الأوسط وشمال إفريقيا
منذ ١٩٧٧



MEDIA INFO 2007 معلومات المجلة ٢٠٠٧

Purification & Disinfection

Pumps

Water Reuse

Valves

Reverse Osmosis

Water Storage

Well Drilling

Water & Wastewater Treatment

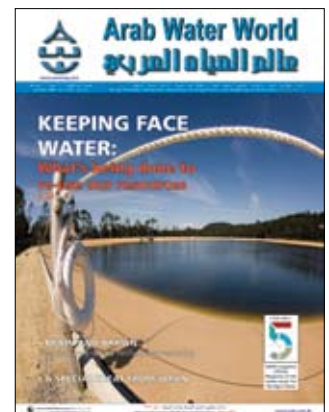
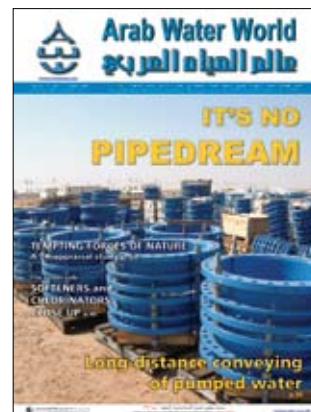
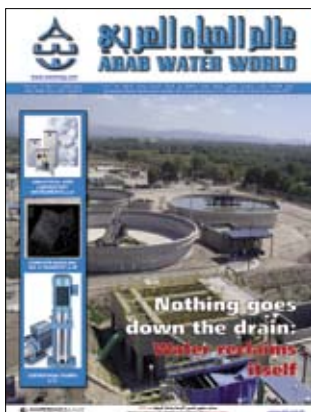
Analytical Instruments

Computer & Automation technology

Ozone & UV Treatment

Flow Meters

Modern Irrigation Systems



MENA Water Market

Water under the bridge and beyond that

It is no hidden fact by now that the MENA region holds about 5% of world population with only 1% of the world's renewable water resources -- about 335 km³/year, 50% of which is generated outside it. Water resources development and management have been driven by the highly specific characteristics of climate, geography, and the resource itself. The main groundwater aquifers are shared between several countries. Ostensibly, water management in that region has far-reaching impacts beyond the water sector more than in any part of the world. In a recent report, **Energy Management Services (EMS)** declared that Arab states must invest US\$100 billion on desalination over the next decade if demand for water keeps growing at the same pace, especially in the GCC.

A set of challenges have ailed this part of the world: Water scarcity is high up on the scale as it has the least per capita share in the world in addition to a declining per capita share. With the news of absolute water scarcity forecast by 2025, researchers and scientist sounded the alarm bell. Growing demands and uses practices have only magnified the pressure on already frail and meager water resources and their ecosystems. With distinct differences from one country to the next, more than 83 million persons need to be supplied with safe water and 96 million with sanitation services in order to meet the MDGs. The **UN children's agency** announced that more than 1.5 million children under five die each year because they lack access to these mere necessities.

The situation looks murky: **Egypt** and **Mauritania**, for instance, depend on more than 97% renewable water originating outside the country while **Saudi Arabia** groundwater abstraction is 4-times the annual recharge. The per-capita share of water resources in **Palestine**, **Kuwait**, and **Jordan** is 93, 180, and 190 m³/person/year, respectively. At the same time, more than 50% of the **Mauritania** and **Somalia** population lack access to clean water.

Going for the guns

Policy responses to this pending problem have varied between countries in the region, but took place in three levels depending on the degree of water scarcity and extent of water resources development in each country.

In terms of supply management, hefty sums have been paid to store and divert water and to provide varying water services. With reference to demand management: **Egypt** alone spent US\$ 10 billion on potable water, US\$ 16 billion on sanitation services in 1982-2004, and US\$ 2.5 in irrigation infrastructure during 2000-2004.

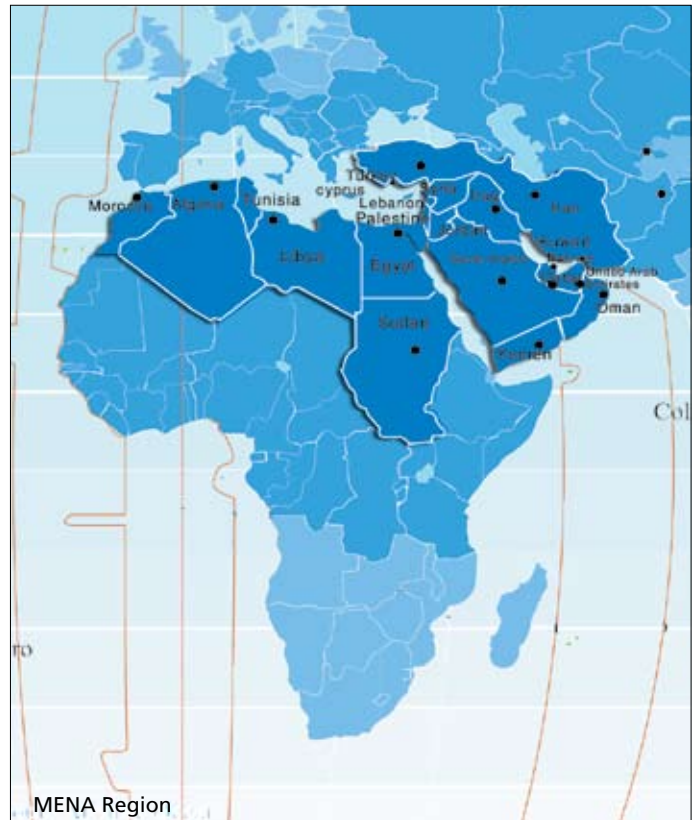
Almost all countries in the region are engaged in the development of appropriate instruments and institutions to manage water demands including: Investing in technology that minimizes demands, improving reliability and accountability in service delivery, and involvement of stakeholders at all levels of planning and management. **Iran** has invested considerably in dams and diversion infrastructure, harnessing over half of the total resources available (some 73 km³).

On the level of institutional innovations, many countries created a unified institutional structure for integrated resource management. In the **GCC Countries** and in **Yemen**, for instance, an independent ministry is responsible of managing their water resources. In **Egypt**, a cabinet level ministerial committee is now responsible for inter-sectoral coordination of water resources management.

A huge leap has been taken with the introduction of decentralization: **Yemen** decentralized water supply and sanitation to self-accounting autonomous corporations; **Syria** established independent water directorates at the basin level and decentralized water supply and sanitation services; and **Egypt** established Integrated Water Management Districts at the local level.

