

# Arab Water World



# عالم المياه العربي

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

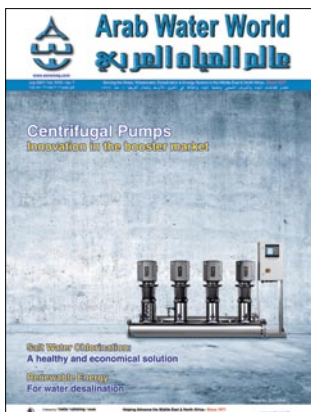
تخدم قطاعات المياه والصرف الصحي وتحلية المياه والطاقة  
في الشرق الأوسط وشمال إفريقيا  
منذ ١٩٧٧



## MEDIA INFO 2008

## معلومات المجلة ٢٠٠٨

Purification & Disinfection  
Water Reuse  
Pumps  
Computer & Automation Technology  
Valves  
Water Storage  
Water & Wastewater Treatment  
Analytical Instruments  
Reverse Osmosis  
Well Drilling  
Ozone & UV Treatment  
Modern Irrigation Systems



# MENA Water Market

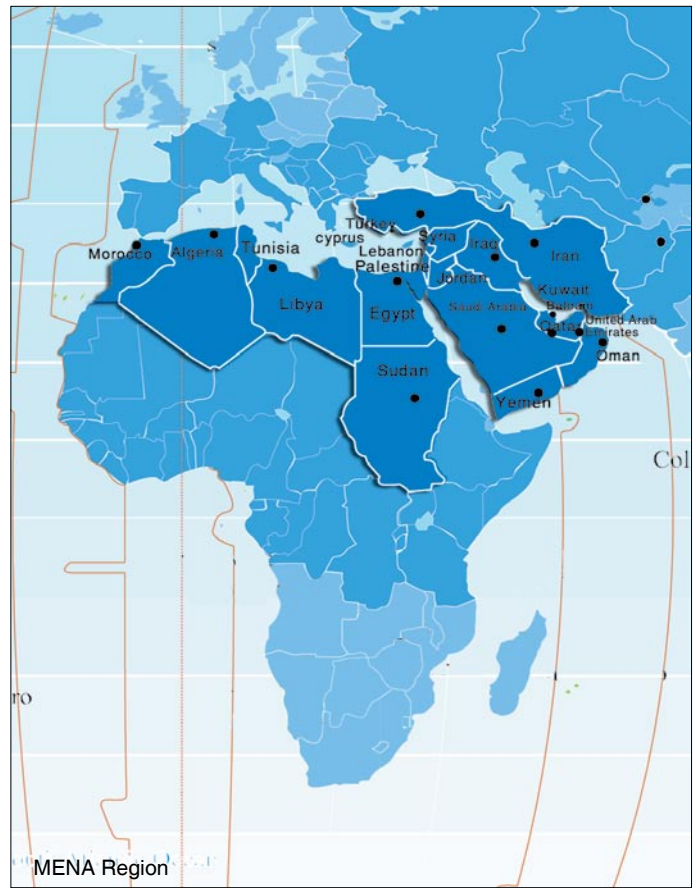
## Major investments in MENA water

The **MENA** region is facing a water resourcing challenge, the seriousness of which is unmatched in any other region of the world. Water plays an exceedingly important role in this naturally extremely dry region. It is a precious resource, as the water supply for the majority of the region is dependent on limited groundwater aquifers, from which water must be pumped. The level of available renewable water in the region is one fifth of what the rest of the world enjoys on a per capita basis. At the same time the population of the region is growing 55% more quickly than the population in the rest of the world. Per capita water availability will fall by half by 2050, with serious consequences for the region's already-stressed aquifers and natural hydrological systems. As the region's economies and population structures change over the next few decades, demands for water supply and irrigation services will change accordingly, as will the need to address industrial and urban pollution. Some 60% of the region's water flows across international borders, further complicating the resource management challenge. This will be compounded if rainfall patterns, as predicted, shift as a result of climate change. The threat of water scarcity ensures that investment in developing freshwater supply is an urgent priority across the region.

Middle Eastern countries will invest US\$ 117 billion in the next nine to ten years in the water sector. The MENA region is expected to invest US\$ 30 billion in desalination projects by 2015, having more than 60% of the world's desalination plants operating on its soil, this will lead the industry towards astronomical growth. Saudi Arabia, the largest market for water and wastewater in the region, will invest US\$ 28 billion over the next 10 years, of which approximately US\$ 6 billion will be allocated for building new desalination water plants.

During the period from 2007 to 2016, the total water market value per year will increase differently across countries in the MENA region according to the **Global Water Market 2008** report:

- Bahrain will witness an increase from \$310 M to \$584.5 M / year (6.5%).
- Egypt will witness an increase from \$1,352 M to \$3,489.9 M / year (9.9%).
- Iran will witness an increase from \$1,202.8 M to \$2,637.8 M / year (8.2%).
- Iraq will witness an increase from \$377.8 M to \$453.6 M / year (1.8%).
- Kuwait will witness an increase from \$684.7 M to \$1,313.5 M / year (6.7%).
- Lebanon will witness an increase from \$123.4 M to \$195.4 M / year (4.7%).
- Libya will witness an increase from \$835.1 M to \$1,959.3 M / year (8.9%).
- Morocco will witness an increase from \$717.9 M to \$1,148.9 M / year (4.8%).
- Oman will witness an increase from \$343.1 M to \$920.5 M / year (10.4%).
- Qatar will witness an increase from \$408.9 M to \$906.7 M / year (8.3%).
- Saudi Arabia will witness an increase from \$2,445 M to \$9,103 M / year (14%).
- Sudan will witness an increase from \$176.9 M to \$312.7 M / year (5.9%).
- Syria will witness an increase from \$159.7 M to \$374.2 M / year (8.9%).
- Tunisia will witness an increase from \$442.2 M to \$777.4 M / year (5.8%).
- Turkey will witness an increase from \$1,948.7 M to \$3,910.4 M / year (7.2%).
- The UAE will witness an increase from \$1,908.4 M to \$4,113.2 M / year (8%).
- The West Bank & Gaza will witness an increase from \$59.7 M to \$125.6 M / year (7.7%).
- Yemen will witness an increase from \$93.9 M to \$243.6 M / year (10%).



