



ONTARIO WATER INNOVATION WEEK

OCTOBER 22-26 2018
TORONTO

A Primer for Federal and Provincial Trade Representatives

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Contents

The Opportunity.....	2
International Delegations	2
International Delegate Program – A Sample Itinerary.....	3
About World Water-Tech North America	4
About Water Innovation in Action.....	5
Conference Rates for International Delegates	6
Contact Details.....	6

The Opportunity

What/where/when: Ontario Water Innovation Week (OnWIN) is an annual week of conferences, workshops, tours, and networking events. The week includes regional, national, and international events. OnWIN takes place in Toronto, Ontario, Canada from October 22-26, 2018. Visit the website to learn more: waterinnovationweek.com

Why: The main goal of OnWIN is to showcase Canada's innovative water technology sector, helping homegrown technology companies make promising new connections, generate solid business leads, and build their global networks.

Who: OnWIN is hosted by the Water Technology Acceleration Project (WaterTAP). WaterTAP's organizational mandate is to support the growth of a thriving, globally competitive Canadian water technology sector. Working closely with partner organizations, WaterTAP curates and hosts this week's activities.

International Delegations

WaterTAP invites cleantech-focused Trade Commissioners and provincial trade representatives to consider convening delegations to a week-long program featuring the popular **World Water-Tech North America** (October 24-25), Ontario Water Innovation Week's anchor conference. For the past five years, WaterTAP has worked with Rethink Events to bring this event to Toronto, welcoming global water leaders and showcasing innovative Canadian water technology companies.

For WaterTAP, it's critical that visiting delegates have an immersive, valuable experience. For this reason, WaterTAP offers to work directly with trade representatives to:

- Curate a short visitor program that includes site tours and meetings with sector stakeholders, including some of Ontario's most innovative water technology companies, as well as utility executives, academic researchers, senior government officials, and investors,
- Offer a preferred rate for three days of conferences, including the two-day global summit, **World Water-Tech North America**, which includes networking events with colleagues from around the world,
- Consider opportunities for delegates to participate as speakers in the World Water-Tech North America conference program, and
- Assist in arranging B2B meetings based on delegate needs and interests.



"Absolutely the best conference I've been to all year in terms of potential leads and partnerships." – Cameron Robinson, Strategic Marketing and Corporate Development Manager, Remote Group

International Delegate Program – A Sample Itinerary

The following is a sample itinerary. For confirmed delegations, WaterTAP will work with trade representatives and/or delegation leads to confirm interests and curate a program accordingly. See the full schedule at waterinnovationweek.com.

The boxes denote the two conference package options (yellow = World Water-Tech North America; blue = OnWIN Combo Package), as well as other events that are open to international delegates. For registration costs, please see **Conference Rates for International Delegations**.

Date	Option A	Option B
Sunday, October 21	Arrive in Toronto. Get settled and be sure to get some sleep. There will be plenty of action over the next few days!	Same.
Monday, October 22	9:30 to 16:30. Participate in a day-long tour of innovative utilities and water tech companies based in the Greater Toronto Area. We will return to downtown Toronto in time for Blue Drinks. No cost. Details . <i>Optional. Select this option when you register for your OnWIN Combo Package. Limited spots, no cost to attend.</i>	Same.
	18:30 to 20:30. Join Blue Drinks Toronto and WaterTAP for an evening of informal networking at Blue Drinks Talks Jobs. No cost. <i>Optional. Register here. No cost to attend.</i>	Same.
Tuesday, October 23	9:30 to 16:30. Continue (or join) the Ontario Water Tech Tour series with a journey to Kitchener-Waterloo to meet emerging water tech start-up companies and top academic experts. We will return to downtown Toronto in time for the OnWIN Opening Party. Details . <i>Optional. Select this option when you register for your World Water-Tech North America package. Limited spots, no cost to attend.</i>	Participate in Water Innovation in Action conference, a lively one-day event populated by the major players in the Ontario water innovation ecosystem.
	18:30 to 21:00. Attend the year's best water industry networking event - the OnWIN Opening Party - at Design Exchange.	Same.
Wednesday, October 24	8:30 to 18:00. Attend Day 1 of World Water-Tech North America . Stay to network with your peers at the evening reception.	Same.
Thursday, October 25	8:30 to 13:30. Attend Day 2 of World Water-Tech North America with your global water sector peers.	Same.
	13:45 to 19:30. Stay for the exciting conclusion of the AquaHacking Challenge , followed by a cocktail reception.	Same.
Friday, October 26	Depart for home – or stay another day, book more meetings, tour facilities of interest, and make it a weekend in Ontario!	Same.