Sharing the glory

Regional experience has proven that shared water resources cooperation, partnerships for management or investment, or simply



technical cooperation can be beneficial to all parties and, in fact, later lead up to a peaceful environment on a mega scale. That has goaded cooperative management of shared water resources between many countries such as: Agreement on the Tigris-Euphrates River Basin between **Iraq** and **Syria**; agreements between **Lebanon** and **Syria** over the waters of the Orontes and Nahr El Kabir Rivers; bilateral water-sharing agreements over the Jordan River; major progress in regional cooperation on the sustainable utilization of the Nubian Sand-Stone Aquifer between **Egypt**, **Libya**, **Sudan**, and **Chad**; **Algeria**, **Tunisia**, and **Libya** have reached prosperous cooperation for the North Western Sahara Aquifer, not to mention the Nile initiative involving 10 riparian countries which has paved the way for regional cooperation beyond the water sector including power trade, transportation, environment, etc..

Many other larger than life projects are on the cards, region-wide, to constructively cut down on these alarming scarcity rates. The **UAE**, for example, is launching full throttle with a set of projects like the US\$272 million sewage treatment plant and a water transport system at a cost of another US\$272 million. **Saudi Arabia** is establishing a colossal desalination plant which will supply 400,000 cubic meters of water daily. The Kingdom is also privatizing water and wastewater management. **Oman** has recently signed a number of water and wastewater management deals worth hundreds of millions of US dollars. Muscat is also constructing the Wadi Dayqah Dam project, the largest of its kind in the Arabia Peninsula, for a whopping US\$ 111 million dollars. In **Jordan**, an US\$800 million project – the Red Sea-Dead Sea Conveyer – will salvage the Dead Sea. Work on the US\$125 million Zara-Maain water project in the country is also underway to overhaul Jordan's water treatment and desalination scope. **Qatar** is not lagging far behind. It is planning major expansion of its desalination capacities.

In the mean time, however, the region has to carry on promoting regional cooperation; improving the quality of water services further; and realizing better governance in water resources management in order to keep close tabs on the situation.

Data extracted from:

The Middle East Water Report, The 4th World Water Forum, Mexico

Arab Water World (AWW) – The News Anchor

Renowned the world over as the premier Business to Business magazine to set sail across the MENA region to serve the Water, Wastewater, Desalination, and Energy sectors, **Arab Water World (AWW)**, has been facing the wave since 1977, steered by **Chatila Publishing House (CPH)**, to become the mother ship for water-related industries in the MENA.

AWW magazine is kicked off with the Opening Letter, the area where the editor-in-chief inks his timely commentaries, thoughts, and impressions to paper. The Open Forum shifts gear as the platform for **AWW** readers to relay ideas, opinions, and suggestions. The main focus of each issue is branded the Feature section: A melting pot of technical articles on current practices and advancements, case studies, and technologies such as Well Drilling, Filtration, and Desalination, without failing to mention what goes against the current. This year, **AWW** will be walking on new waters with the introduction of the Power Focus into its agenda to dive into what sparks interest in the hydraulic power sector such as Wind Power and Cogeneration. Market trends, major projects, and new products that are making the headlines take to the fore in the Industry Spotlights section, thereby offering innovative solutions for the different sectors. The issue always carries Country/Regional Reports including water supply and demand as well as water management policies and tried-and-tested solutions. These present a company's ticket to strike deals when the clock chimes 'opportunity.' The Departments area highlights recent industry publications under Industry Literature. Moreover, a special section is devoted to Interviews with decision-makers and specialized professionals as well as lining up corporate profiles. Corporate Happenings and Products and Services are presented via accurate and up-to-date information that meets professional standards and attracts high-quality readership. And large-scale projects and developments along with electronic news are given special coverage. Events are granted ample room in the back stern, ostensibly with the coming events, pre-show reviews, and post-show reports. The magazine also provides the following services: In the Industry Contacts listings, companies' details are displayed, thus shortening distances between manufacturers and distributors. The Coming Events service offers a comprehensive listing of water related events, conferences, seminars, and workshops. Lastly, the Buyers Guide service presents a 9 cm x 6 cm classified ad including the advertiser's logo, a brief message, and a photo of the product(s).



The Most Trusted Source for Latest Updates & News

AWW magazine voyages the seas to assist in the dissemination of information and developments as they make the news in the water industry, whether of a general or specific nature. For the past 30 years, the publication has also been reviewing research advances to promote a greater understanding of the potential of desalination and water reuse in meeting the increased urban pressures and the demand for water in the MENA region. We deliver up-to-the-minute, hard hitting news that capture the first and foremost in the water industry. The long experience we have accumulated allows us to be at the very core of the story. We move with the fast pace of a 24/7 world and this is reflected in the quality of the news we place at readers' disposal. With a tight gripped hand on the field and a strong editorial team and Honorary Editorial Consultants (HEC) Board, **AWW** dwells on mainstream topics and scavenges for unconventional ones.

Targeting the Creme de la Creme

AWW is circulated to the desktops of leading water industry decision-makers and gate-keepers working in over 8.500 firms, who are engaged in the water industry throughout the MENA. As of 2007, the magazine will be published on a monthly basis, in bilingual format (English-Arabic). With 4 readers for every copy on average, it's safe to say that more than 35,000 individuals are reading every issue of **AWW** magazine. The magazine receives such wholesome welcome from regional and international readers because it has earned an esteemed reputation that it has been built over the past 30 years by providing latest updated and trusted content as well as professional and elegant layout.

Hitting Online Waves

The new and revamped AWWmag.com website provides online insight for surfers into the water industry through a combination of industrial news and trends, innovative technologies, country reports, and event news related to the Water, Wastewater, Desalination, and Energy sectors. Log on to www.awwmag.com and delve into the world of water where current and archived issues of the **Arab Water World (AWW)** magazine are available in two formats html and pdf e-book at your whim.

The Route Towards Leadership

Arab Water World (AWW) is embedded in simplicity that is rooted in accountability, innovation, hard work, expertise, dedication, and commitment to the craft. A diligent and rigorous Honorary Editorial Consultants (HEC) board and a strong marketing network are behind our success and recognition. Specialization, professionalism, extensive circulation, and bilingualism make **AWW** magazine the ultimate reference for the Middle East & North Africa (MENA) business and professional community involved in the Water, Wastewater, Desalination, and Energy sectors. To this day, we remain steadfast and undaunted by the waves of competition as our resolve and manpower single us out from the rest.



Editor-in-Chief

Holder of a BSc in Geology, from the University of Miami, Florida, class of 1960, Fathi Chatila is the founder of **Chatila Publishing House (CPH)**. He has been publishing **Arab Water World (AWW)** magazine since 1977. Between 1963 and 1969, Mr. Chatila worked with the UNDP on a project which called for studying groundwater aquifers in Lebanon. As a veteran hydro-geologist, he also worked with the Lebanese Ministry of Hydraulic & Electric Affairs, studying the interior basins of Lebanon, namely Litani, Orontes, and Hasbani Rivers. Among his distinguished activities were two projects. The first called for supplying Saudi Arabia and other GCC Countries with 750 m³ million of water a year to meet potable water needs. The other project aimed at the construction of a dam on the Damour River for supplying Greater Beirut with 90 m³ million a year.

