

March 18 to 23, 2018



March 18 to 23, 2018

Ulysses Guimarães Convention Center
National Stadium of Brasília

Brasília - DF - BRAZIL



Over the last few years we have faced enormous challenges in different parts of the world regarding availability of water for human consumption, production of goods and protection of ecosystems; factors which, together with critical events of floods and droughts, which are becoming more and more frequent, has placed on the agenda of all countries water security as a key element around which we will have to find solutions that minimize the harmful effects to these countries and establish strategies of action and behavior that make life on the planet more sustainable, in their relationship with water.

Events such as the World Water Forum, now one of the most successful events in the world, are of enormous importance in this scenario. It is for this reason that at each new edition, these events have been reaching a more expressive participation.

This will not be different at the 8th World Water Forum, which will take place in Brasília, from March 18 to 23, 2018. We already have a great expectation about this event and we are sure that, as in the previous ones, the main issues related to problems we face will find an environment conducive to debate and exchange of experiences that the water theme rises.

The event, for the first time, will be held in the Southern Hemisphere which, in turn, brings up another important aspect of water issues: the Southern Hemisphere comprises half the terrestrial globe, characterized by the greater concentration of poor populations. It is expected that, while all emerging water issues are debated, it should be felt the preponderance of issues that are typical of countries most deprived of solutions.

In addition, the theme chosen for the 8th World Water Forum, "Sharing Water", represents not only an incentive for solutions that overcome political limits in the search for water issues, but, above all, a call for alternatives that bring together rich and poor countries, either from the same continents or not, that can think globally about water issues that threaten us as a species, aiming at sharing not only water, but concepts, formulations, technologies and methodologies.

Thus, it is in this context that I call on everyone to participate in the 8th World Water Forum, in all its aspects expressed in the sessions and panels of the thematic grid, in the initiatives of Citizen Forum, Focus Group on Sustainability, Trade Show and Exhibition, and other manifestations that may be added to this great event.

José Sarney Filho

State Minister for the Environment of Brazil



Bringing the World Water Forum to Brasília is an unprecedented action with capacity to generate equally unprecedented effects. The Forum is the most relevant global meeting focused on the theme, and Brasília, which has historical identification with water resources in Brazil, enthusiastically embraces an agenda that can and should be transformative worldwide, besides representing an immediate opportunity for business achievements.

Brasília was born under the sign of the new, and when looking into the future, Brasília needs to remain in the forefront. Hosting the Forum here is an opportunity for the city to reflect on its own needs and potentialities - under that same sign - but that also includes in the global agenda an innovative understanding of water management as a safe path to sustainability.

There are great international expectations about the Forum in Brasília. In the capital of Brazil, and source of waters that irrigate important Brazilian basins, we hope to mobilize relevant actors and reach understandings that can indelibly mark a new era in water management, in a global perspective.

Rodrigo Rollemberg

Governor of the Federal District



In 2018, the 8th World Water Forum will be held in Brasília, the Federal Capital of Brazil. It is the first time that the Forum will be held in a country in the Southern Hemisphere, in recognition of the importance of the participation of developing countries in discussions on global water resources management.

It was time for the most relevant event to world's water theme to be held in Brazil, that holds about 12% of the world's fresh water, and is the great hub of connection for all South America.

Brazil is a nation with unique characteristics that are still alive in the daily life of the various types of "Brazilians" that we recognize in this territory of continental dimensions.

The Forum is the ideal environment for local discussions to gain breadth and become global; it is where municipalities, states and countries meet to share experiences; where universities meet for the joint promotion of Science; where companies present their products and services aiming at increasing the supplying of water, both in quantity and quality, and where entities of the third sector foster and facilitate this great exchange in a horizontal way.

Divide perceptions, exchange experiences, integrate sectors and connect people to act in this global cause, which is water. Sharing Water is the central theme of this edition.

