



'Accadueo offers Italian talent, expertise & creative solutions to Indian players'

H2O ACCADUEO, a leading industrial exhibition on water supply chains, recently concluded in Bologna, Italy with a 10 per cent increase in visitors and 20 per cent jump in number of foreign operators as against its 2016 edition.

The event was organised by BolognaFiere, Italy's leading international exhibition organizers with one of the most advanced exhibition centres worldwide. The BolognaFiere Group, which consists of several companies, manages three exhibition centres - Bologna, Modena, and Ferrara - with over 75 exhibitions in Italy and abroad.

The 2018 event had 6,030 m2 of exhibition space, 302 participating local and foreign companies and official delegations from foreign entities from Azerbaijan, Georgia, India, Kazakhstan, Latvia, Lithuania, Moldavia and Russia, in addition to the representatives of the water authorities

of countries that belong to the WAREG network of European Water Regulators.

The event was supported by the Italian Ministry of the Environment and Protection of the Territories and the Seas as well as the Emilia-Romagna Regional Administration.

For the first time, the exhibition hosted several small and mid-sized Indian companies engaged in the water and wastewater treatment solutions segment as well as the National Mission for Clean Ganga (NMCG) through BolognaFiere' Indian partner Vedas Shaakha, a leading market entry strategy and implementation solution provider for foreign companies in India.

In conversation with India Water Review, BolognaFiere Commercial Director Marco Momoli said the three-day event showcased innovative products from the water sector in a context that has given a voice to all of the operators capable of creating value in the various fields that impact the sector, be



Marco Momoli

it civil, industrial and agricultural.

Could you explain the concept behind H2O-ACCADUEO and how it has relevance for Indian companies looking to source latest international innovation and technology from Italy?

ACCADUEO offers a platform to all players who enhance the value of water in its various fields of application: civil,



industrial and agricultural. With its focus on public interest, the show aims to build an advanced industrial supply chain capable of giving impetus to the sector.

ACCADUEO highlights outstanding international models and above all Italian talent, expertise and creative solutions with the aim of developing business opportunities at home and abroad and keeping up with today's innovations and tomorrow's technologies.

With the edition of ACCADUEO 2018, both the public interest and the industrial supply chain are enhanced, thanks to the three thematic areas of the event:

- Urban dedicated to the world of water services from technology to water resource management.
- Industry designed for suppliers and manufacturers of technologies, treatment systems, equipment and services dedicated to water management in the industrial sector.
- CH4 a special focus on technologies and systems for the transportation and distribution of gas aimed at a sector at the center of important development prospects.

ACCADUEO 2018 has developed on five focus areas: Innovation, Internationalization, Digital, Industry and Maintenance to create in-depth areas in which exhibitors

and visitors can find their meeting point between demand for know-how and technological offer.

About Internationalization: The intention of ACCADUEO is to develop – for the edition of 2020 - the international network and alliances within the Mediterranean Area, Middle East and Asia region. The scope is to introduce the most recent Italian technologies and the most innovative ones to other markets, and especially to the Indian Market.

BolognaFiere, the organizer of the H2O-ACCADUEO platform, had put one of the five focus areas of the 2018 event as Internationalization. How does an event like this promote expansion for Italian companies engaged in water sector, particularly small and medium sized units? Have previous events managed to bring Italian and Indian companies together?

The plan of promoting expansion for Italian companies engaged in water sector has two phases:

- the first phase - within H2O 2020 - involves the organization of events dedicated to each international water & gas markets of interest for the Italian companies, also offering marketing opportunities on international communication channels for the





Italian innovation technologies and best practices ;

- the second phase - after 2020 - could also include the organization of events in the reference countries, where the market for infrastructure works for water and gas is more interesting for Italian companies.

BolognaFiere had invited an Indian delegation comprising five mid-sized companies and the NMCG (National Mission on Clean Ganga) to the event and offered a platform for interaction with their Italian counterparts and other

leading global companies. There were a few other Indian companies and the Tata Group (represented through TCS). How has been the initial response of this visit?

The initial response has been quite positive. The Indian delegates had many meetings which were fixed in advance for them and they seemed very satisfied with their meetings.

Which areas, like water supply, irrigation, water quality, smart solutions for water utilities have been specifically identified as potential business growth areas for Italian companies in India? How

would Italian companies compete with their global competitors in India given that the Indian market is very price sensitive?

The main themes are mostly water supply, water quality, smart solutions for water utilities. But water treatment is not only a problem for utilities, even manufacturing production must solve the problems of water and sludge distribution and treatment.

Have a look at the H2O New product Guide to see how kind of innovative technologies and products you can find at ACCADUEO. [IWR](#)

Indian companies keen to tap Italian innovation in water & sewage treatment, smart metering

An Indian delegation comprising five small and mid-sized companies offering water and wastewater treatment solutions was invited by the organizers of H2O-ACCADUEO to present to them a platform that exhibited the best of Italian

products and services for civil, industrial and agricultural applications.

During the two-day event held in Bologna, Italy in mid-October, the Indian companies had a first-hand look at the Italian innovation available for overseas markets and held several one-on-one talks with Italian companies.

India Water Review spoke to three of the five companies - Sauber Environmental Solutions Pvt Ltd Director Sanjay Mishra, Voyants Solutions Private Limited Head (Water supply & sanitation division) BJ Naidu and Venza Water CEO Rajesh Malik - on their take-away from the event.