Mr. Fathi Chatila can be reached by e-mail at f.chatila@cph.com.lb

ARAB WATER WORLD (AWW)

EDITORIAL PROGRAM 2007

Issues	January	February	March	April
Feature	• Water Treatment	• Desalination Technology	• Irrigation Technology	• Pumps
Energy Focus	• Hydro-power Generation	• Solar Energy	• Engines & Motors	• Power Generation
Industry Spotlights	• Pumps • Sprinkler Irrigation • Swimming Pools and Accessories • Pipes & Pipelines	• Recycling & Water Re-use • Hydrological Instruments • Deep Well Pumps • Drip Irrigation	• Sewage Treatment • Ultrafiltration Membranes • Water Storage • Pipes & Valves	• Well Drilling • Filtration & Disinfection Systems • Fountains & Aerators • Multistage Flash Desalination
Industry Contacts*	• Water Treatment	• Deep Well Pumps	• Water Storage	• Well Drilling
Country / Regional Reports	• Bahrain • Australia • UK	• UAE • Russia / Eastern Europe • Germany, Switzerland, & Austria	• Saudi Arabia • USA • Canada	• Jordan • Iran • France
Bonus Distribution**	• Water Middle East 2007 - Manama • Environment 2007 - Abu Dhabi • Big 4 2007 - Cairo	• Aquatherm 2007 - Cairo • Dubai Water Forum 2007 - Dubai	• WETEX 2007 - Dubai	• Iran Agrofood 2007 - Tahrán • Rebuild Iraq 2007 - Amman
Editorial Material Due	Friday, December 15th, 2006	Monday, January 15th, 2007	Thursday, February 15th, 2007	Thursday, March 15th, 2007
Advertising Material Due	Wednesday, December 20th, 2006	Saturday, January 20th, 2007	Tuesday, February 20th, 2007	Tuesday, March 20th, 2007
Publishing Date ***	Saturday, December 30th, 2006	Tuesday, January 30th, 2007	Wednesday, February 28th, 2007	Friday, March 30th, 2007

Issues	May	June	July	August
Feature	• Wastewater Treatment	• Reverse Osmosis	• Water Purification	• Irrigation Technology
Energy Focus	• Portable Generators	• Electric-power Generators	• Renewable Energy	• Hybrid Engines
Industry Spotlights	• Water Analysis & Testing Devices • Bathroom Accessories & Mixers • Trenchless Technology • Flow Meters	• Computer Modeling, GIS, & Telemetry • Sludge Treatment • Well Drilling • Irrigation Equipment	• Groundwater Investigation & Development • Centrifugal & Drainage Pumps • Sewage Treatment & Re-use • Valves & Controls	• Industrial Water Treatment • Pipes & Leak Detectors • Deep Well Pumps • Water Bottling
Industry Contacts*	• Wastewater Treatment	• Irrigation Equipment	• Centrifugal & Drainage Pumps	• Pipes, Valves, & Fittings
Country / Regional Reports	• Lebanon • Italy • Spain	• Syria • The Benelux • Malaysia	• Qatar • South Africa • Korea / Japan	• Libya / Algeria • Turkey • India
Bonus Distribution**	• Aquatec 2007 - Damascus • Middle East Water Congress 2007 - Dubai	• Recycling Istanbul 2007 - Turkey		
Editorial Material Due	Monday, April 16th, 2007	Tuesday, May 15th, 2007	Friday, June 15th, 2007	Monday, July 16th, 2007
Advertising Material Due	Friday, April 20th, 2007	Monday, May 21st, 2007	Wednesday, June 20th, 2007	Friday, July 20th, 2007
Publishing Date ***	Monday, April 30th, 2007	Wednesday, May 30th, 2007	Saturday, June 30th, 2007	Monday, July 30th, 2007

Issues	September	October	November	December
Feature	• Well Drilling	• Graywater Treatment	• Pipes & Valves Technology	• Effluent Water Treatment
Energy Focus	• Wind Energy	• Diesel Generators	• Gas Generators	• Hydro-power Generation
Industry Spotlights	• Recycling & Water Re-use • Turf & Landscape Irrigation • Water Storage • Water Treatment Chemicals	• Multistage Flash Desalination • Ozone & UV • Computer Modeling, GIS, & Telemetry • Drip Irrigation	• Reverse Osmosis • Pumps • Monitors, Recorders, & Recorders • Water Boilers & Coolers	• Chemical Pumps • Flow Meters • Membrane Filtration • Irrigation Equipment
Industry Contacts*	• Power Generation	• Desalination Technology	• Water Instruments	• Flow Meters
Country / Regional Reports	• Saudi Arabia • Italy • China	• UAE • Tunisia & Morocco • Germany, Switzerland, & Austria	• Kuwait • USA • Scandinavia	• Oman • South Africa • Taiwan
Bonus Distribution**		• Jeddah Water & Power Forum 2007 - Jeddah • The Big 5 Show - Dubai	• The Big 5 Show - Dubai	
Editorial Material Due	Wednesday, August 15th, 2007	Saturday, September 15th, 2007	Monday, October 15th, 2007	Thursday, November 15th, 2007
Advertising Material Due	Monday, August 20th, 2007	Thursday, September 20th, 2007	Saturday, October 20th, 2007	Tuesday, November 20th, 2007
Publishing Date ***	Thursday, August 30th, 2007	Saturday, September 29th, 2007	Tuesday, October 30th, 2007	Friday, November 30th, 2007

* Supplement wherein leading water-related companies can place their listing for FREE, thus introducing their products and agents / distributors in the MENA region to AWW readers.

** Tentative list of events at which AWW will have bonus distribution of its issues - liable to changes based on event organizers.

*** Indicates when the issue would be available from the printing press for circulation and distribution. Allow a 2 to 3 - week period for the issue to reach you by post.