The World Bank Middle East and North Africa Region launched last March in Cairo the Regional Report on Water: "Making the Most of Scarcity". The report discusses how water management solutions need to be considered as part of the wider economic policies of the countries of the region. Despite considerable technical, policy and institutional progress within the water sector across the region, expected improvements in water outcomes are still limited. There are promising initiatives across the region where people and communities are becoming more involved in protecting the environment and improving water resources management.

In the past 30 years, GCC countries have witnessed an accelerated socio-economic, agricultural, and industrial development growth, which was associated with substantial increase in water demands. To meet the escalating requirements, the countries have made great efforts in increasing their water supplies. Whenever possible, natural sources of water were utilized, while additional supplies were provided by the establishment of desalination plants, reuse of treated wastewater, and by dams construction.

Some of the GCC countries are facing critical unsustainable conditions in the water sector, and if these conditions continue to be unresolved, they will have serious negative impacts on development in these countries. The formulation and implementation of medium and long-term national water strategies and plans that are based on scientific principles and methodologies, in addition to adopting optimal financial and economic policies will lead to a more sustainable future for the GCC countries' water resources, and will result in reducing the chronic gap between supply and demand in these countries.

**Saline Water Conversion Corporation**, which oversees the water sector production and distribution in Saudi Arabia, announced recently its plans for the privatization of its water production assets worth around US\$ 800 billion. **Abu Dhabi Water & Electricity Authority (ADWEA)** has started its privatization program since 1997, but has extended it this year to its sewerage treatment facilities.

## Arab Water World (AWW) – The News Anchor

Renowned the world over as the premier 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 Structure

**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 replacing the “Energy Focus” section with the “Renewable Energy” feature focusing on environment-friendly power sources such as Solar Power, Wind Power, Hydropower Generation, etc. 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 miscellaneous area, labeled Departments, highlights recent industry publications under Industry Literature. Moreover, Interviews with decision-makers and specialized professionals as well as corporate profiles are devoted a special section. 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. In the Industry Contacts listings, furthermore, companies’ details are displayed shortening distances between manufacturers and distributors



### Must-read Articles & 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, a strong editorial team and Honorary Editorial Consultants (HEC) Board, **AWW** dwells on mainstream topics and travels the seas for unconventional ones.

### Targeting the Cream of the Crop

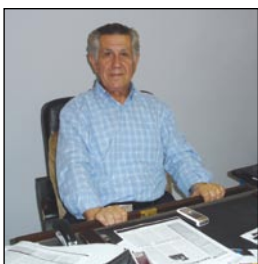
**AWW** is circulated to the desktops of leading water industry decision-makers and gate-keepers working in over 8,400 firms, who are engaged in the water industry throughout the MENA. With 4 readers for every copy on average, it’s safe to say that more than 35,000 individuals are reading every issue of **AWW** magazine. The magazine receives such wholesome welcome from regional and international readers because it has earned an esteemed reputation that it has built over the past 30 years by honing its skills and highlighting its strongholds.

### Hitting Online Waves

The [AWWmag.com](http://www.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](http://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.

### Formula for Success

**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 singles 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 m<sup>3</sup> 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 m<sup>3</sup> million a year.

Mr. Fathi Chatila can be reached by e-mail at [f.chatila@cph.com.lb](mailto:f.chatila@cph.com.lb)

# ARAB WATER WORLD (AWW)

## EDITORIAL PROGRAM 2008

Issues	January	February	March	April
<b>Feature</b>	• Desalination Technology	• Wastewater Treatment	• Pumps	• Irrigation Technology
<b>Energy Focus</b>	• Solar Power	• Wind Power	• Hydropower Generation	• Wave / Tidal Power
<b>Industry Spotlights</b>	• Motors & Generators • Centrifugal Pumps • Irrigation Equipment • Industrial Water Treatment	• Reverse Osmosis • Pools & Accessories • Deep Well Pumps • Hydrological & Geophysical Instruments	• Sprinkler Irrigation • Recycling & Water Reuse • Computer Modeling, GIS, & Telemetry • Pipes & Leak Detectors	• Well Drilling • Greywater Treatment • Flow Meters & Instruments • Ozonators & UV Systems
<b>Industry Contacts</b>	• Desalination Technology	• Wastewater Treatment	• Pumps	• Irrigation Technology
<b>Country / Regional Reports</b>	• Bahrain • India • Russia / Eastern Europe	• Egypt / Sudan • Spain • Greece / Cyprus	• UAE • Iran • Germany, Switzerland, & Austria	• Iraq • Jordan • USA / Canada
<b>Bonus Distribution*</b>	• POWER-GEN / Water 2008 - Bahrain • Everything About Water 2008 - India	• WETEX 2008 - Dubai • Aquatherm 2008 - Cairo • SMAGUA 2008 - Spain	• WETEX 2008 - Dubai • Water Summit Middle East 2008 - Dubai	• Project Rebuild Iraq 2008 - Jordan • Middle East Pool 2008 - Dubai
<b>Editorial Material Due</b>	Saturday, December 15, 2007	Tuesday, January 15, 2008	Friday, February 15, 2008	Saturday, March 15, 2008
<b>Advertising Material Due</b>	Thursday, December 20, 2007	Monday, January 21, 2008	Wednesday, February 20, 2008	Thursday, March 20, 2008
<b>Publishing Date**</b>	Monday, December 31, 2007	Wednesday, January 30, 2008	Thursday, February 28, 2008	Monday, March 31, 2008

