

## Gulf countries spend around USD 133 billion in water and wastewater management annually

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**Palm Water** *highlights conservation, demand management.*

**Palm Water** LLC, a leading water and wastewater utility company and a business division of Istithmar-owned Palm Utilities, participated in key discussions on water conservation and management as Silver Sponsor during the MEED Middle East Wastewater Treatment and Reuse 2008 forum held recently at the Intercontinental Hotel, Abu Dhabi, UAE.

The Middle East's renewable water availability is expected to decline 50 per cent per capita over the next 40 years. Consumption per capita, which is currently at 1,100 cubic meters annually, is projected to fall to 550 cubic meters a year by 2050. While Gulf countries spend around USD 133 billion in water and wastewater management yearly, more effective strategies are needed, such as convincing companies and even residents to set up their own sustainable infrastructure.

"The MENA region has the lowest availability of actual renewable water resources per capita in the world. It is thus imperative that Middle Eastern governments invest in technologies that can ensure adequate supply for the region's vibrant industries and its more than 300 million inhabitants. This forum has become a vital annual reminder of the need to expedite water management and treatment initiatives at both the government and corporate levels; we are confident that this year's agenda will be especially effective in galvanizing decision makers and industry members into action," said Dr. Mahmoud Al Hindi, Operations Director, **Palm Water**.

"Building and industrial projects alone in the region will consume more than 112 billion litres of potable water from 2008 to 2009; this part of the world hosts 5 per cent of the global population and yet possesses only 1 per cent of the world's renewable fresh water. Palm Utilities fully understands the gravity of the water issue and thus strongly supports initiatives to secure sustained availability throughout the region. Our **Palm Water**.

subsidiary is constantly developing better and more viable methods, technologies and facilities to optimize use for both industrial and residential users," concluded Keith Levers, CEO, Palm Utilities.

During the MEED Forum, Al Hindi delivered a speech titled 'Understanding of Water Reuse in Its Entirety,' comprehensively discussing conservation as a key driver, demand management strategies, and alternative solutions. The forum affirmed the immediate need to establish a major regional program for wastewater treatment and reuse that would ensure optimal management of scarce water resources to meet spiraling demand. It also served as an excellent networking platform, providing opportunities to interact with high-profile agencies and organizations such as Nakheel, Dubai Municipality, Ajman Sewerage Co. and the Regulation and Supervision Bureau of Abu Dhabi.

Over the past 50 years, event organizer MEED has served as the primary source of business intelligence for the Middle East to more than 70 countries worldwide. Through its Dubai, London and KSA offices, MEED aims not only to be the first with news and analysis but to be the most accurate and reliable provider. Its Middle East Wastewater Treatment and Reuse Conference successfully gathered around 200 delegates, guests, dignitaries and sponsors in 2007 to discuss vital trends, directions and proposed solutions involving Middle Eastern water supply.

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