If you are interested in publishing your editorial material in AWW, please email the editorial department at editorial@awwmag.com

عدد	كانون الثاني / يناير	شباط / فبراير	آذار / مارس	نيسان / أبريل
مواضيع خاصة	• معالجة المياه	• تكنولوجيا تحلية المياه	• تكنولوجيا الريّ	• المضخات
الطاقة	• توليد الطاقة الكهربائية	• الطاقة الشمسية	• المحركات والمولدات	• توليد الطاقة
أخبار صناعية	• مضخات • الريّ بالرش • أحواض السباحة ومعداتها • الأنابيب وخطوط جر المياه	• إعادة تدوير واستخدام المياه المبتذلة • الأجهزة الهيدرولوجية • مضخّات الآبار الغاطسة • الريّ بالتقطير	• معالجة مياه الصرف الصحي • أغشية الترشيح الفائق • تخزين المياه • الأنابيب والصمّامات	• حفر الآبار • أجهزة التنقية والتطهير • نوافير وأجهزة التهوية • تحلية المياه بالوميض البرقي \ التبخر
مرجع الصناعة المائية*	• معالجة المياه	• مضخّات الآبار الغاطسة	• تخزين المياه	• حفر الآبار
تقارير البلدان / المناطق	• البحرين • استراليا • المملكة المتحدة	• الإمارات العربية المتّحدة • روسيا - أوروبا الشرقية • المانيا، سويسرا، والنمسا	• المملكة العربية السعودية • الولايات المتحدة الأميركية • كندا	• الأردن • إيران • فرنسا
توزيع نسخات إضافية للزوار**	• مياه الشرق الأوسط ٢٠٠٧ - المنامة • معرض البيئة ٢٠٠٧ - أبو ظبي • معرض الأربعة الكبرى ٢٠٠٧ - القاهرة	• اكتوبريم ٢٠٠٧ - القاهرة • منتدى دبي للمياه ٢٠٠٧ - دبي	• معرض المياه والطاقة (ويتيكس) ٢٠٠٧ - دبي	• إيران اغرفود ٢٠٠٧ - طهران • إعادة أعمار العراق ٢٠٠٧ - عمّان
تاريخ توقف استلام أوامر النشر	الجمعة، ١٥ كانون الأول / ديسمبر ٢٠٠٦	الاثنين، ١٥ كانون الثاني / يناير ٢٠٠٧	الخميس، ١٥ شباط / فبراير ٢٠٠٧	الخميس، ١٥ آذار / مارس ٢٠٠٧
تاريخ توقف استلام المواد الاعلانية	الأربعاء، ٢٠ كانون الأول / ديسمبر ٢٠٠٦	السبت، ٢٠ كانون الثاني / يناير ٢٠٠٧	الثلاثاء، ٢٠ شباط / فبراير ٢٠٠٧	الثلاثاء، ٢٠ آذار / مارس ٢٠٠٧
تاريخ النشر***	السبت، ٣٠ كانون الأول / ديسمبر ٢٠٠٦	الثلاثاء، ٣٠ كانون الثاني / يناير ٢٠٠٧	الأربعاء، ٢٨ شباط / فبراير ٢٠٠٧	الجمعة، ٣٠ آذار / مارس ٢٠٠٧
عدد	أيار / مايو	حزيران / يونيو	تموز / يوليو	آب / أغسطس
مواضيع خاصة	• معالجة مياه الصرف الصحي	• أغشية التناضح العكسيّ	• تنقية المياه	• تقنية الريّ
الطاقة	• المولدات المحمولة	• مولدات الطاقة الكهربائية	• الطاقة المتجددة	• محركات مزودة الوقود
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تقارير البلدان / المناطق	• لبنان • إيطاليا • اسبانيا	• سوريا • البيّنيلوكس • ماليزيا	• قطر • جنوب افريقيا • كوريا / اليابان	• ليبيا / الجزائر • تركيا • الهند
توزيع نسخات إضافية للزوار**	• اكواتيك ٢٠٠٧ - دمشق • مؤتمر مياه الشرق الأوسط ٢٠٠٧ - دبي	• إعادة تدوير اسطنبول ٢٠٠٧ - تركيا		
تاريخ توقف استلام أوامر النشر	الاثنين، ١٦ نيسان / أبريل ٢٠٠٧	الثلاثاء، ١٥ أيار / مايو ٢٠٠٧	الجمعة، ١٥ حزيران / يونيو ٢٠٠٧	الاثنين، ١٦ تموز / يوليو ٢٠٠٧
تاريخ توقف استلام المواد الاعلانية	الجمعة، ٢٠ نيسان / أبريل ٢٠٠٧	الاثنين، ٢١ أيار / مايو ٢٠٠٧	الأربعاء، ٢٠ حزيران / يونيو ٢٠٠٧	الجمعة، ٢٠ تموز / يوليو ٢٠٠٧
تاريخ النشر***	الاثنين، ٣٠ نيسان / أبريل ٢٠٠٧	الأربعاء، ٣٠ أيار / مايو ٢٠٠٧	السبت، ٣٠ حزيران / يونيو ٢٠٠٧	الاثنين، ٣٠ تموز / يوليو ٢٠٠٧
عدد	أيلول / سبتمبر	تشرين الأول / أكتوبر	تشرين الثاني / نوفمبر	كانون الأول / ديسمبر
مواضيع خاصة	• حفر الآبار	• معالجة المياه الرمادية	• تكنولوجيا الأنابيب والصمّامات	• معالجة مياه الصرف الصحي والمخلفات
الطاقة	• الطاقة بواسطة الرياح	• مولدات الديزل	• مولدات البنزين	• توليد الطاقة الكهرومائية
أخبار صناعية	• إعادة تدوير واستخدام مياه الصرف الصحي • ريّ الحدائق والمسطحات • تخزين المياه • المواد الكيميائية لمعالجة المياه	• تحلية المياه بالوميض البرقيّ (التبخّر) • معالجة المياه بواسطة الأوزون والأشعة • ما فوق البنفسجية • تقنية الكمبيوتر والتشغيل الآلي • الريّ بالتقطير	• التناضح العكسيّ • المضخات • أجهزة المراقبة والتسجيل وأخذ العينات • غلايات و برادات المياه	• المضخّات الكيماوية • عدادات المياه • التنقية بواسطة الأغشية • معدات الريّ
مرجع الصناعة المائية*	• توليد الطاقة	• تكنولوجيا تحلية المياه	• الأجهزة المائية	• عدادات المياه
تقارير البلدان / المناطق	• المملكة العربية السعودية • إيطاليا • الصين	• الإمارات العربية المتحدة • تونس والمغرب • المانيا، سويسرا، والنمسا	• الكويت • الولايات المتحدة الأمريكية • الدول الاسكندنافية	• سلطنة عمان • جنوب افريقيا • تايوان
توزيع نسخات إضافية للزوار**		• معرض الخمسة الكبار ٢٠٠٧ - دبي • منتدى جدّة للطاقة والمياه ٢٠٠٧ - جدّة	• معرض الخمسة الكبار ٢٠٠٧ - دبي	
تاريخ توقف استلام أوامر النشر	الأربعاء ١٥ آب (أغسطس) ٢٠٠٧	السبت، ١٥ أيلول / سبتمبر ٢٠٠٧	الاثنين، ١٥ تشرين الأول / أكتوبر ٢٠٠٧	الخميس، ١٥ تشرين الثاني / نوفمبر ٢٠٠٧
تاريخ توقف استلام المواد الاعلانية	الاثنين، ٢٠ آب / أغسطس ٢٠٠٧	الخميس، ٢٠ أيلول / سبتمبر ٢٠٠٧	السبت، ٢٠ تشرين الأول / أكتوبر ٢٠٠٧	الثلاثاء، ٢٠ تشرين الثاني / نوفمبر ٢٠٠٧
تاريخ النشر***	الخميس، ٣٠ آب / أغسطس ٢٠٠٧	السبت، ٢٩ أيلول / سبتمبر ٢٠٠٧	الثلاثاء، ٣٠ تشرين الأول / أكتوبر ٢٠٠٧	الجمعة، ٣٠ تشرين الثاني / نوفمبر ٢٠٠٧

