

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 وتحتية المياه والطاقة
في الشرق الأوسط وشمال أفريقيا

منذ ١٩٧٧



MEDIA INFO 2010

www.awwmag.com

Desalination

Purification & Disinfection

Well Drilling

Computer & Automation Technology

Pumps

Water Storage

Pipes & Valves

Water & Wastewater Treatment

Flow Meters

Analytical Instruments

Water Reuse

Ozone & UV Treatment

Modern Irrigation Systems

MENA Water Market

Fluctuating expectations for the MENA water and renewable energy sectors in 2010

According to **Global Water Intelligence's** *Water Market Middle East 2010*, the Middle East & North Africa region, from Morocco in the West to Iran in the East, is at the sharp end of the global water crisis. Water scarcity is a function of supply and demand. The supply is essentially fixed by nature, although demand rises with population and economic activity. This means that by 2025, the average renewable water resources in the region will be 1,063 m³/head/year, compared with a world average of 5,416 m³/day. Many countries in the region are already in crisis. Intermittent supply – perhaps just for a few hours every third or fourth day – has become the norm in many cities. Groundwater levels have sunk more than one kilometer beneath the surface in many parts of the region, and the lack of water is curtailing agricultural and industrial activity. Water issues are at the heart of the region's conflicts.

Five years ago, governments were doing little to respond to the crisis. Today, water has moved to the top of the political agenda across the region, and governments have started to allocate massive amounts of money to the problem. In the five years up to the end of 2010, Algeria expects to invest US\$25 billion in its water sector. This is probably more than five times the amount it has invested in the sector since independence. Egypt and many of the Gulf countries have similarly ambitious investment programs. But the water crisis is not just inspiring an avalanche of investment. It is also bringing structural reform. Right across the region there has been a move towards greater private sector participation in the water sector. In most countries, water ministries, agencies and utilities had long been blighted by social employment, uncompetitive contract awards, and lack of financial accountability. Performance was never a top priority, and assets were allowed to become dilapidated. Employees were not expected to attend full time. Leaks were allowed to go unchecked. This is now changing. Governments are now focused on improving the effectiveness of the sector, and poor performance can no longer be tolerated.

The International Monetary Fund (IMF) recently reported that the Gulf Cooperation Council (GCC) countries have earmarked US\$175 billion for medium-term electricity and water projects

On another front, the MENA region is also turning towards adopting peaceful civilian Nuclear Power projects to meet their energy demands. Jordan signed a civilian nuclear cooperation deal with China in late 2008, as part of its efforts to develop its nuclear energy capabilities. The United Arab Emirates was also in the process of awarding the largest ever energy contract in the Middle East for the development of a nuclear power plant. Record oil revenues have driven an economic boom that has strained domestic power grids in the UAE, and to keep the export cash coming in, Abu Dhabi is looking to nuclear energy to help cap fuel burned for power at home, analysts said. The UAE anticipates its electricity requirements to rise from 15.5 gigawatts (GW) in 2008 to 40 GW in 2020, according to the Eurasia Group. The proposed nuclear plant will likely provide about 3% of the power supply to the market in the UAE by 2020 with the start-up of about 1 GW of nuclear power, and by 2025 nuclear power will supply about 15% to the market.

Arab Water World (AWW)

The Mother ship

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. The "Energy Focus" feature focuses 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.



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 million m³ 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 million m³ a year.