About World Water-Tech North America



World Water-Tech North America

October 24-25, 2018

Design Exchange, Toronto

worldwatertechnorthamerica.com

Now entering its sixth year, World Water-Tech North America, hosted by WaterTAP and Rethink Events, will gather 250+ municipal and private utilities, investors, engineering giants, and technology companies. Never has there been a greater need to bring together the industry's brightest minds and decision makers as we pave the way for a more resilient future. This is OnWIN's main anchor event and is highly recommended for international visitors.

Meeting Support

In parallel with the conference, World Water-Tech hosts a popular 1:1 meeting system to help registered delegates to connect with each other and arrange meetings in advance of arriving in Toronto. In past years, trade representatives have found it useful to help book meetings for delegates through this system.

2018 themes will include:

- Building Resilience: Using technology to reduce the severity and cost of extreme events
- Digitization: Harnessing digital solutions to become more intelligent and proactive
- Investment: Galvanizing more capital towards new markets and innovation
- Procurement: Managing technology risk through innovative project delivery models
- Water Reuse: Overcoming roadblocks to municipal and industrial re-use
- Resource Recovery: Adopting next generation nutrient and energy recovery technologies
- Corporate Venturing: Critical success factors for a water-tech acquisition

About the World Water-Tech Series

Launched in London, UK in 2012, Rethink Events' World Water-Tech Series has established itself as a meeting place for international stakeholders focused on advancing the commercialisation of advanced water and wastewater solutions. Based on the outstanding success of the first two summits, World Water-Tech North America was launched in partnership with WaterTAP, and takes place each autumn in Toronto, Canada. The World Water-Tech team also works in partnership with PUB Singapore and BlueTech Research to host the TechXchange, a one-day summit focused on technology innovation at Singapore International Water Week.

About Water Innovation in Action

Water Innovation *in Action*

Water Innovation in Action

October 23, 2018

Design Exchange, Toronto

www.waterinnovationaction.com

Now in its fourth year, Water Innovation in Action is a one-day conference that brings together the players in Ontario's water innovation ecosystem, including industry, government, municipalities, and academia, to discuss and celebrate progress, plans, and goals for the province's thriving sector. At this event, you'll learn from colleagues who are successfully implementing actionable, innovative water solutions in Ontario *now*.

While this program is focused on Ontario, international participants have found it useful to attend Water Innovation in Action, citing good opportunities to meet potential partners from Ontario and Canada the day ahead of World Water-Tech North America. Expect lively networking opportunities!

About the Host

Created under Ontario's *Water Opportunities Act* in 2010, the Water Technology Acceleration Project (WaterTAP) is a not-for-profit organization that brings private-sector experience and guidance to accelerate the growth and prosperity of Canada's water sector, and champions the sector's success stories globally. WaterTAP works closely with emerging and established water, wastewater, and stormwater technology companies to build better businesses. In addition to delivering a successful business growth accelerator program, WaterTAP connects companies to capital, customer, and partner opportunities through its expanding global network.

Conference Rates for International Delegates

WaterTAP and Rethink Events are pleased to offer a special rate for conference packages that applies only to international delegates, if booked through economic officers representing Canada or the provinces. These special rates are applicable to delegates from utilities, municipalities, and industrial end users. In some cases, the rates can also apply to major engineering and technology firms. For delegates who register for a conference package, there is no cost for four days.

Option A*

World Water-Tech North America: CAD \$995 +HST (regular: CAD \$1,695 +HST)

Option B*

OnWIN Combo Package: Water Innovation in Action + World Water-Tech North America: CAD \$1,195 +HST (regular: CAD \$1,995 +HST)

**Both options include complimentary registration for the OnWIN Opening Party, the World Water-Tech North America reception, and the AquaHacking Challenge Finals*

Participants will be responsible for all travel, accommodation, and meal costs throughout their visit. Lunch is provided on tour and conference days.

Conference packages can be booked through WaterTAP through August 31, 2018. Please contact Kerry Freek at WaterTAP for details: kerry.freek@watertapontario.com.

Note to trade reps: If delegates are confirmed speakers on the World Water-Tech North America agenda, their conference fee is waived. WaterTAP will contact you if there are speaker targets in your region.

Contact Details

We look forward to welcoming you and your delegates to Ontario Water Innovation Week! For questions about OnWIN, programs for international delegates, or booking your delegates, please contact:

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