* ملحق حيث بإمكان الشركات الرائدة في قطاع المياه نشر مراجعها مجاناً بهدف تقديم منتجاتها وموزعيها في الشرق الأوسط وشمال أفريقيا إلى قراء عالم المياه العربي.
 ** قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة عالم المياه العربي وقد يتم تعديلها وفقاً لمنظمي المعارض.
 *** تبين تاريخ صدور المجلة من المطبعة - قد يطرأ في بعض الأحيان تأخير لمُدّة أقصاها ثلاثة أسابيع.

Advertising Benefits

Introduction



January - February 1977

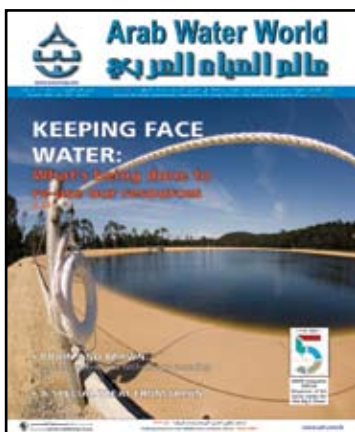
AWW's very first issue

AWW: A Pioneer Publication in the Water Industry across MENA region

Since its inception in 1977, **Arab Water World (AWW)** magazine has been the authoritative resource for decision-makers and gate-keepers in more than 8,394 firms in the Middle East & North African (MENA) region who are involved in the Water, Wastewater, Desalination, and Energy sectors.

AWW provides pioneering marketing and advertising solutions to support advertisers' specific brand objectives. **AWW** offers steady marketing and advertising solutions to realize advertisers' specific objectives and satisfy their penchant for recognition. Tailor-made programs suit up clients' needs and patch up what's been lacking elsewhere. From sponsorship positioning, editorial placements, mega event promotions, insertion strategies, to pricing programs, we've got it all. We invite you to place your trust in the hands of our creative marketing specialists, whose nimble fingers and agile minds will customize the program that will achieve your goals and boost your Return on Investment (ROI) to another realm.

Our Vision



October 2006

- To provide none other than supreme quality service to discerning clients. It is a self-set standard that singles us out from the bevy of competitors;
- To ensure our clients a delectable range of opportunities that is sure to cater to their needs and whims;
- To set the tone for a far-reaching business horizon and to maintain steady growth by building relationships founded on trust and recommendation; and
- To safeguard the afore-mentioned through a synergy of commitment, experience, and innovation.

Reasons To Advertise

Arab Water World (AWW) magazine has been the ideal and exclusive medium in the Middle East and North Africa covering the water industry for over three decades. Leading business figures bank their trust on **AWW** magazine for the ultimate source of mouthwatering information. The awards and certificates we have received at several supported international and regional events in 2006 are an assertion of our good reputation, expertise, and presence on the water market.

Our first and foremost aim is to grant readers/clients potent gratification by providing the finest editorial input, on-time circulation coverage, and essential business services.

- **AWW** magazine is the premier and most trusted, specialized water Business to Business publication in the MENA region.;
- **AWW** is circulated to over 8,394 private and public sector firms;
- Our readership spans the local, national, and international; a broad set of benefits is placed at their immediate reach;
- Since 1977, we have helped thousands of clients penetrate the lucrative MENA Water market;
- Bonus copies of **AWW** magazine are distributed at major events (exhibitions, conferences, seminars, etc.) taking place in the MENA region, giving clients a visa pass to a wider market.

Our latest survey that targeted a specimen of various groups within the water industry, produced the following figures which are a bold indication of the prosperous, fast-paced results our readers obtain:

- 89% of targeted groups deem **AWW** an accredited source of up-to-the-minute information on the water industry, pumped up by its high-quality editorial content;
- 83% are pleased by the return on investment they had witnessed from the diverse exposure **AWW** has put forth;
- 77% forged and culminated business relations through the services of and advertising in **AWW**; and
- 62% surf **AWW** online for the electronic version when the hard copy of the magazine is out of reach.

If you are interested in advertising in **AWW**, please contact us:
Tel: +961-1-748333 ext.142 - Fax: +961-1-352419 ; e-mail: marketing@awwmag.com

Advertising Options

Print Options



- **Display Advertising:** AWW offers advertisements in an extended range of sizes and placements with full-color or mono display spots (with no additional loading for color).
- **Classified Advertising:** The Buyers' Guide (BG) is dedicated to companies planning to test the market on a limited budget. It is a 9 cm width x 6 cm height (3 5/8" x 2 3/8") ad including the company's logo and contact details as well as a short message and one relevant photo.
- **Advertorials:** This option has a double use, first, to get the story to all AWW's readers and second to maximize the company's exposure by placing its full contact details.
- **Fixed Inserts:** Distributed MENA-wide, or to specified countries. Fixed Inserts are a popular and effective form of advertising as they make your ad stand out from the rest!
- **Company Profile/Interview:** This form of advertising offers comprehensive coverage of your company's history and products, including an interview with the GM or CEO.

Online Options

www.awwmag.com

Online advertising has become necessary for any marketing campaign. For guaranteed effective communication, you will be entitled to placing your banner with a link to your company's website and/or e-mail address on AWW's website. Your online advertising options are:

- **Top Banner**
Width x Height: 470 X 60 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF
- **Right Side Banner**
Width x Height: 120 X 160 pixels
Max Size(Kb): 30
Types: GIF, JPEG &/or animated GIF



Other Options

Direct E-mails: You can promote your equipment, products, and services to a vast database of decision-makers through our expertise. AWW commits itself to forwarding your message to its subscribers by email.

If you place one or more full page ad(s) in AWW magazine, you will be entitled to placing your banner for free on the AWW website. E-mail us at marketing@acwmag.com to find out more regarding this offer.