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

EDITORIAL PROGRAM 2010

Issues	January	February	March	April
Feature	• Pipes & Valves	• Reverse Osmosis	• Pumps	• Irrigation Technology
Energy Focus	• Wind Power	• Hydropower Generation	• Solar Power	• Nuclear Power
Industry Spotlights	• Wastewater Treatment • Irrigation Equipment • Energy & Power Generation • Filtration & Separation	• Flow Meters & Instruments • Ozonators & UV Systems • Deep Well Pumps • Computer Modeling, GIS, & Telemetry	• Water Well Drilling • Recycling & Water Reuse • Pools & Bathroom Products • Pipes & Leak Detectors	• Desalination Technology • Greywater Treatment • Centrifugal Pumps • Water Treatment Chemicals
Industry Contacts	• Pipes & Valves	• Reverse Osmosis	• Pumps	• Nuclear Power
Country / Regional Reports	• Saudi Arabia / Bahrain • China / India • Benelux • Southern Africa	• Egypt / Sudan • Spain / Turkey • Singapore / Taiwan • West Africa	• UAE / Qatar • UK • Germany, Switzerland, & Austria • East Africa	• Iraq / Syria • Australia • USA / Canada • Central Africa
Bonus Distribution*	• MENA Water Resource World 2010 - Dubai	• WETEX 2010 - Dubai • SMAGUA 2010 - Saragossa	• Project Qatar 2010 - Doha • Saudi Building & Interiors 2010 - Riyadh • WETEX 2010 - Dubai • Arabian Power & Water Summit 2010 - Abu Dhabi	• WATEX 2010 - Damascus
Editorial Material Due	Tuesday, December 15, 2009	Friday, January 15, 2010	Monday, February 15, 2010	Monday, March 15, 2010
Advertising Material Due	Monday, December 21, 2009	Thursday, January 21, 2010	Saturday, February 20, 2010	Saturday, March 20, 2010
Publishing Date**	Wednesday, December 30, 2009	Saturday, January 30, 2010	Saturday, February 27, 2010	Tuesday, March 30, 2010

Issues	May	June	July	August
Feature	• Water Treatment	• Well Drilling	• Wastewater Treatment	• Borehole Pumps
Energy Focus	• Geothermal Energy	• Solar Power	• Nuclear Power	• Solar Power
Industry Spotlights	• Pipes, Valves, & Controls • Water Bottling • Computer Modeling, GIS, & Telemetry • Water Storage	• Dosing Pumps • Desalination Technology • Monitors, Recorders, & Samplers • Sludge Treatment	• Pipes & Valves • Softeners & Chlorinators • Water Storage • Desalination Technology	• Sprinkler Irrigation • Mixers, Aerators, & Odor Control • Trenchless Technology & Tunneling • Water Management & Distribution Networks
Industry Contacts	• Water Treatment	• Well Drilling	• Wastewater Treatment	• Borehole Pumps
Country / Regional Reports	• Algeria / Morocco • France • Scandinavia • West Africa	• Lebanon / Jordan • Italy / Benelux • Southern Africa	• Saudi Arabia • China / Far East • East Africa	• Libya / Tunisia • Turkey / Russia & Eastern Europe • West Africa
Bonus Distribution*	• REW Istanbul 2010 - Istanbul	• SAHARA 2010 - Cairo • Project Lebanon 2010 - Beirut	• Inter-Build Jordan 2010 - Amman	
Editorial Material Due	Thursday, April 15, 2010	Saturday, May 15, 2010	Tuesday, June 15, 2010	Thursday, July 15, 2010
Advertising Material Due	Tuesday, April 20, 2010	Thursday, May 20, 2010	Monday, June 21, 2010	Tuesday, July 20, 2010
Publishing Date **	Friday, April 30, 2010	Monday, May 31, 2010	Wednesday, June 30, 2010	Friday, July 30, 2010

Issues	September	October	November	December
Feature	• Desalination Technology	• Effluent Water Treatment	• Centrifugal Pumps	• Water Treatment
Energy Focus	• Wave / Tidal Power	• Nuclear Power	• Solar Power	• Wind Power
Industry Spotlights	• Pumps • Wastewater Treatment • Flow Meters & Instruments • Ozonators & UV Systems	• Pipe Technology • Reverse Osmosis • Pumps • Irrigation Technology	• Well Drilling • Water Treatment • Membrane Technology • Hydrological & Geophysical Instruments	• Sewage Treatment • Irrigation Equipment • Pipes & Valves • Pumps
Industry Contacts	• Desalination Technology	• Effluent Water Treatment	• Centrifugal Pumps	• Water Treatment
Country / Regional Reports	• Qatar / Kuwait / Iran • France / Japan / South Korea • Southern Africa	• Saudi Arabia • Germany, Switzerland, & Austria • West Africa	• UAE / Egypt • Italy / USA / Canada • Southern Africa	• Oman / Yemen • UK / India • Central Africa
Bonus Distribution*	• International Water & Waste Water 2010 - Tehran • Power-Gen Middle East 2010 - Doha • Saudi Water & Power Forum 2010 - Jeddah	• Saudi Agriculture - Food Industries 2010 - Riyadh • Recycling & Waste Management 2010 - Riyadh • The Big 5 Show 2010 - Dubai	• The Big 5 Show 2010 - Dubai	• 8th EverythingAboutWater Expo 2011 - India
Editorial Material Due	Monday, August 16, 2010	Wednesday, September 15, 2010	Friday, October 15, 2010	Monday, November 15, 2010
Advertising Material Due	Friday, August 20, 2010	Monday, September 20, 2010	Wednesday, October 20, 2010	Saturday, November 20, 2010
Publishing Date **	Monday, August 30, 2010	Thursday, September 30, 2010	Saturday, October 30, 2010	Tuesday, November 30, 2010

