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## **Water Demand side Management Conference - A critical issue for GCC**

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The GCC is an arid region with limited natural resources and a high cost of water production. Network managers need to work with the water resources they have available to meet the demand of water users. Supply of fresh water is an essential requirement for economic development and realization of the vision and mission stated by GCC leadership for future development will guarantee that demand will continue to increase.

Advanced Conferences & Meetings is proud to launch **Water Demand side Management GCC**, a specialized conference addressing the implementation of performance enhancing SMART network solutions to optimize water consumption and improve water sustainability. This conference will take place on **16-17 November** 2015, in Dubai, UAE.

### **An urgent need for water planning**

- Over the next 15 years, the UAE's demand for water is estimated to double, resulting in the push to ensure that the country's water resources are sustainably managed.
- Over half of the world population lives in urban areas, and the number of urban dwellers grows each day. Urban areas, although better served than rural areas, are struggling to keep up with population growth (WHO/UNICEF, 2010).
- Water availability is expected to decrease in many regions. Yet future global agricultural water consumption alone is estimated to increase by ~19% by 2050, and will be even greater in the absence of any technological progress or policy intervention. (UN Water)

### **Why take part at Water Demand Side Management GCC conference?**

**Water Demand Side Management GCC** will provide a platform for municipal bodies, water authorities, dispatch and distribution specialists, consultants and water users to share best practice, learn from case study examples of successfully implemented solutions, define the value proposition for implementing SMART water solutions and to gain insight into how investment in technology innovation will enable better use of water resources to enable a sustainable future for all.

### **Technologies for improving water availability**

Optimization of available water resources may be supported by improvement in the control and analysis of how water moves through the network. Implementation of SMART metering and control devices, automation and reporting systems and software can support better understanding of areas for

improvement, risk and investment. Leadership in the GCC have demonstrated their commitment to improvement with investment in SCADA systems, IT software, smart meters, leakage control solutions and automation system trial projects and system upgrades.

For further information about the conference, please visit [www.waterdemandsidemanagementgcc.com](http://www.waterdemandsidemanagementgcc.com)

There are currently sponsorship opportunities available for manufacturers and solution providers to showcase their products and services. You can contact Firaz Khalid at [opportunities@acm-events.com](mailto:opportunities@acm-events.com) or call +971 4 3614001 to find out how your business can benefit from this opportunity.



Advanced Conferences & Meetings is a premium business-to-business conference company focused on the requirements of the MENA region. Its events are highly tailored networking and learning opportunities, bringing senior decision makers together and providing up-to-the-minute information on industry trends, government initiatives, technological advances and developments in regulation. As such, they act not only as extremely effective tools for gaining business advantage, but also as high level platforms for change in the industries they serve.



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