Advertising Rates & Specifications

ADVERTISING RATES

Display Ads	Full Color (4C)									
	Once		Three Times		Six Times		Nine Times		Twelve Times	
Frequency	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro
Currency	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro
Spread	4900	4020	4705	3860	4460	3660	4165	3415	3820	3135
1/2 Page Spread	3350	2745	3215	2635	3050	2501	2850	2335	2615	2145
2nd Cover IFC	2900	2380	2785	2285	2640	2165	2465	2020	2260	1855
3rd Cover IBC	2900	2380	2785	2285	2640	2165	2465	2020	2260	1855
4th Cover OBC	3200	2625	3070	2520	2910	2385	2720	2230	2495	2045
Full Page	2500	2050	2400	1970	2275	1865	2125	1745	1950	1600
2/3 Page	2100	1720	2015	1650	1910	1565	1785	1465	1640	1345
1/2 Page	1700	1395	1630	1335	1550	1270	1445	1185	1325	1090
1/3 Page	1500	1230	1440	1180	1365	1120	1275	1045	1170	960
1/4 Page	1200	985	1150	945	1090	895	1020	835	935	765

Display Ads	Black & White (B&W)									
	Once		Three Times		Six Times		Nine Times		Twelve Times	
Frequency	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro
Currency	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro	US\$	Euro
Full Page	2000	1640	1920	1575	1820	1490	1700	1395	1560	1280
2/3 Page	1600	1310	1535	1260	1455	1195	1360	1115	1250	1025
1/2 Page	1200	985	1150	945	1090	895	1020	835	935	770
1/3 Page	950	780	910	745	865	710	810	665	740	610
1/4 Page	750	615	720	590	685	560	640	525	585	480
Black & White (Extra Color)	<ul style="list-style-type: none"> • 1 Publisher's Standard Color & Black Ad: • 1 Matched Color & Black Ad • 2 Matched Color & Black Ad 						US\$ 150 (Euro 125) US\$ 250 (Euro 210) US\$ 350 (Euro 290)			

Banner / Online Advertising									Classified Ads (Buyers' Guide)		
Frequency	One Month		Three Months		Six Months		Twelve Months		Currency	US\$	Euro
Currency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro	Once	Six Times Each	Twelve Times Each
Top Banner 470x60 Px (Each Month)	125	105	115	95	100	85	75	60	450	375	310
Side Banner 120x60 Px (Each Month)	100	85	90	75	75	60	60	50	300	245	210
									Twelve Times All Prepaid	2700	2210

If you are interested in advertising in **AWW**, please send an email to the **AWW** marketing department at marketing@awwmag.com.

AD MATERIAL SPECIFICATIONS

Physical submissions should be directly submitted by post to our offices or through the concerned agent (if available). Digital material must be accompanied by an accurate Color Proof (chromaline) and along with a list of all files.

Electronic Submissions should adhere to the following specifications:

1. Images should not be enlarged or reduced more than 10% in page layout program.
2. All images must be available at 300 dpi or more.
3. Document size should be created to the final trim size of the page / ad.
4. We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Types:

1. Image Files: TIFF, PDF, JPEG, and CDR will be accepted
2. Quark Xpress 5.0, 6.0, or later with relevant fonts and images.
3. Adobe Indesign V 2.0 or later, Adobe Illustrator V 9.0 and above.
(All fonts and images should be outlined and embedded)
4. Corel Draw V 11 or later.

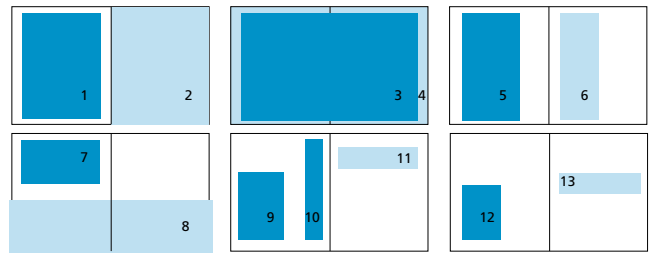
Quality of Paper: Interior Pages: 70 or 80 grams LWC Paper TOP KOTE - L - Covers 150 grams 2S Coated Paper Matt.

Cancellation Policy:

Notification of cancellation must be made at least fifteen days prior to Publishing Date (as indicated in Editorial Program), changes or cancellations must be received in writing. Any advertiser canceling after that must pay the full charge for space. The publisher reserves the right to use previous material if the copy is not received by Advertising Materials Due Deadline (as indicated in Editorial Program).

Digital Files are to be submitted on CD Rom, DVD, by Email or saved on ftp server (ftp web address plus username, password and file name to be sent via email to gwd@cph.com.lb).

ADS MECHANICAL DATA



Space	Dimensions	(W x H) mm
1. Simple Page	Print Size	188 x 254
2. Bleed Page	Trim Size	215 x 290
	Original Size	220 x 295
3. Double Page	Print Size	405 x 254
4. Double Page (Bleed)	Trim Size	435 x 290
	Original Size	440 x 295
5. Vertical 2/3 Page	Print Size	120 x 254
6. Vertical 1/2 Page	Print Size	88 x 254
7. Horizontal 1/2 Page	Print Size	188 x 127
8. Horizontal 1/2 page (spread)	Print Size	440 x 200
9. Island 1/2 Page	Print Size	120 x 184
10. Vertical 1/3 Page	Print Size	57 x 254
11. Horizontal 1/3 Page	Print Size	188 x 88
12. Vertical 1/4 Page	Print Size	88 x 127
13. Horizontal 1/4 Page	Print Size	188 x 60

AWW Circulation Figures

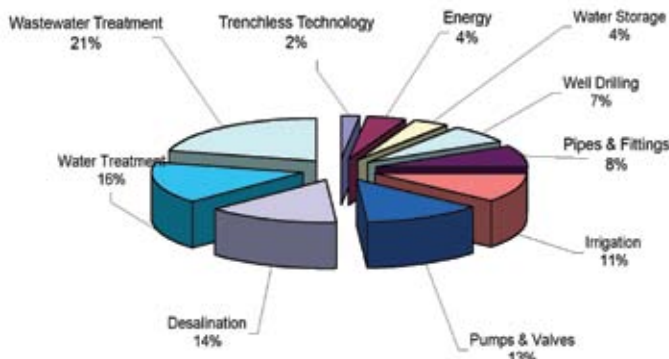
Middle East Circulation	
Country	Total Circulation
Saudi Arabia	2038
UAE	1741
Turkey	488
Lebanon	306
Kuwait	301
Jordan	265
Iran	247
Syria	221
Oman	217
Qatar	183
Iraq	181
Bahrain	170
Yemen	126
Cyprus	118
Total	6602

North Africa Circulation	
Country	Total Circulation
Egypt	489
Morocco	207
Libya	163
Algeria	194
Tunisia	181
Sudan	89
Total	1323