Issues	May	June	July	August
<b>Feature</b>	• Reverse Osmosis	• Well Drilling	• Pipes, Valves & Fittings	• Water Treatment
<b>Energy Focus</b>	• Geothermal Energy	• Wind Farms	• Solar Power	• Biomass Energy
<b>Industry Spotlights</b>	• Drip Irrigation • Pipes, Valves, & Controls • Submersible Borehole Pumps • Cartridge Filtration	• Dosing Pumps • Multistage Flash Desalination • Monitors, Recorders, & Samplers • Sludge Treatment	• Membrane Filtration • Sewage Pumps • Groundwater Development • Softeners & Chlorinators	• Centrifugal Pumps • Sprinkler Irrigation • Trenchless Technology • Water Storage
<b>Industry Contacts</b>	• Reverse Osmosis	• Well Drilling	• Pipes, Valves & Fittings	• Water Treatment
<b>Country / Regional Reports</b>	• Saudi Arabia • UK • South Africa	• Lebanon / Syria • Italy • Australia / Singapore	• Libya / Algeria • China • Scandinavia	• Tunisia / Morocco • Turkey • France
<b>Bonus Distribution*</b>	• Middle East Water Congress 2008 - Dubai	• Project Rebuild Lebanon 2008 - Beirut	• World Water Week 2008 - Stockholm	• Sahara 2008 - Cairo
<b>Editorial Material Due</b>	Tuesday, April 15, 2008	Thursday, May 15, 2008	Monday, June 16, 2008	Tuesday, July 15, 2008
<b>Advertising Material Due</b>	Monday, April 21, 2008	Tuesday, May 20, 2008	Friday, June 20, 2008	Monday, July 21, 2008
<b>Publishing Date **</b>	Wednesday, April 30, 2008	Friday, May 30, 2008	Monday, June 30, 2008	Wednesday, July 30, 2008

Issues	September	October	November	December
<b>Feature</b>	• Submersible Pumps	• Effluent Water Treatment	• Energy & Power Generation	• Centrifugal Pumps
<b>Energy Focus</b>	• Nuclear Power	• Solar Power	• Hydropower Generation	• Geothermal Energy
<b>Industry Spotlights</b>	• Multistage Flash Desalination • Wastewater Treatment • Water Bottling • Water Treatment Chemicals	• Water Treatment • Pipes & Valves • Pumps • Turf & Landscape Irrigation	• Bathroom Accessories • Flow Meters & Instruments • Membrane Technology • Water Analysis & Testing	• Sewage Treatment • Sprinkler Irrigation • Computer Modeling, GIS, & Telemetry • Boilers & Coolers
<b>Industry Contacts</b>	• Submersible Pumps	• Effluent Water Treatment	• Energy & Power Generation	• Centrifugal Pumps
<b>Country / Regional Reports</b>	• Saudi Arabia • Benelux • USA / Canada	• Qatar / Kuwait • Germany, Switzerland, & Austria • Taiwan	• UAE • Italy • Japan / Korea	• Oman • Yemen • UK / India
<b>Bonus Distribution*</b>	• Saudi Agriculture / Water Technology 2008 - Riyadh • Aquatech 2008 - Amsterdam	• The Big 5 Show 2008 - Dubai • Water Middle East 2008 - Doha • Saudi Water & Power 2008 - Jeddah	• The Big 5 Show 2008 - Dubai	• Environment Energy 2009 - Abu Dhabi
<b>Editorial Material Due</b>	Friday, August 15, 2008	Monday, September 15, 2008	Wednesday, October 15, 2008	Saturday, November 15, 2008
<b>Advertising Material Due</b>	Wednesday, August 20, 2008	Saturday, September 20, 2008	Monday, October 20, 2008	Thursday, November 20, 2008
<b>Publishing Date **</b>	Saturday, August 30, 2008	Tuesday, September 30, 2008	Thursday, October 30, 2008	Monday, December 01, 2008

\*Tentative list of events at which AWW will have bonus distribution of its issues - liable to changes. Kindly contact us for updated list or logon to: [www.awwmag.com/events/](http://www.awwmag.com/events/)

\*\* 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](mailto:editorial@awwmag.com)

