



PROGRAM HIGHLIGHTS

“Desalination and Sustainability”

Announcing our first conference in Maghreb, “Desalination and Sustainability”, to be held 1-2 March 2012 in the alluring and historical metropolis of Casablanca, Morocco. The International Desalination Association (IDA) will partner with Société Marocaine des Membranes et de Dessalement (SMMD) and The National Office of Drinking Water (ONEP), with several distinguished ministries also lending their gracious support, in addition to the European Desalination Society (EDS). EDS originally laid the foundation for this conference with important symposia in previous years.

Technical Program Chairmen

The program is chaired by **Miguel Angel Sanz** from the IDA together with **Azzedine Elmidaoui** and **Mahmoud Hafsi** from SMMD.

The program is organized in three sessions over two days to cover the topics described, focusing on practical experiences and the state-of-the-art in desalination technologies in order to enhance the technical exchange between members of the global desalination industry and all local players.

- ◇ Session I: THE MAGHREB EXPERIENCE
- ◇ Session II: MEMBRANE DESALINATION - DESIGNS & OPERATIONS
- ◇ Session III: INTERNATIONAL EXPERIENCES, FINANCING & COSTS



Welcome to Morocco 2012: “Desalination & Sustainability”



Miguel Angel Sanz
IDA Director;
Director of Development
and Innovation, Degrémont,



Azzedine Elmidaoui
SMMD President;
Vice President of Research
Cooperation, ITUn

and

Over the last decade, seawater desalination has grown exponentially around the world. North Africa, and especially the Maghreb area, is no exception. Tunisia has implemented a plan to add more than 200,000 m³/day of desalinated water within the next few years, and Algeria has constructed plants that have increased capacity by more than 2,000, 000 m³/day since 2005.

This trend also extends to Morocco, where plans call for the development of several important plants to produce water for diverse purposes including phosphate mining, potable water and irrigation. This course of action could reach a volume of 500,000 m³/day, with some plants surpassing 100,000 m³/day in capacity.

In keeping with its mission, IDA is committed to taking an active role in the Maghreb area, as well as worldwide, to promote sustainable solutions in desalination and water reuse. As proof of this commitment, in 2011 the IDA organized a strategic desalination session with CDER (Centre de Développement des Energies Renouvelables of Algeria), with the support of the Algerian Energy Company (AEC) for the first International Seminar on Water, Energy and Environment, ISWEE'11.

It is within this framework that the IDA and the SMMD (Société Marocaine des Membranes et Dessalement) have organized this international conference on Desalination and Sustainability. The conference is presented in cooperation with ONEP, Ibn Tofaïl University and several distinguished Moroccan Ministries, with the support of IDA's affiliate, the European Desalination Society (EDS). We would also like to take this opportunity to recognize EDS's efforts in promoting and exchanging information about desalination in the region, which began in 2000 with the Euromed conference series.

The goal of this conference is to bring together leaders in the global desalination community with all local participants and decision-makers to exchange their experiences and ideas, present state-of-the-art desalination technology and equipment, and to promote strategies for practicing desalination in the most environmentally responsible manner within in the region.

Morocco, and especially ONEP, has experience in operating seawater desalination plants at several locations. Laayoune, their most prominent facility, is an SWRO plant in operation since 2003, with a total production of 24,000 m³/day. In addition, Office Chérifien des Phosphates (OCP) has plans to build a station with more than 75,000 m³/day of capacity, and ONEP has launched its first large desalination plant in Agadir, which will have a capacity of 100,000 m³/day, using the BOT methodology. Coupled with the Ministry of Agriculture's plans to construct an additional plant with matched volume, these plants will multiply in capacity by two to three times within the next few years. The challenge of scaling up

capacity also presents a good and timely opportunity to discuss not only the technical aspects involved, but also financing and water costs. Sustainability depends on it.

Morocco is a country with no large reserves of oil and gas, but where there is ample supply of wind and sun that can be tapped as sources of renewable energy to power desalination plants. This conference will also explore this important concept as well as the industry's experiences in harnessing the potential of wind and solar power to enhance sustainability.

For these many reasons, we invite the people of the Mediterranean and MENA regions to join us in Casablanca – an alluring, evocative city that is also the economic center of Morocco – to participate in the first desalination conference organized by the IDA in this country. We are confident that this event will be a huge success in pointing the way to sustainable and economical solutions as the desalination industry continues to grow in this thriving and exciting country. See you in March!