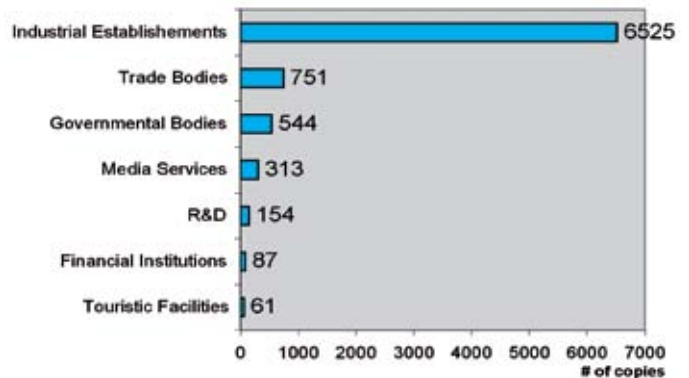
International Subscribers	
Region	Total Circulation
Europe	111
Asia	119
North & South America	92
Africa (South & Central)	136
Oceania	11
Total	469

Region	Total Circulation
Middle East	6602
North Africa	1323
Internationally	469
Total	8394

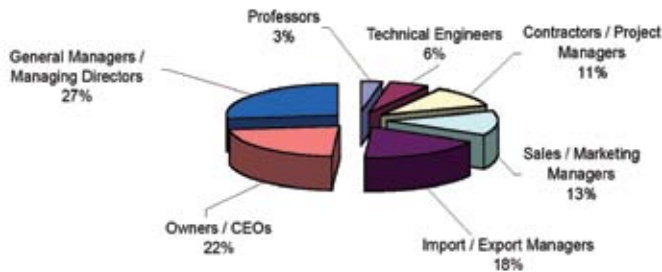
Circulation by Activity



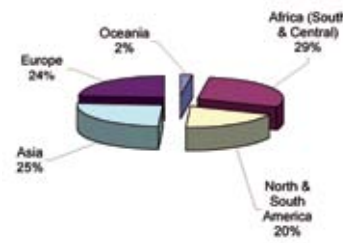
Circulation by Category



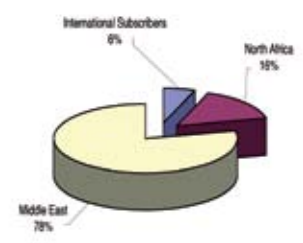
Circulation by Job Position



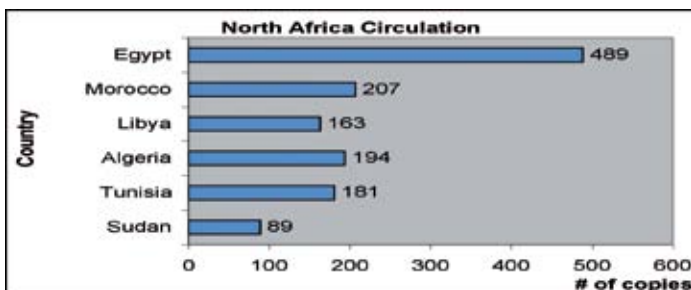
International Circulation



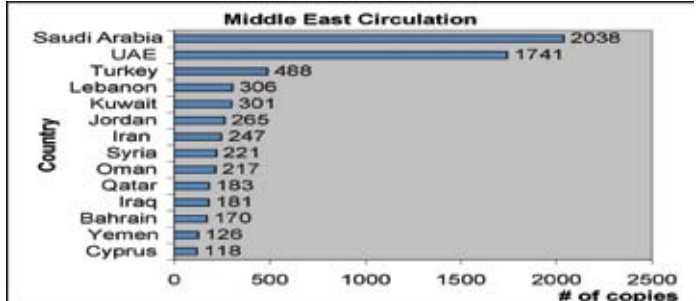
Circulation by Region



North Africa Circulation



Middle East Circulation



SERVICES

Chatila Publishing House (CPH) offers a series of services dedicated to decision-makers, professionals, and experts in the water-related fields. Many of these services are available in **AWW** magazine as well.

PROJECT MONITOR:

This service highlights the latest news about major as well as new projects taking place in the MENA region. The importance of this service is substantiated through establishing business connections between different parties.



The Project Monitor is divided into four subsections:

- **Tenders:** The tendering process highlights the latest projects taking place in the region, whereby relevant companies and industries are to present their proposals. Each tender is placed accordingly under the venue in which the project is being implemented. This is along with a reference number bidders may use.
- **Biddings:** Firms interested in certain projects may present their bids in accordance with specific qualifications and in relation to the products they offer. The proposal should cover important matters such as financial budgets, timelines, and work/product guarantee(s). The submitted proposals will be studied and the best proposal for a certain project is then chosen.
- **Awarded Contracts:** This section announces the awarded contracts and agreement reached between project owners and bidders. This section also indicates a timely follow up on the work progress of the project.
- **Project Development:** The final stage of this service is the Project Development which comprises a briefing of the project within the timeline drawn, the accomplishment of the project, and the final budgeting.

Email: projectmonitor@cphservices.net

BUSINESS LINKS

The Business Links service is considered to be an ultimate business directory combining four major sectors by which regional and international companies with agents and distributors available in the MENA region may place their contact details to guarantee business cycles. Moreover, such a service opens the door to international companies seeking penetration into the MENA region in finding the appropriate representatives and agents.



Business Links is divided into three sections:

- **Industry Contacts:** It is a section announcing international and regional manufacturers, and suppliers of particular equipment and products. Each company is placed under a certain venue with business category they mainly represent.
- **Agents & Distributors:** Available in MENA region, this section carries the contact details of agents and distributors representing international firms and their products.
- **Representatives Seekers:** The MENA region is quite rewarding in the water industry, in which international companies consistently aim to penetrate. Each company interested in seeking representatives and agents in the MENA region may place their contact details in this sector indicating several contact details, countries of interest, products, and the like...

Email: businesslinks@cphservices.net

COMING EVENTS



The Coming Events service offers a comprehensive listing of water events, conferences seminars, and workshops. It enables interested users to set their calendars ahead. Information includes name of exhibitions, venue, date, and organizers' complete details and addresses.

Email: comingevents@cphservices.net

BUYERS' GUIDE



The Buyers' Guide is a regular classified ad section in **AWW** magazine, one which is expanding into a separate service. It is a service that offers high exposure at a nominal cost. The classified ad is 9cm in width and 6cm in height, including client's company logo, product photo, and a brief message with contact details.

Email: buyersguide@cphservices.net

CAREER CENTER



The Career Center service opens the doors of professional recruitment. In this section, you will find all classified advertisements where companies working in the water industry may place their request to find suitable candidates for esteemed positions.