# عالم المياه العربي

## البرنامج التحريري ٢٠٠٨

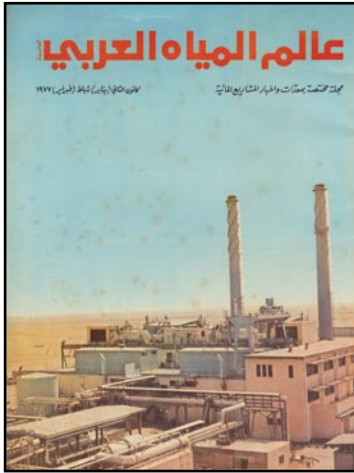
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مواضيع خاصة	• تكنولوجيا تحلية المياه	• معالجة مياه الصرف الصحي	• المضخات	• تقنية الري
الطاقة	• الطاقة الشمسية	• الطاقة بواسطة الرياح	• توليد الطاقة الكهرومائية	• توليد الطاقة بواسطة المد والجزر
أخبار صناعية	• المحركات والمولدات • المضخات النابذة • معدّات الري • معالجة مياه الصرف الصناعي	• التناضح العكسي • أحواض السباحة ولوازمها • مضخات الآبار الغاطسة • أجهزة القياس الهيدرولوجية والجيوفيزيائية	• إعادة تدوير واستخدام المياه • النماذج وأنظمة المعلوماتية الجغرافية والتشغيل الآلي • الأنابيب و أجهزة كشف التسرب	• حفر الآبار • معالجة المياه الرمادية • عدادات المياه • معالجة المياه بواسطة الأوزون والأشعة ما فوق البنفسجية • تقنية الري
مرجع الصناعة المائية	• تكنولوجيا تحلية المياه	• معالجة مياه الصرف الصحي	• المضخات	• تقنية الري
تقارير البلدان / المناطق	• البحرين • الهند • روسيا / أوروبا الشرقية	• مصر / السودان • اسبانيا • اليونان / قبرص	• الإمارات العربية المتحدة • ايران • المانيا، سويسرا، والنمسا	• العراق • الأردن • للولايات المتحدة الأميركية / كندا
توزيع نسخات إضافية للزوار*	• معرض توليد الطاقة / معرض المياه ٢٠٠٨ - البحرين • معرض المياه ٢٠٠٨ - الهند	• ويتيكس ٢٠٠٨ - دبي • اكواثيرم ٢٠٠٨ - القاهرة • سماغوا ٢٠٠٨ - اسبانيا	• ويتيكس ٢٠٠٨ - دبي • قمة المياه في الشرق الأوسط ٢٠٠٨ - دبي	• إعادة إعمار العراق ٢٠٠٨ - الأردن • معرض أحواض الشرق الأوسط ٢٠٠٨ - دبي
تاريخ توقف استلام أوامر النشر	السبت، ١٥ كانون الأول / ديسمبر ٢٠٠٧	الثلاثاء، ١٥ كانون الثاني / يناير ٢٠٠٨	الجمعة، ١٥ شباط / فبراير ٢٠٠٨	السبت، ١٥ آذار / مارس ٢٠٠٨
تاريخ توقف استلام المواد الإعلانية	الخميس، ٢٠ كانون الأول / ديسمبر ٢٠٠٧	الأثنين، ٢١ كانون الثاني / يناير ٢٠٠٨	الأربعاء، ٢٠ شباط / فبراير ٢٠٠٨	الخميس، ٢٠ آذار / مارس ٢٠٠٨
تاريخ النشر**	الأثنين، ٣١ كانون الأول / ديسمبر ٢٠٠٧	الأربعاء، ٣٠ كانون الثاني / يناير ٢٠٠٨	الخميس، ٢٨ شباط / فبراير ٢٠٠٨	الأثنين، ٣١ آذار / مارس ٢٠٠٨
عدد	أيار / مايو	حزيران / يونيو	تموز / يوليو	آب / أغسطس
مواضيع خاصة	• التناضح العكسي	• حفر الآبار	• الأنابيب والصمامات والمواسير	• معالجة المياه
الطاقة	• الطاقة الحرارية الأرضية	• الطاقة بواسطة الرياح	• الطاقة الشمسية	• الطاقة بواسطة الكتلة الحيوية
أخبار صناعية	• الري بالتقطير • الأنابيب والصمامات والمحابس • مضخات الآبار الغاطسة • عبوات الترشيع	• مضخات التعيير • تحلية المياه بالوميض البرقي • أجهزة المراقبة والتسجيل وأخذ العينات • معالجة الكمامة	• التنقية بواسطة الأغشية • مضخات الصرف الصحي • تطوير المياه الجوفية • معالجة عسر المياه وأجهزة الكلور	• المضخات النابذة • الري بالرش • تكنولوجيا الحفر من دون شق • تخزين المياه
مرجع الصناعة المائية	• التناضح العكسي	• حفر الآبار	• الأنابيب والصمامات والمواسير	• معالجة المياه
تقارير البلدان / المناطق	• المملكة العربية السعودية • المملكة المتحدة • جنوب أفريقيا	• لبنان / سوريا • إيطاليا • استراليا / سنغافورة	• ليبيا / الجزائر • الصين • الدول الاسكندنافية	• تونس / المغرب • تركيا • فرنسا
توزيع نسخات إضافية للزوار*	• مؤتمر مياه الشرق الأوسط ٢٠٠٨ - دبي	• إعادة اعمار لبنان ٢٠٠٨ - لبنان	• مؤتمر المياه ٢٠٠٨ - ستوكهولم	• معرض صحارى ٢٠٠٨ - القاهرة
تاريخ توقف استلام أوامر النشر	الثلاثاء، ١٥ نيسان / أبريل ٢٠٠٨	الخميس، ١٥ أيار / مايو ٢٠٠٨	الأثنين، ١٦ حزيران / يونيو ٢٠٠٨	الثلاثاء، ١٥ تموز / يوليو ٢٠٠٨
تاريخ توقف استلام المواد الإعلانية	الأثنين، ٢١ نيسان / أبريل ٢٠٠٨	الثلاثاء، ٢٠ أيار / مايو ٢٠٠٨	الجمعة، ٢٠ حزيران / يونيو ٢٠٠٨	الأثنين، ٢١ تموز / يوليو ٢٠٠٨
تاريخ النشر**	الأربعاء، ٣٠ نيسان / أبريل ٢٠٠٨	الجمعة، ٣٠ أيار / مايو ٢٠٠٨	الأثنين، ٣٠ حزيران / يونيو ٢٠٠٨	الأربعاء، ٣٠ تموز / يوليو ٢٠٠٨
عدد	أيلول / سبتمبر	تشرين الأول / أكتوبر	تشرين الثاني / نوفمبر	كانون الأول / ديسمبر
مواضيع خاصة	• المضخات الغاطسة	• معالجة المياه العادمة	• توليد الطاقة	• المضخات النابذة
الطاقة	• الطاقة النووية	• الطاقة الشمسية	• توليد الطاقة الكهرومائية	• الطاقة الحرارية الأرضية
أخبار صناعية	• تحلية المياه بالوميض البرقي • معالجة مياه الصرف الصحي • تعبئة المياه • المواد الكيميائية لمعالجة المياه	• معالجة المياه • الأنابيب والمواسير • المضخات • ري الحدائق والمساحات	• لوازم الصمامات • عدادات المياه • تقنية الأغشية • تحليل وفحص المياه	• معالجة مياه الصرف الصحي • الري بالرش • النماذج وأنظمة المعلوماتية الجغرافية والتشغيل الآلي • الغلايات والمبردات
مرجع الصناعة المائية	• المضخات الغاطسة	• معالجة المياه العادمة	• توليد الطاقة	• المضخات النابذة
تقارير البلدان / المناطق	• المملكة العربية السعودية • البينيلوكس • الولايات المتحدة الأميركية / كندا	• قطر / الكويت • المانيا، سويسرا، والنمسا • تايوان	• الإمارات العربية المتحدة • إيطاليا • اليابان / كوريا	• سلطنة عمان • اليمن • المملكة المتحدة / الهند
توزيع نسخات إضافية للزوار*	• معرض الزراعة السعودي ٢٠٠٨ - الرياض • أكواتك ٢٠٠٨ - أمستردام	• معرض الخمسة الكبار ٢٠٠٨ - دبي • مياه الشرق الأوسط ٢٠٠٨ - الدوحة • منتدى السعودية للطاقة والمياه ٢٠٠٨ - جدة	• معرض الخمسة الكبار ٢٠٠٨ - دبي	• معرض البيئة المائية ٢٠٠٩ - أبو ظبي
تاريخ توقف استلام أوامر النشر	الجمعة، ١٥ آب / أغسطس ٢٠٠٨	الأثنين، ١٥ أيلول / سبتمبر ٢٠٠٨	الأربعاء، ١٥ تشرين الأول / أكتوبر ٢٠٠٨	السبت، ١٥ تشرين الثاني / نوفمبر ٢٠٠٨
تاريخ توقف استلام المواد الإعلانية	الأربعاء، ٢٠ آب / أغسطس ٢٠٠٨	السبت، ٢٠ أيلول / سبتمبر ٢٠٠٨	الأثنين، ٢٠ تشرين الأول / أكتوبر ٢٠٠٨	الخميس، ٢٠ تشرين الثاني / نوفمبر ٢٠٠٨
تاريخ النشر**	السبت، ٣٠ آب / أغسطس ٢٠٠٨	الثلاثاء، ٣٠ أيلول / سبتمبر ٢٠٠٨	الخميس، ٣٠ تشرين الأول / أكتوبر ٢٠٠٨	الأثنين، ١٠ كانون الأول / ديسمبر ٢٠٠٨

\* قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة عالم المياه العربي ، قد يتم تعديلها بحسب المنظمين. الرجاء الإتصال بنا للحصول على لائحة محدثة أو زوروا موقعنا الإلكتروني: [www.awwmag.com/events/](http://www.awwmag.com/events/)  
\*\* تبين تاريخ صدور المجلة من المطبعة - قد يطرا في بعض الأحيان تأخير لدة أقصاها ثلاثة أسابيع.

نشر مقالاتكم في مجلة عالم المياه العربي، يرجى إرسالها إلى قسم التحرير على العنوان التالي: [editorial@awwmag.com](mailto:editorial@awwmag.com)

# Advertising Benefits

## Introduction



January - February 1977

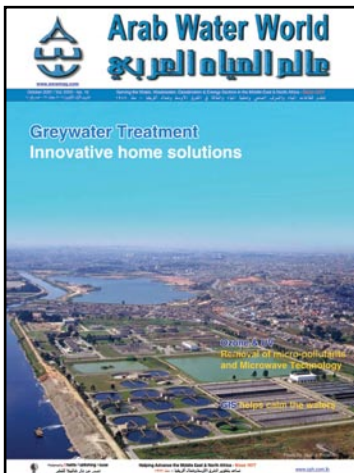
AWW's very first issue

## AWW: THE PIONEERING & LEADING B2B WATER INDUSTRY PUBLICATION ACROSS THE 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 an advertiser's specific brand objectives. **AWW** offers steady marketing and advertising solutions to realize advertisers' specific objectives. Tailor-made programs suit up clients' needs and patch up what's been lacking elsewhere. 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. From sponsorship positioning, editorial placements, event promotions, to pricing programs, we've got it all!

## Our Vision



October 2007

- 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.

## Why Advertise

**AWW** aims to grant readers/clients potent gratification by providing the finest editorial input, prompt 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 8,396 private and public sector firms.
- A broad set of benefits is placed at the immediate reach of our worldwide readership.
- **AWW** has helped hundreds 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, providing value-added exposure to our clients.

Our yearly targeted survey revealed the following figures:

- 90% of targeted groups consider **AWW** as an accredited source of the latest information related to the water industry, pumped up by its high-quality editorial content;
- 82% find **AWW**'s Promotional Offers competitive & motivating.
- 86% are satisfied by the return on investment they had witnessed from the diverse exposure **AWW** has put forth;
- 66% surf the **AWW** Website to benefit from numerous online services.

For advertising inquiries, please contact us.

Tel: +961 -1- 748333 ext.142 – Fax: +961 -1- 352419; e-mail: [marketing@awwmag.com](mailto: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 with a limited budget. It is a 9 cm width x 6 cm height (3 5/8" x 2 3/8") including the company's logo and contact details as well as a short message and one related photo.
- **Advertorials:** This option is double use; to get the story across to all AWW readers and 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 & 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 & products, including an interview with the GM or CEO.

## Online Options

[www.awwmag.com](http://www.awwmag.com)

For ultimate exposure, place your Web banner hyperlinked to your company's Website or e-mail address on the AWW 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



For advertising inquiries, please contact us.

Tel: +961 -1- 748333 ext.142 – Fax: +961 -1- 352419; e-mail: [marketing@awwmag.com](mailto:marketing@awwmag.com)

# Advertising Rates & Specifications

## AWW ADVERTISING RATES 2008

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
Gatefold	9075	6980	8710	6700	8260	6355	7710	5930	7080	5445
Spread	5390	4020	5175	3860	4905	3660	4580	3415	4200	3135
1/2 Page Spread	3685	2745	3535	2635	3355	2500	3135	2335	2875	2145
2nd Cover IFC	3190	2380	3065	2285	2905	2165	2710	2020	2485	1855
3rd Cover IBC	3190	2380	3065	2285	2905	2165	2710	2020	2485	1855
4th Cover OBC	3520	2625	3380	2520	3200	2385	2990	2230	2745	2045
Full Page	2750	2050	2640	1970	2505	1865	2340	1745	2145	1600
2/3 Page	2310	1720	2215	1650	2100	1565	1965	1465	1805	1345
1/2 Page	1870	1395	1795	1335	1705	1270	1590	1185	1460	1090
1/3 Page	1650	1230	1585	1180	1500	1120	1400	1045	1290	960
1/4 Page	1320	985	1265	945	1200	895	1120	835	1025	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	2200	1640	2110	1575	2000	1490	1870	1395	1715	1280
2/3 Page	1760	1310	1690	1260	1600	1195	1495	1115	1375	1025
1/2 Page	1320	985	1265	945	1200	895	1120	835	1030	770
1/3 Page	1045	780	1000	745	950	710	890	665	815	610
1/4 Page	825	615	790	590	755	560	705	525	645	480
Black & White (Extra Color)	<ul style="list-style-type: none"> <li>• 1 Publisher's Standard Color &amp; Black Ad:</li> <li>• 1 Matched Color &amp; Black Ad</li> <li>• 2 Matched Color &amp; Black Ad</li> </ul>						US\$ 165 (Euro 125) US\$ 275 (Euro 210) US\$ 385 (Euro 290)			