*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

** 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

Advertising Rates & Specifications

AWW ADVERTISING RATES 2010

Display Ads	Full Color (4C)					
	One-Three Times		Four-Seven Times		Eight-Twelve Times	
Frequency	US\$	Euro	US\$	Euro	US\$	Euro
Currency	US\$	Euro	US\$	Euro	US\$	Euro
Gatefold	9950	6980	9080	6355	8480	5930
Spread	5900	4020	5400	3660	5040	3415
1/2 Page Spread	4050	2745	3690	2500	3450	2335
2nd Cover IFC	3500	2380				
3rd Cover IBC	3500	2380				
4th Cover OBC	3875	2625				
Full Page	3025	2050	2750	1865	2570	1745
2/3 Page	2540	1720	2310	1565	2015	1465
1/2 Page	2050	1395	1875	1270	1750	1185
1/3 Page	1800	1230	1650	1120	1540	1045
1/4 Page	1450	985	1340	895	1230	835

Display Ads	Black & White (B&W)					
	One-Three Times		Four-Seven Times		Eight-Twelve Times	
Frequency	US\$	Euro	US\$	Euro	US\$	Euro
Currency	US\$	Euro	US\$	Euro	US\$	Euro
Full Page	2420	1640	2200	1490	2050	1395
2/3 Page	1930	1310	1760	1195	1645	1115
1/2 Page	1450	985	1320	895	1320	835
1/3 Page	1150	780	1045	710	980	665
1/4 Page	910	615	830	560	775	525
Black & White (Extra Color)	<ul style="list-style-type: none"> • 1 Publisher's Standard Color & Black Ad: US\$ 180 (Euro 125) • 1 Matched Color & Black Ad: US\$ 325 (Euro 210) • 2 Matched Color & Black Ad: US\$ 420 (Euro 290) 					

Note: Guaranteed Position: + 10%

Frequency	Banner / Online Advertising						Classified Ads (Buyers' Guide)				
	One Month		Four Months		Eight Months		Twelve Months		Currency	US\$	Euro
Currency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro			
Top Banner 470x60 Px (Each Month)	155	105	140	95	120	85	95	60	One Time	495	370
Side Banner 120x60 Px (Each Month)	120	85	110	75	95	60	80	50	Two - Six Times Each	415	310
									Seven - 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.

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.

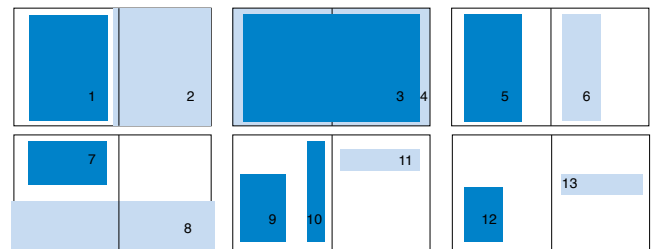
Quality of Paper: Interior Pages: 70 or 80 grams LWC Paper TOP KOTE - L - Covers 150 grams 2S Coated Paper Matt.