Conference Topics

- Desalination Costs
- Use in Agriculture, Industry, Tourism and Potable Water Supply
- Water Plans
- Financing
- Energy Efficiency
- Renewable Energies in Desalination
- Mediterranean and MENA Experiences
- State-of-the-Art in Desalination
- Future Trends in Desalination Equipment
- Desalination and Environment
- Sustainability
- Innovation
- Membranes
- Pre-Treatment and Post-Treatment



SESSION INTRODUCTIONS

Session I- Desalination Experience in Maghreb

The first session will cover water plans developed by the various Moroccan Ministries as well as the desalination experiences of the ONEP and OCP. This session will examine the crucial role that desalinated water plays in the development of specific areas as well as its use in the mining industry and in agriculture. The experiences and plans of neighboring countries will be also reviewed in this section.

Session II- Desalination: Design and Operations

The second session will focus on the state-of-the-art in desalination technology as well as future trends. Presentations will cover the main components of a membrane desalination plant: intake and discharges, pre-treatment, membranes, energy recovery and efficiency, use of chemicals, and renewable energies. The presentations will show operational results and new improvements.

Session III- International Experiences, Financing and Cost

Since Morocco has decided to launch components of its desalination plants as BOTs, this last session will discuss financing and costs of desalination plants. It will also include a review of international experiences in the Mediterranean area and MENA region. These presentations will furnish attendees with a comprehensive understanding of the challenges and solutions associated with implementing various desalination plants along with an overview of financing strategies and water costs.

GENERAL SCHEDULE*

DAY ONE: THURSDAY, 1 MARCH 2012

SESSION I: "THE MAGHREB EXPERIENCE"

8.30 a Registration Opens
9.30 a Opening Remarks
10.00a Refreshment Break
10.30a Presentations Begin
13.15p Lunch

SESSION II: "MEMBRANE DESALINATION - DESIGNS & OPERATIONS"

14.30p Presentations Begin
16.30p Refreshment Break
17.00p Presentations Resume
18.30p Presentations End

DAY TWO: FRIDAY, 2 MARCH 2012

SESSION 3: "INTERNATIONAL EXPERIENCES, FINANCING & COSTS"

9.00a Presentations Begin
11.00a Refreshment Break
11.30a Presentations Resume
13.00p Lunch
14.30a Presentations Resume
16.15p Summary Highlights/Conference Ends

**Schedule is subject to change. Please look for updates and a more detailed technical program on the IDA website.*

Why attend?

Morocco has begun a desalination agenda to address the lack of water resources in three important areas: potable water supply, development of the mining industry, and agricultural use. The country is also prepared to take on another challenge: to supply energy for these desalination plants from renewable sources.

This conference provides an outstanding opportunity to learn about the region's plans for desalination, share experiences with members of the region's desalination industry, and exchange ideas as well as operational results from large desalination plants. It is also an ideal forum to identify and address associated environmental challenges, and to review available methods and technologies in this industry. We invite you to attend, to learn more about the abundant opportunities in the region, and take advantage of this platform to share strategies to develop the desalination industry in North Africa.

Who should attend?

This conference provides an important venue to bring together individuals involved in all aspects of the desalination industry including:

- Those who are interested in developing and building desalination plants in the MENA region, as this conference offers a singular opportunity to gain knowledge about local plans and strategies
- Decision makers, consultants and suppliers of desalination industry, who will benefit from the opportunity to increase local networking and make important connections for business development
- Individuals who wish to gain deeper insights into the state of desalination technologies and equipment



Venue

5-Star Le Royal Mansour Méridien, Casablanca

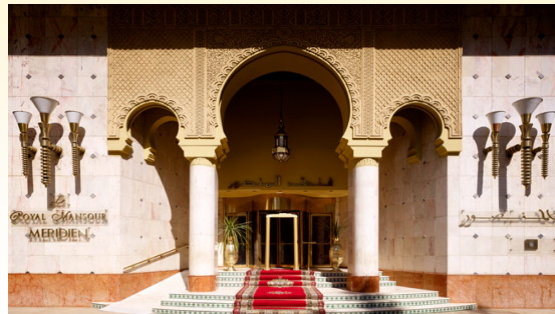
Historical and comfort, an atmosphere crafted with efficiency and understated elegance, Le Royal Mansour Méridien is one of the most prestigious hotels in Morocco.

Le Royal Mansour Méridien offers five-star deluxe service and limitless possibilities for discovery, just a few minutes from the corniche of Casablanca and the Hassan II Mosque. The hotel's many amenities include extensive meeting facilities as well as banquet halls, a fitness center, a spa, and La Douira Restaurant which serves classic Moroccan cuisine.

Check in: 03:00 PM Check out: 12:00 PM

**Discounted hotel rates have been arranged at the Le Royal Mansour Méridien, and reservations can be made online at www.leroyalmansourmeridien.com.

Please reference "IDA Conference" when making your reservations.



CONFERENCE REGISTRATION

Please contact IDA (info@idadesal.org) as space is very limited.

The registration fee includes entrance to the technical sessions, lunches, and breaks. It also includes a printed Final Program, and a post-conference [link](#) of all presenters' abstracts biographies, photos as well as full PowerPoint presentations.