**Note: Guaranteed Position: + 10%**

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			
Top Banner 470x60 Px (Each Month)	140	105	125	95	110	85	85	60	One Time	495	370
Side Banner 120x60 Px (Each Month)	100	85	100	75	85	60	70	50	Six Times Each	415	310
									Twelve Times Each	330	245
									Twelve Times All Prepaid	2970	2210

If you are interested in advertising in AWW, please send an email to the AWW marketing department at [marketing@awwmag.com](mailto: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. Image Files: TIFF, PDF, JPEG, and CDR will be accepted
4. We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

### Supported File Types:

1. Adobe Indesign V 2.0 or later
2. Adobe Illustrator V 9.0 and above.
3. Adobe Photoshop cs and above.

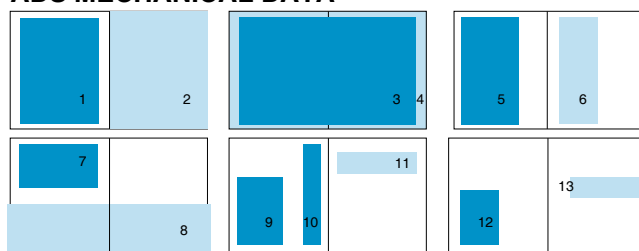
**Quality of Paper:** Interior Pages: 70 or 80 grams LWC Paper TOP KOTE - L - Covers 150 grams 2S Coated Paper Matt.

### 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](mailto: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 285
	Original Size	220 x 290
3. Double Page	Print Size	405 x 254
	Trim Size	435 x 285
4. Double Page (Bleed)	Original Size	440 x 290
	Print Size	405 x 254
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	Percentage from Circulation	# of Copies
Iraq	0.88%	59
Cyprus	1.67%	112
Iran	1.80%	121
Yemen	1.88%	126
Qatar	3.59%	241
Syria	3.61%	242
Bahrain	3.73%	250
Oman	3.92%	263
Jordan	4.86%	326
Turkey	4.93%	331
Kuwait	5.35%	359
Lebanon	6.45%	433
UAE	27.41%	1839
Saudi Arabia	29.92%	2007
<b>Total</b>	<b>100.00%</b>	<b>6709</b>

North Africa Circulation		
Country	Percentage from Circulation	# of Copies
Sudan	5.03%	77
Tunisia	8.88%	136
Morocco	9.46%	145
Algeria	11.29%	173
Libya	12.01%	184
Egypt	53.33%	817
<b>Total</b>	<b>100.00%</b>	<b>1532</b>

International Circulation	
International	155

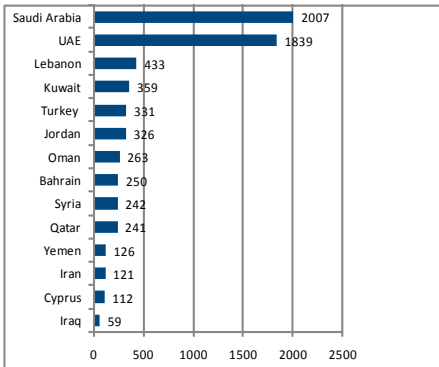
Total Circulation		
Region	Percentage from Circulation	# of Copies
Internationally	1.85%	155
North Africa	18.25%	1532
Middle East	79.91%	6709
<b>Total</b>	<b>100.00%</b>	<b>8396</b>

Circulation by Activity	Percentage from Circulation	# of copies
Trenchless Technology	2.10%	177
Water Storage	4.10%	344
Energy	4.35%	365
Well Drilling	6.50%	546
Pipes & Valves	7.40%	621
Irrigation	10.35%	869
Pumps	13.60%	1142
Desalination	15.00%	1259
Water Treatment	15.10%	1268
Wastewater Treatment	21.50%	1805
<b>Total</b>	<b>100%</b>	<b>8396</b>

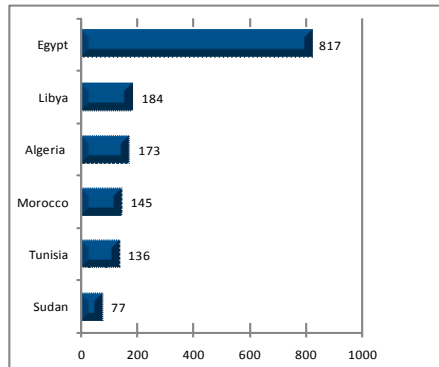
Circulation by Category	Percentage from Circulation	# of copies
Touristic Facilities	0.73%	61
Financial Institutions	1.04%	87
Research & Development	1.83%	154
Media Services	3.73%	313
Governmental Bodies	6.48%	544
Commercial Bodies	8.48%	712
Industrial Establishments	77.72%	6525
<b>Total</b>	<b>100.00%</b>	<b>8396</b>

Circulation by Job Position	Percentage from Circulation	# of copies
Professors	1.00%	84
Technical Engineers	5.40%	453
Contractors / Project Managers	12.80%	1075
Sales / Marketing Managers	14.60%	1226
Export / Import Managers	16.10%	1352
Presidents / Owners / CEOs	21.00%	1763
General Managers	29.10%	2443
<b>Total</b>	<b>100%</b>	<b>8396</b>