Cancellation Policy:

Notification of cancellation must be made at least fifteen days prior to the Publishing Date (as indicated in the 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 the Advertising Materials Due Deadline (as indicated in the 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	185 x 245
2. Bleed Page*	Trim Size	215 x 285
3. Double Page	Print Size	400 x 245
4. Double Page (Bleed)*	Trim Size	430 x 285
5. Vertical 2/3 Page	Print Size	120 x 245
6. Vertical 1/2 Page	Print Size	90 x 245
7. Horizontal 1/2 Page	Print Size	185 x 125
8. Horizontal 1/2 page (Spread)*	Print Size	430 x 145
9. Island 1/2 Page	Print Size	120 x 185
10. Vertical 1/3 Page	Print Size	58 x 245
11. Horizontal 1/3 Page	Print Size	185 x 82
12. Vertical 1/4 Page	Print Size	90 x 125
13. Horizontal 1/4 Page	Print Size	185 x 60

* Bleed ads must be sent with 4mm added to each side of the ad

AWW Circulation Figures

Middle East Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
UAE	2092	29.33%	2408	28.53%
Saudi Arabia	1853	25.98%	1977	23.42%
Lebanon	482	6.76%	594	7.04%
Turkey	461	6.46%	683	8.09%
Jordan	331	4.64%	355	4.21%
Kuwait	322	4.51%	359	4.25%
Syria	307	4.30%	371	4.40%
Oman	289	4.05%	395	4.68%
Iran	264	3.70%	346	4.10%
Qatar	238	3.34%	341	4.04%
Bahrain	219	3.07%	288	3.41%
Yemen	102	1.43%	124	1.47%
Cyprus	93	1.31%	107	1.27%
Iraq	79	1.12%	92	1.09%
Total	7132	100.00%	8440	100.00%

North Africa Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Egypt	824	53.44%	1034	52.49%
Morocco	184	11.92%	273	13.86%
Algeria	164	10.64%	218	11.07%
Libya	156	10.12%	196	9.95%
Tunisia	146	9.47%	167	8.47%
Sudan	68	4.41%	82	4.16%
Total	1542	100.00%	1970	100.00%

International Circulation		
	Physical Circulation	Digital Circulation
International	216	4733

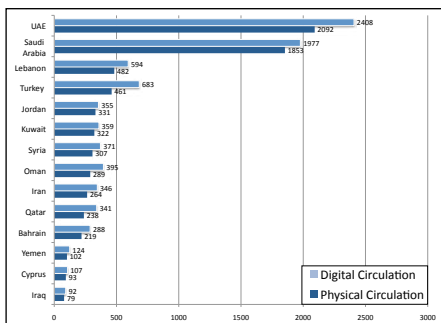
Total Circulation				
Region	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Middle East	7132	80.22%	8440	55.74%
North Africa	1542	17.35%	1970	13.01%
International	216	2.43%	4733	31.25%
Total	8890	100.00%	15143	100.00%

Circulation by Activity				
Activity	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Wastewater Treatment	1911	21.50%	3109	20.53%
Water Treatment	1342	15.10%	2161	14.27%
Desalination	1334	15.00%	2170	14.33%
Pumps	1209	13.60%	1923	12.70%
Irrigation	920	10.35%	1690	11.16%
Pipes & Valves	658	7.40%	1496	9.88%
Well Drilling	578	6.50%	924	6.10%
Energy	387	4.35%	775	5.12%
Water Storage	364	4.10%	697	4.60%
Trenchless Technology	187	2.10%	198	1.31%
Total	8890	100.00%	15143	100.00%

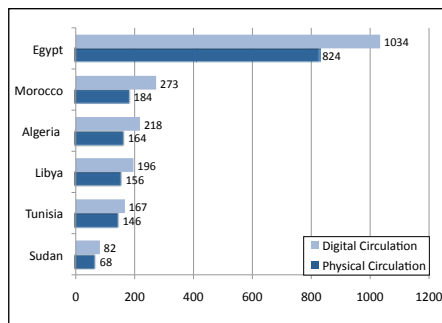
Circulation by Category				
Category	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Industrial Establishments	6494	73.04%	9589	63.32%
Commercial Bodies	966	10.87%	2489	16.44%
Governmental Bodies	648	7.29%	1057	6.98%
Media Services	397	4.47%	1249	8.25%
Research & Development	243	2.73%	554	3.66%
Financial Institutions	79	0.89%	108	0.71%
Touristic Facilities	63	0.71%	97	0.64%
Total	8890	100.00%	15143	100.00%