Casablanca, Morocco

An exotic, sprawling metropolis overflowing with cinematic and French-influenced history, Casablanca is Morocco's economic and cultural capital. The Hispano-Moorish art deco landscape is striking and colorful against the distinctive modernist gems, lavish merchant goods and woven patterns of dress.



Home to the Royal Moroccan Navy and settled by the Berbers by the 7th Century BC, Casablanca is western Morocco's largest city and chief port originally used by the Phoenicians and later the Romans. Situated in the western part of the continent, Casablanca hosts headquarters and main industrial facilities for the leading Moroccan and international companies based in Morocco. The biggest city in Maghreb with glamorous nightclubs, charming cottage towns and rich, sumptuous cuisine, Casablanca is North Africa's dream destination.

Casablanca Climate

A very mild Mediterranean climate can be found in Casablanca, with cool currents coming off the Atlantic Ocean contributing to moderate temperature sways. Average temperature is 69°F/ 20°C and visitors should expect a little rainfall at this time of year.

Transportation

Casablanca's busiest airport, located about an hour by train from the main city center is [Mohammed V International Airport](#). Casablanca is well-served by international flights to Europe, especially French and Spanish airports, and has regular connections to North American, Middle Eastern and sub-Saharan African destinations. From the airport, take the train to "Casaport Station" – about a two-minute walk from our venue, Le Royal Mansour Méridien Hotel for the best convenience.

Local Attractions

Hassan II Mosque ♦ Old Medina ♦ La Corniche ♦ Casablanca Bar ♦ Palais Royale ♦ Cathédrale de Sacré-Coeur ♦ Boulaouane Kasbah ♦ Cathedral Tower ♦ Central Market ♦ Place Mohamed V



SPONSORSHIP PACKAGES

The IDA offers exceptional sponsorship opportunities that allow for stronger brand promotion and an increase in visibility by enabling sponsors to *own* specific high-profile categories and events at a low, all-inclusive cost - reinforcing your leadership before an audience of key industry decision-makers. In addition to on-site visibility, sponsors benefit from the IDA's promotions leading up to the event, and from inclusion in our post-conference Proceedings, adding even greater worth to your sponsorship.

3 sponsorship levels are offered for this highly anticipated event:

Platinum Level (\$15,000 USD) - our premier package which includes four (4) complimentary conference registrations along with a six-foot Display Table to exhibit your company, a full-page company profile in the conference Final Proceedings, on-site signage and the most prominent placement in our pre-conference marketing program, plus rotating banner ads and your company logo on the IDA website.

Gold Level (\$9,000 USD) - provides tremendous opportunity for your company's marketing and promotion with two (2) complimentary conference registrations, a six-foot promotional display table, your company logo featured on the IDA website, on-site signage, and your logo and a half-page company profile in the conference Final Proceedings.

Silver (\$5,000 USD) – with this package you will receive one (1) complimentary registration to the conference, significant sponsorship opportunity for visibility and brand promotion with a six-foot Display Table, on-site signage promotion, and your logo on the IDA website and in the Final Proceedings.

We invite you to learn more about our sponsorship categories, and encourage you to sign up early to bbodo@idadesal.org to explore sponsorship opportunities for this exciting event.



About IDA

The International Desalination Association (IDA) is the leading global organization dedicated to the advancement of desalination, desalination technology and water reuse. A non-profit organization and NGO of the United Nations, it is the global hub of expertise, news and information, and professional development for the worldwide desalination industry. IDA also provides educational resources about desalination and water reuse to a variety of constituents, from the general public to graduate students and industry professionals.

IDA serves more than 2,400 core members in 60 countries and reaches an additional 4,000 affiliate members including scientists, end-users, manufacturers and suppliers, engineers, consultants, developers, financiers and researchers, representing governments, corporations and academia. Its growing network of regional and association affiliates located around the world covers North America, Latin American and the Caribbean, the Middle East and Africa, Europe, Asia, the Pacific and Australia. To learn more, visit www.idadesal.org.

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September 10, 2011 – October 24, 2013

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WE'D LIKE TO THANK OUR PLATINUM SPONSORS



MOROCCO 2012

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The image shows a banner for the Morocco 2012 event. At the top, the text "MOROCCO 2012" is displayed in a dark, serif font against a background of a traditional Moroccan rug pattern. Below this, the text "PLATINUM SPONSORS" is centered in a white, sans-serif font. Underneath, four logos are arranged horizontally: Suez Environment (a green circle with a white arrow and the text "suez environnement"), Degremont (a blue circle with a white bird-like icon and the text "Degremont"), Pentair X-Flow (a blue and green geometric icon followed by the text "Pentair X-Flow"), and Acwa Power (a red stylized "A" followed by the text "Acwa POWER").