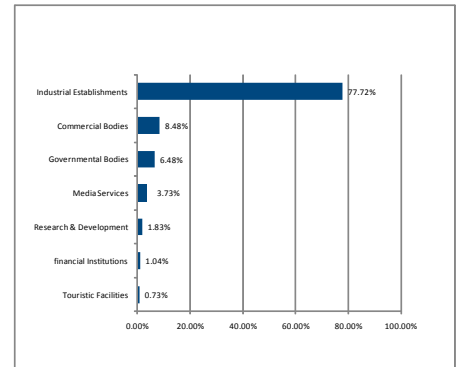
## Middle East Circulation



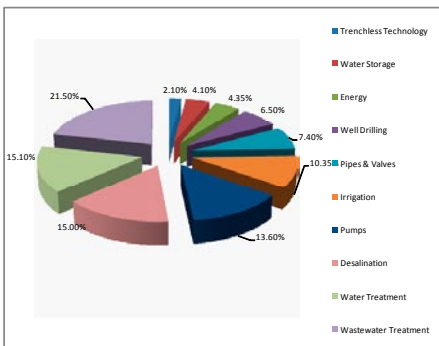
## North Africa Circulation



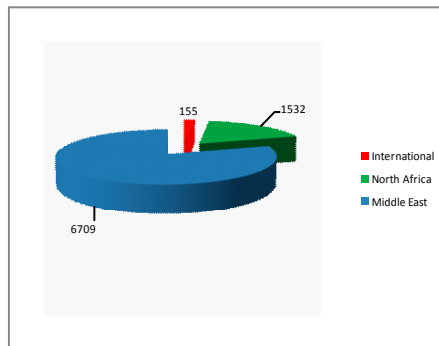
## Circulation by Category



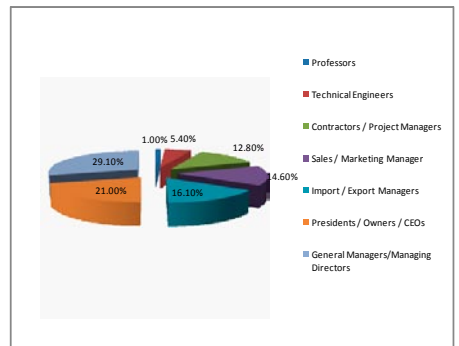
## Circulation by Activity



## Total Circulation



## Circulation by Job Position



# CPH Services

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**Chatila Publishing House (CPH)** offers a series of services dedicated to decision-makers, professionals, and experts in water-related fields.

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## PROJECT MONITOR:



This section highlights the latest news about major projects in the MENA. It is divided into four subsections:

- **Tenders:** interested companies are asked to present their proposals to latest projects taking place in the region;
  - **Biddings:** proposals presented by different interested parties will be studied, and the best proposal is then chosen;
  - **Awarded Contracts:** announces awarded contracts and agreements reached between project owners and bidders.
  - **Project Development:** the last stage in the service, wherein project's status along with work progress is communicated.
- Email: [projectmonitor@cphservices.net](mailto:projectmonitor@cphservices.net)
- 

## BUSINESS LINKS



This section is divided into 3 parts:

- **Industry Contacts:** This section lists both international and regional manufacturers and suppliers of particular equipment and products that are destined for water-related fields.
  - **Agents & Distributors** (available in MENA region): This section carries the contact details of agents and distributors as well as companies active in the Middle East and North Africa water sector.
  - **Representatives Seekers:** This section provides companies seeking representation in the MENA water market with the opportunity to be out there. Complete contact details are listed as well as regions(s) of interest.
- Email: [businesslinks@cphservices.net](mailto: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](mailto:comingevents@cphservices.net)

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## PROMO SHOTS



Promo Shots can provide an effective, economical marketing drive for a company's product or service. It can promote your products and services, and enhance both your Company Profile and market presence through communicating your message either by Direct Email Messages, Direct Fax, or Direct Mail to relevant entities found on our database.

Email: [promoshots@cphservices.net](mailto:promoshots@cphservices.net)

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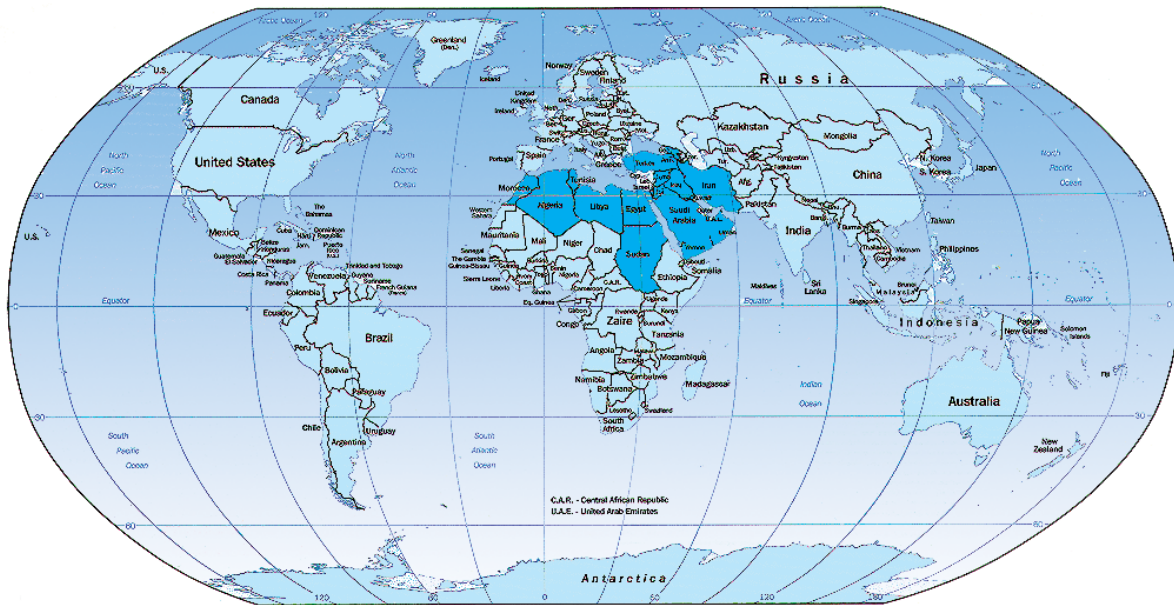
## CAREER CENTER



The Career Center Service opens the doors to professional recruitment. In this section, you would find classified advertisements where water-active companies place their requests for finding suitable candidates for vacant positions.

