



For More Information

Contact: Ann Seamonds
+1-978-887-9959; mobile +1-978-764-5528
seamonds@seamonds.com

IDA WORLD CONGRESS 2011 ON DESALINATION AND WATER REUSE OPENS ON SEPTEMBER 4 IN PERTH

Program Focuses on “Sustainable Solutions for a Thirsty Planet”

TOPSFIELD, MA, USA, Aug. 23, 2011 – The world’s leaders in desalination and water reuse will gather in Perth, Western Australia when the 2011 IDA World Congress on Desalination and Water Reuse opens on September 4. The world’s premier event for the global desalination community, the IDA World Congress is expected to attract more than 1,200 delegates from around the world for a four-day Technical Program and Exhibition examining the latest advances in desalination technologies and practices. Held at the Perth Convention and Exhibition Centre, the event takes place from September 4-9.

Presented by the International Desalination Association (IDA), the World Congress features **keynote addresses** by two of the world’s most recognized leaders in entrepreneurship, innovation and the environment. **Sir Richard Branson** will deliver the keynote address via satellite during the Opening Ceremony, while **Philippe Cousteau Jr.** will be the keynote speaker at the Awards Presentation and Gala Dinner.

With more than 4,900 square meters covering three pavilions of prime exhibition space, the World Congress **Exhibition** is the largest ever presented at a World Congress. It features more than 100 companies from 21 countries that will showcase cutting-edge technology and services for desalination and water reuse.

The **Technical Program**, which spans four days, includes approximately 270 oral and poster presentations in 28 sessions. The Call for Papers produced nearly 400 extended abstracts, the greatest number ever received for review. Technical Program highlights include:

- **The Australian Experience.** Australia is often called the driest continent on earth. This session explores the growth of desalination capacity, and its ongoing role in ensuring urban water security. Speakers include Ms. Sue Murphy, Chief Executive Officer, Water Corporation, Mr. David Furukawa, Chief Scientific Officer, National Centre of Excellence in Desalination, and Albert Goller, Managing Director, Siemens.
- **Energy Sources, Use and Efficiency.** Enhancing energy efficiency is a major focus for seawater desalination. This session includes presentations on solar thermal energy seawater desalination as well as energy recovery, one of the most important advances achieved in seawater desalination in the last decade.

- **Recycling and Reuse.** As the quest for additional water resources intensifies to meet ever increasing demand, reuse of wastewater both for municipal and industrial purposes is being implemented at an unprecedented scale worldwide. This session will focus on such issues as public perception, technology and treatment requirements, permitting and disposal of waste streams that need to be addressed for successful implementation of reclamation facilities.
- **Future Separation Technologies.** The demand for new sources of water supply and the need to treat salty wastewater have spurred research and development. For example, membrane distillation, forward osmosis and capacitive deionization techniques have recently advanced from theoretical concepts to bench-top, pilot-scale and even full-scale realities. Several of these technologies break down the traditional segregation of membrane and thermal desalination disciplines. This session will serve as a global showcase for some of the most hopeful and game-changing new desalination techniques known today.
- **Water Resources Management.** Escalating water demand due to increased population growth and the adverse effects of climate change continues to outstrip the supply of fresh water. Desalination has emerged as an important new source of water to meet the demand. This session explores strategies for Integrated Water Resource Management programs that would improve the planning and delivery of desalination and water reuse, and harmonize the desalination supply with the water supply from conventional sources.

Other World Congress highlights include:

- **Opening Ceremony.** The event starts with a stirring welcome-to-country followed by addresses by key government officials and leading industry executives. Sponsored by Osmoflo, the Opening Ceremony is the official start to the World Congress.
- The **Welcome Reception**, sponsored by Degremont and Suez Environnement, affords Congress delegates time to mingle and experience Australia's world-renowned hospitality. It is followed by the **Ribbon Cutting and Exhibition Opening**.
- **NCED Australian Cultural Night** at the Perth Zoo. This event, sponsored by the National Centre of Excellence in Desalination, introduces delegates to Australia's animals, culture and cuisine. It includes entertainment by Australia's first citizens and world class Australian artists.
- **Gala Dinner and Awards Presentation.** Held at the conclusion of World Congress week, this evening celebrates the achievements of the most distinguished paper authors and presenters as well as other industry luminaries.
- **Plant Tours and Educational Workshops.** Complimenting the Technical Program and Exhibition are exclusive, behind-the-scenes plant tours to some of Australia's most sophisticated desalination facilities. Three workshops will be held on the last day of the World Congress Week, enhancing the educational experience.

The IDA World Congress is widely recognized as the premier event for the global desalination community. Held every two years, it is attended by top decision makers in all aspects of desalination and water reuse from around the world. This year marks the first time the World Congress will take place in Australia, home to some of the most advanced desalination plants in the world.

The Australian Water Association is the Strategic Partner and Water Corporation, Principal Sponsor, for the 2011 World Congress.

For the latest information about the World Congress, please visit www.idadesal.org.

About IDA

The International Desalination Association (www.idadesal.org) is a non-profit association that serves more than 2,400 core members in 60 countries and reaches an additional 4,000 affiliate members. Its membership comprises scientists, end-users, engineers, consultants and researchers from governments, corporations and academia. IDA is associated with the United Nations as part of a growing international network of non-governmental organizations (NGOs).

#