

SIEE Pollutec Algérie 2017 **13 > 16 February - SAFEX**

The 13th SIEE Pollutec was held from 13-16 February in Algiers. Algeria's leading trade fair in the water sector decided to build on its expansion strategy, launched last year, by showcasing new environmental conservation equipment, technologies and services to reflect local market developments and needs. SIEE Pollutec remains Algeria's leading water and environmental trade fair and, according to exhibitors, attracts a quality visitor base with solid investment plans.

After a successful return to Algiers last year, the show, organised in close cooperation with the **Algerian Ministry for Water Resources and the Environment**, this year attracted **213 corporate exhibitors and 6,900 professional visitors**, and continues to serve both public and private actors in a vibrant market with substantial growth prospects, including agencies under state supervision in a ministerial pavilion.

The show was officially opened on 13 February in the presence of **Abdelkader Ouali, Minister for Water Resources and the Environment, and Abdelkader Zough, Wali (governor) of the Wilaya (province) of Algiers**, along with ministry officials, advisers, and central directors of "Water and Environment" Wilayas.

INTERNATIONAL OFFERING

Algerian companies, most leaders in their field, accounted for **59%** of exhibitors this year, highlighting the strength of local products and services, exhibiting alongside numerous global companies who attend the fair every year. **Seventeen countries** were represented at the show, including many from France in the Business France pavilion, under the CREATIVE France brand, alongside exhibitors from Spain, Italy, Turkey, Germany, and, for the first time, Hungary, with two companies - the Hungarian water treatment organisation, MaVIZ, and Hidrokomplex - exhibiting on their embassy's stand.

One show, multiple events

A programme of events was organised in association with exhibitors to offer participants comprehensive and quality content.

As every year, the talks were well attended as a whole, making the fair a leading forum for discussion on the latest technological and regulatory developments, addressing the latest solutions developed to enhance environmental protection.

Water resource protection was the subject of a half-day afternoon discussion on Monday 13 February, with talks by representatives of the Tipaza university centre, ONA and SEAAL. On Tuesday afternoon, the CNFE (National Environmental Training School) organised meetings and debates with non-profit organisations and civil society groups.

The talks organised by the National Waste Agency (AND) on Wednesday 15 February were particularly well attended. In addition to these conferences, the R20 Med and the University of Saad Dahleb Blida 1 signed a collaboration and partnership agreement at the show, to support the upcoming launch at Blida of a Professional Masters in waste management and recovery.

In addition to a **special area for non-profit organisations**, a **TV set** was created for the first time this year, with live and recorded broadcasts of programmes on water, waste, and non-profit and community organisations.

THE ENVIRONMENT: A GROWTH SECTOR IN ALGERIA

“The growing interest of the Algerian government in preserving the country’s natural resources, combined with the desire of companies to improve their brand image have led to the emergence of environmental regulations to encourage businesses to protect the environment and generate healthy competition between economic actors in order to reduce pollution.” (CNTPP)

Environmental awareness has grown rapidly in recent years, encouraging businesses to implement good environmental practices. To support them and their initiatives, government agencies supervised by the Ministry for Water Resources and the Environment are currently active in the field, including CNL, CNFE, CNDREB, ONEDD, ANCC, AND, CNTPP and INPE, all of which enjoyed a strong presence at SIEE Pollutec - another sign of the government’s interest in this rapidly growing sector. Some 30 Algerian and international companies showcased the environmental technologies, services and equipment of the future.

ABOUT SYMBIOSE COMMUNICATION ENVIRONNEMENT

A private Algerian company, Symbiose was founded in 1994, immediately following the liberalisation of the national computer and communication market.

It was the first company of its kind in the sector and is now the most active in the Maghreb and in other Arabic and African countries.

Symbiose-Communication-Environnement is a communication agency specialising in publishing and events management, with a permanent team of more than ten people and a network of some thirty consultants, academics, researchers and national and international experts, each with extensive experience.

Website: www.symbiose-env.com

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