Email: [careercenter@cphservices.net](mailto:careercenter@cphservices.net)

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## AWW Agents List

<p><b>CANADA</b></p> <p>Ms. Maria Tolgyessy  <b>Hassan Youssef &amp; Associates Inc.</b>            Tel: 1-416-3684626            Fax: 1-416-3683461            Email: <a href="mailto:hay@on.aibn.com">hay@on.aibn.com</a></p>	<p><b>ITALY</b></p> <p>Mr. Fabio Potesta  <b>Mediapoint &amp; Communications SRL</b>            Tel: 39-010-5704948            Fax: 39-010-5530088            Email: <a href="mailto:info@mediapointsrl.it">info@mediapointsrl.it</a>            Web: <a href="http://www.mediapointsrl.it">www.mediapointsrl.it</a></p>	<p><b>SOUTH AFRICA</b></p> <p>Mr. Bob Stephen  <b>Stephen Marketing</b>            Tel: 27-11-9521721            Fax: 27-11-9521607            Email: <a href="mailto:bstephen@iafrica.com">bstephen@iafrica.com</a></p>	<p><b>UAE</b></p> <p>Mr. Fouad Hammad  <b>International Advertising LLC</b>            Tel: 971-4-2699855            Fax: 971-4-2691514            Email: <a href="mailto:interad@emirates.net.ae">interad@emirates.net.ae</a>            Web: <a href="http://www.iamediaservices.com">www.iamediaservices.com</a></p>
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<p><b>FRANCE &amp; BENELUX</b></p> <p>Mr. Fabio Lancellotti  <b>Def &amp; Communication</b>            Tel: 33-1-47307180            Fax: 33-1-47300189            Email: <a href="mailto:Fabio.l@wanadoo.fr">Fabio.l@wanadoo.fr</a></p>	<p><b>KOREA</b></p> <p>Mr. C.H. Park  <b>Far East Marketing Inc. FEM</b>            Tel: 82-2-730 1234            Fax: 82-2-732 8899            Email: <a href="mailto:femads@unitel.co.kr">femads@unitel.co.kr</a></p>	<p><b>TAIWAN</b></p> <p>Mr. Sean Mulvihill  <b>Worldwide Services Co. Ltd.</b>            Tel: 886-4-23251784            Fax: 886-4-2325967            Email: <a href="mailto:sales@wwstaiwan.com">sales@wwstaiwan.com</a>            Web: <a href="http://www.wwstaiwan.com">www.wwstaiwan.com</a></p>	<p><b>USA (EAST)</b></p> <p>Ms. Corrie De Groot  <b>Trade Media International Corp. USA (EAST)</b>            Tel: 1-212-5643380            Fax: 1-212-5943841            Email: <a href="mailto:corrie.degroot@tmicor.com">corrie.degroot@tmicor.com</a></p>
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# TESTIMONIALS

Investing their hopes in our wide range of services and **Arab Water World (AWW)**'s widespread standing, the reputable establishments below have reaped the benefits **AWW** magazine had promised them – and, sometimes, a bit more than they'd expected as expressed in their testimonials below. A full listing of testimonials is available at [www.awwmag.com/testimonials/](http://www.awwmag.com/testimonials/)  
*Reluctance is a risk, being an **AWW** client is not - join us!*



«I have been working with **AWW** for 3 years now and our relationship has always been easy and clear. Degremont is an advertiser in the magazine, but also a contributor for editorial purposes. Degremont, through its technical and marketing departments is proud to contribute to the technical pages of the magazine, which is now a reference in the Middle East.»



Pierre Francois Moizan  
 International Communications Manager  
 Degremont – France



“**Arab Water World** has been an extremely useful advertising and marketing tool that helped raise ITT-Leopold's visibility in the desalination pre-treatment market. We have been able to profile our top product lines to potential buyers and increase our sales and references in the Middle East by more than 100% in the past two years. **Arab Water World's** Country/Regional Reports also aid in our development of new territories and help align our messages to the right market and target audience. Additionally, the Industry Spotlights provide useful insight to both the customers and the competition. **Arab Water World** has been beneficial to our growth in the Middle East.”



Scott J. Pruce  
 ITT-Leopold  
 Asia Pacific Manager



Severn Trent Services has been an advertiser with Arab Water World for over five years.

During that time, we've found the magazine an excellent outlet for us to showcase the variety of products and services we offer to the municipal and industrial water and wastewater markets in the Middle East Region. The magazine maintains a strong and future looking editorial program, featuring industry trends specific to the

Middle East Region. This approach reinforces the creditability of Arab Water World as a must-have publication for industry professionals conducting business in the Middle East.



Nadia Abboud  
 Marketing Manager  
 Severn Trent Services



The **Arab Water World** magazine is specialized in the delivery of topics related to water purification, water desalination and wastewater treatment, as well as energy and supply. The magazine enables us to relay our experience and knowledge as a system supplier for membrane systems and water disinfection. The skilled editorial team of **Arab Water World** magazine works in a professional manner and gives us the opportunity to share our knowledge in water treatment with our target audience in the Middle East and North Africa.



Ralf Kiermaier  
 Executive Vice President  
 ProMinent ProMaqua GmbH

Below are some of our valued clients who trusted **AWW** to gain market share and increase their products' exposure in the MENA region. A full listing is available at [www.awwmag.com/clients/](http://www.awwmag.com/clients/) - We invite you to make the right decision, and become one of our clients.



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Published By:



[www.cph.com.lb](http://www.cph.com.lb)

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مجلة عالم المياه العربي  
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 الرمز البريدي: ١١٠٢-٢٨٠٢  
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