Email: careercenter@cphservices.net

Other CPH Magazines

In a quest to fulfill its motto "Helping Advance the Middle East and North Africa," Chatila Publishing House (CPH), which was founded in 1977, presents its readers with three other magazines tackling three industries, namely construction, food, and health. All CPH magazines are dedicated to serving the MENA region. **Arab Construction World (ACW)** magazine, launched in 1983, serves the Building, Construction Machinery, Road, and Power Generation sectors in the MENA region. In 1985, CPH gathered pace and began publishing **Middle East Food (MEF)** magazine, the leading Food, Beverage, Ingredients, and Packaging sectors authority in this region. The last of the quartet is **Arab Health World (AHW)** magazine, which saw the light in 1986, covering the Healthcare, Laboratory, Pharmaceutical, and Nutrition sectors.



AWW Agents List

<p>CANADA</p> <p>Ms. Maria Tolgyessy Hassan Youssef & Associates Inc. Tel: 1-416-3684626 Fax: 1-416-3683461 Email: hay@on.aibn.com</p>	<p>ITALY</p> <p>Mr. Fabio Potesta Mediapoint & Communications SRL Tel: 39-010-5704948 Fax: 39-010-5530088 Email: info@mediapointsrl.it Web: www.mediapointsrl.it</p>	<p>SOUTH AFRICA</p> <p>Mr. Bob Stephen Stephen Marketing Tel: 27-11-9521721 Fax: 27-11-9521607 Email: bstephen@iafrica.com</p>	<p>UAE</p> <p>Mr. Fouad Hammad International Advertising LLC Tel: 971-4-2699855 Fax: 971-4-2691514 Email: interad@emirates.net.ae Web: www.iamediaservices.com</p>
<p>CHINA</p> <p>Mr. Weng Jie Zhejiang International Advertising Co., Ltd. (ZIAC) Tel: 86-571-87053998, 85150937 Fax: 86-571-85150669, 85150444 (P.R.C.), 1-928-752-6886 (U.S.A) Email: : silkroad@mail.hz.zj.cn or ziac@zj.com</p>	<p>JAPAN</p> <p>Ms. Yuko Ishihara Advertising Communications Tel: 81-3-32614591 Fax: 81-3-32616126 Email: ishihara@media-jac.co.jp Web: www.media-jac.co.jp</p>	<p>SPAIN</p> <p>Ms. Olga Martinez Publistar Representante de Medios Internacionales Tel: 34-915 534 206 Fax: 34-915 544 664 Email: olga.martinez@publistar-es.com Web: www.publistar-es.com</p>	<p>U.K., IRELAND & SCOTLAND</p> <p>Mr. Stuart Smith SSM Global Media Ltd Tel: 44-2084-645577 Fax: 44-2084-645588 Email: stuart.smith@ssm.co.uk Web: www.ssm.co.uk</p>
<p>FRANCE & BENELUX</p> <p>Mr. Fabio Lancellotti Def & Communication Tel: 33-1-47307180 Fax: 33-1-47300189 Email: Fabio.l@wanadoo.fr Web: www.sipas.nl</p>	<p>KOREA</p> <p>Mr. C.H. Park Far East Marketing Inc. FEM Tel: 82-2-730 123 Fax: 82-2-732 8899 Email: chpark@unitel.co.kr</p>	<p>TAIWAN</p> <p>Mr. Sean Mulvihill Worldwide Services Co. Ltd. Tel: 886-4-23251784 Fax: 886-4-2325967 Email: sales@wwstaiwan.com Web: www.wwstaiwan.com</p>	<p>USA (EAST)</p> <p>Ms. Corrie De Groot Trade Media International Corp. USA (EAST) Tel: 1-212-5643380 Fax: 1-212-5943841 Email: corrie.degroot@tmicor.com</p>
<p>GERMANY, SWITZERLAND, & AUSTRIA</p> <p>Mrs. Dorothee Schendzielorz Eisenacher Medien Tel: 49-228-2499860 Fax: 49-228-650076 Email: info@eisenacher-medien.de Web: www.eisenacher-medien.de</p>	<p>SCANDINAVIA</p> <p>Mr. Bent Wissing BSW International Marketing Tel: 45-3538-5255 Fax: 45-3538-5220 Email: bsw@tele2adsl.dk</p>	<p>TURKEY</p> <p>Mr. Hilmi Erdem Titajans Dis Tanitim Ltd.Sti Tel: 90-212-2577666 Fax: 90-212-2870099 Email: titajans@titajans.com Web: www.titajans.com</p>	<p>USA (MIDWEST)</p> <p>Mr. Hooper R. Jones Hooper Jones Associates Inc. USA (mid west) Tel: 1-847-4861021 Fax: 1-847-4861025 Email: HooperHJA@aol.com</p>



This is a sample listing of clients who have trusted AWW during 2006 to gain market share and increase their product exposure and awareness in the MENA region. The full listing is available at www.awwmag.com/clients/2006 We invite you to make the right decision and become one of our clients as well!

Siemens AG
Germany **SIEMENS**

Norit X-Flow **Norit X-Flow B.V.**
leading in purification The Netherlands

F.B. Leopold Company, Inc.



USA

Grohe Dubai
UAE



Thermax Ltd (Chemical Division)

India

Bentley Systems Incorporated



USA



Lowara Srl
Italy



Pact Engineering FZC
UAE

Cosmoplast Industrial Co
UAE



Praher Valves GmbH
Austria



Ningbo Marquis Hi-Tech Co.,Ltd

China



Group Five Pipe Saudi (Al Kahtani Group)
Saudi Arabia



Nuova M.A.I.P. Pieralisi spa
Italy

Flygt



Rain Bird International



ITT Flygt AB
Sweden

USA



George E. Failing Co. (GEFCO)

USA

Contact Us

Postal Address

Arab Water World (AWW) magazine
P.O. Box: 13-5121 Chouran
Postal Code: 1102-2802
Beirut - Lebanon

Courier Address

Arab Water World (AWW) magazine
Hamra, Commodore, Barouk Street
Chatila & Chehab Building, 2nd Floor
Beirut - Lebanon

Tel: +961-1-748333
Mobile: +961-70-100094
Fax: +961-1-352419
Email: info@awwmag.com



www.cph.com.lb

اتصل بنا

العنوان البريدي:

مجلة عالم المياه العربي
ص.ب: ١٣-٥١٢١ شوران
الرمز البريدي: ١١٠٢-٢٨٠٢
بيروت - لبنان

عنوان البريد السريع:

مجلة عالم المياه العربي
الحمرا، الكومودور، شارع الباروك،
بناية شاتيلا وشهاب، الطابق الثاني
بيروت - لبنان

هاتف: +961-1-748333
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فاكس: +961-1-352419
البريد الإلكتروني: info@awwmag.com