Circulation by Job Position				
Job Position	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
General Managers/Managing Directors	1824	20.52%	3241	21.40%
Presidents / Owners / CEOs	1752	19.71%	3045	20.11%
Import / Export Managers	1741	19.58%	2025	13.37%
Sales / Marketing Manager	1545	17.38%	2912	19.23%
Contractors / Project Managers	1433	16.12%	2733	18.05%
Consultants	512	5.76%	1042	6.88%
Professors	83	0.93%	145	0.96%
Total	8890	100.00%	15143	100.00%

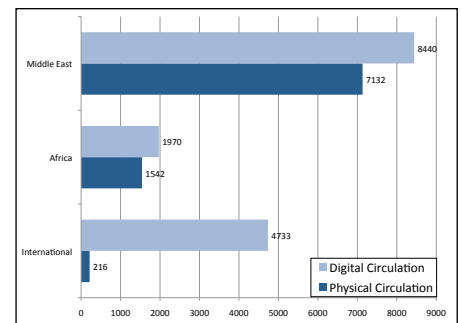
Middle East Circulation



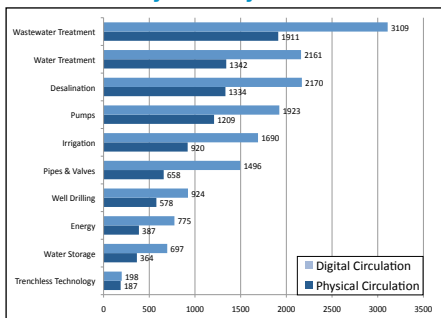
North Africa Circulation



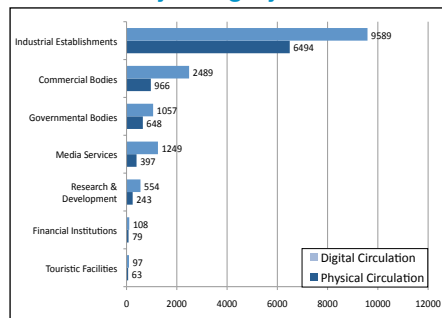
Total Circulation



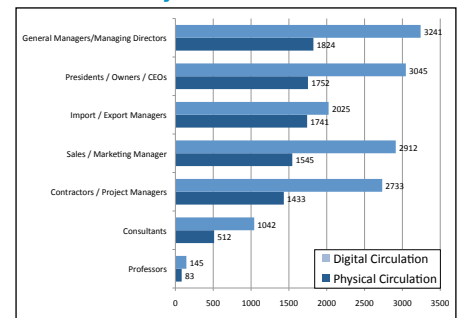
Circulation by Activity



Circulation by Category



Circulation by Job Position



If you would like to subscribe to AWW magazine, please send an email to subscriptions@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 has a double use; to get the story to all AWW's 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 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.

www.awwmag.com

Online Options

For ultimate exposure, place your web banner hyperlinked to your company's website 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





Agents List

<p>CANADA Ms. Maria Tolgyessy Hassan Youssef & Associates Inc. Tel: +1-416-3684626 Fax: +1-416-3683461 Email: hay@on.aibn.com</p>	<p>SOUTH AFRICA Mr. Bob Stephen Stephen Marketing Tel: +27-11-9521721 Fax: +27-11-9521607 Email: bstephen@iafrica.com</p>
<p>CHINA Mr. Weng Jie Hangzhou Oversea Advertising Ltd Tel: +86-571-87063843 Fax: +1-928-752-6886 (Retrievable Worldwide) Email: silkroad@mail.hz.zj.cn</p>	<p>SPAIN Ms. Vibeke Gilland Publistar - Representative of International Media in Spain Tel: +34-91-5536616 Fax: +34-91-5544664 Email: vibeke.gilland@publistar-es.com Web: www.publistar-es.com</p>
<p>FRANCE Ms. Axelle Chrismann Def & Communication Tel: +33-1-47307180 Fax: +33-1-47300189 Email: achrismann@defcommunication.com</p>	<p>TAIWAN 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>GERMANY, SWITZERLAND, & AUSTRIA Ms. Beate Günther Eisenacher Medien Tel: +49-228-2499860 Fax: +49-228-650076 Email: info@eisenacher-medien.de Web: www.eisenacher-medien.de</p>	<p>TURKEY 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>
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<p>JAPAN Ms. Shinjani Dogra Sakura International Inc. Tel: +81-3-56461160 Fax: +81-3-56461161 Email: dogra@sakurain.co.jp Web: www.sakurain.co.jp</p>	<p>U.K., IRELAND & SCOTLAND 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>KOREA Mr. C.H. Park Far East Marketing Inc. FEM Tel: +82-2-730 1234 Fax: +82-2-732 8899 Email: femads@unitel.co.kr</p>	<p>USA (EAST) Ms. Corrie De Groot Trade Media International Corp. Tel: +1-212-5643380 Fax: +1-212-5943841 Email: corrie.degroot@tmicor.com</p>
<p>SCANDINAVIA Mr. Bent Wissing BSW International Marketing Tel: +45-3538-5255 Email: bswissing@webspeed.dk</p>	<p>USA (MIDWEST) Mr. Hooper R. Jones Hooper Jones Associates Inc. Tel: +1-847-4861021 Fax: +1-847-4861025 Email: HooperHJA@aol.com</p>

The above list of agents is growing and subject to change.
In case there is no agent in your country please send an email to: marketing@awwmag.com

TESTIMONIALS

Investing their hopes in our wide range of services and Arab Water World (AWW)'s widespread standing, reputable establishments 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



"Haestad Methods, a wholly owned subsidiary of Bentley Systems, is a very satisfied client of Arab Water World and has been for over five years.

We are extremely pleased with the customer service, wide range of services, return on marketing investment, and the relationship we have with the magazine team. We particularly appreciate the flexibility and variety of products offered, including print and online advertising and comprehensive editorial coverage. Arab Water World has provided us with many marketing tools to proactively increase our presence in the Middle East and Africa.

It is and has always been a pleasure to work with the Arab Water World team."

*Perrine Parrod
Product Marketing Manager – Water
Bentley Melbourne*



"Our company is a firm advertiser in AWW magazine for over 3 years now, and we are very satisfied with the business relations we have established with the magazine's subscribers and even advertisers. AWW is a professionally structured magazine, well-focused on its features, and for me the most interesting item is the country / regional reports."

*Kurt Hlegems
Commercial Director – Sales Manager
Castflow Valves S/L*



"We are very pleased with the results we are getting from the material placed in Arab Water World. We were amazed at the number of reactions we received from the two editorials we published. We are also getting a good response from our advertisements in the magazine: We receive several potential leads following every issue. I also appreciate the service you provide and the way you manage to find the right balance between news, technical information, and commercial ads. It makes the magazine very valuable to end-users. Arab Water World gives us the perfect return on investment."

*Karen Clay
Marketing & PR Manager
DP-Pumps*



"I consider it a must "see" & "read" in every encounter I had with your regular issues. I completely admire Arab Water World magazine not only for its narratives, interesting technological advances catered for the water world, and considerate graphics and typography, but also in maintaining a detailed structure of all the services, materials, equipment, technocrats, and technological knowledge and expertise necessary to sustain the needs of the water sector. Your existence in the MENA region is encyclopedic in terms of the vast knowledge and technologies presented. It is here that one notes who is who in the field and in the region as well. Enough to promote the aspiration, pattern, and model for would-be players to come. This is both "Rants & Raves" – keep up the good work!"

*Atif Gafar
General Manager
MENA Water*



"What I particularly like about the cooperation with AWW is the teamwork based on mutual esteem and the correct and precise reporting. AWW offers all its readers excellent insights into current water industry projects and themes. Moreover, the information provided concerning experience and new technologies on the one hand, and regional and national conditions and needs on the other, results in a highly fruitful exchange between supplier companies and their clientele."

*Helma Hakala
Corporate Communications
VA TECH WABAG GmbH*



"To know the reality of the professional trade and to bring us up-to-date information on the sector are some of the good consequences of reading AWW.

In the same way, as organizers of SMAGUA (International Water Trade Fair) in Zaragoza, Spain, we have always found in the magazine a very good promotional support to achieve our goals in the Middle East and North Africa markets."

*José Antonio Vicente
General Manager
Zaragoza Fair*

CLIENTS

Below are some of the leading companies who trusted AWW to gain market share and increase their products' exposure in the MENA region.

A full listing of AWW clients is available at www.awwmag.com/clients - We invite you to make the right choice and become one of them!



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