The role of all those who work in the water sector is to engage young people, making them fall in love and take ownership of all knowledge generated by a great event like this one, encouraging them to participate at once.

Share your experience, take part in the Forum, and help us make the 8th World Water Forum memorable.

Benedito Braga

President of the World Water Council





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WORLD WATER COUNCIL

The World Water Council was established in 1996. It is a global platform that brings together stakeholders on the theme of water, and its mission is to "raise awareness, build political commitments, and bring action on critical water issues to facilitate conservation, protection, development, planning, management and efficient use of water, in all its dimensions, based on environmental sustainability, for the benefit of all life on Earth".

With its permanent headquarters in Marseille, France, with some 300 institutional members of more than 50 countries representing from governments, academies, civil society, business and non-governmental organizations, forming a significant set of related institutions with the theme water.





ABOUT THE WORLD WATER FORUM

It is the biggest and most important event on Water.

The World Water Forum is an event promoted by the World Water Council in collaboration with the city and host country. It is carried out every 3 years in different parts of the world.

It contributes to the dialogue of the decision-making process on water at a global level, aiming at its rational and sustainable use. Due to its political, technical and institutional reach, the Forum has, as one of its main characteristics, the open and democratic participation of a wide range of actors from different sectors, which makes it a space of great relevance in the international agenda.

Representativeness of the participants guarantees the creative, inspiring and innovative environment. Meetings between people and their studies, techniques and technologies are what changes the way of managing water resources throughout the world.



*PREVIOUS
EDITIONS*



The history of the last editions proves the increase interest in water by the countries. There is a growing involvement and participation of government authorities, academia, users, non-governmental organizations and civil society.

From the first edition in Marrakesh, 1997, to the seventh edition in Daegu and Gyeongju, South Korea, 2015,

the size and importance of the Water World Forum has made it the biggest worldwide event on water.

Previous editions were held, chronologically, in Marrakesh, Morocco, in 1997, in The Hague, Netherlands, 2000 in Kyoto, Japan, 2003 in Mexico City, 2006 in Istanbul, Turkey, 2009 in Marseille, France, in 2012 and In Daegu and Gyeongju, South Korea in 2015.



1st World Water Forum
Marrakesh, Morocco
March, 1997



2nd World Water Forum
Hague, Netherlands
March, 2000



3rd World Water Forum
Kyoto, Shiga and Osaka, Japan
March, 2003

Mexico 2006
4th World
Water Forum



4th World Water Forum
Mexico City, Mexico
March, 2006

5th WORLD WATER FORUM
I S T A N B U L 2 0 0 9



5th World Water Forum
Istanbul, Turkey
March, 2009



MARSEILLE, FRANCE '12

6th World Water Forum
Marseille, France
March, 2012



7th World Water Forum
Daegu and Gyeongju, Korea
March, 2015

A long-exposure photograph of a waterfall, showing the water as a smooth, flowing ribbon of white and yellow. The waterfall cascades over several levels of rocks, creating a sense of movement and energy. The surrounding landscape is lush with green vegetation, and the sky is a clear, pale blue. The text "TOGETHER WE MAKE" is overlaid in the center of the image in a white, serif font.

"TOGETHER WE MAKE



WATER A GLOBAL PRIORITY"

World Water Council





BRAZIL'S PARTICIPATION IN THE COUNCIL AND FORUM

THE WORLD WATER COUNCIL

The point of convergence of Brazilian associated institutions of the World Water Council is the Brazilian Section, whose main objectives are:

1. Support and make Brazilian actuation more effective in the World Water Council.
2. Encourage and support programs, plans, objectives and targets proposed.
3. Influence the agenda of the World Water Council.
4. Create a platform for discussion aimed at making a diagnosis of the political situation and water resources management in Brazil and in the world.
5. Make policy recommendations to address the challenges posed by global change in general, and climate variability and changes, in particular.
6. Involve all stakeholders in Water Policy and Management Planning, including government representatives, civil society members, universities, water user organizations and congress members.



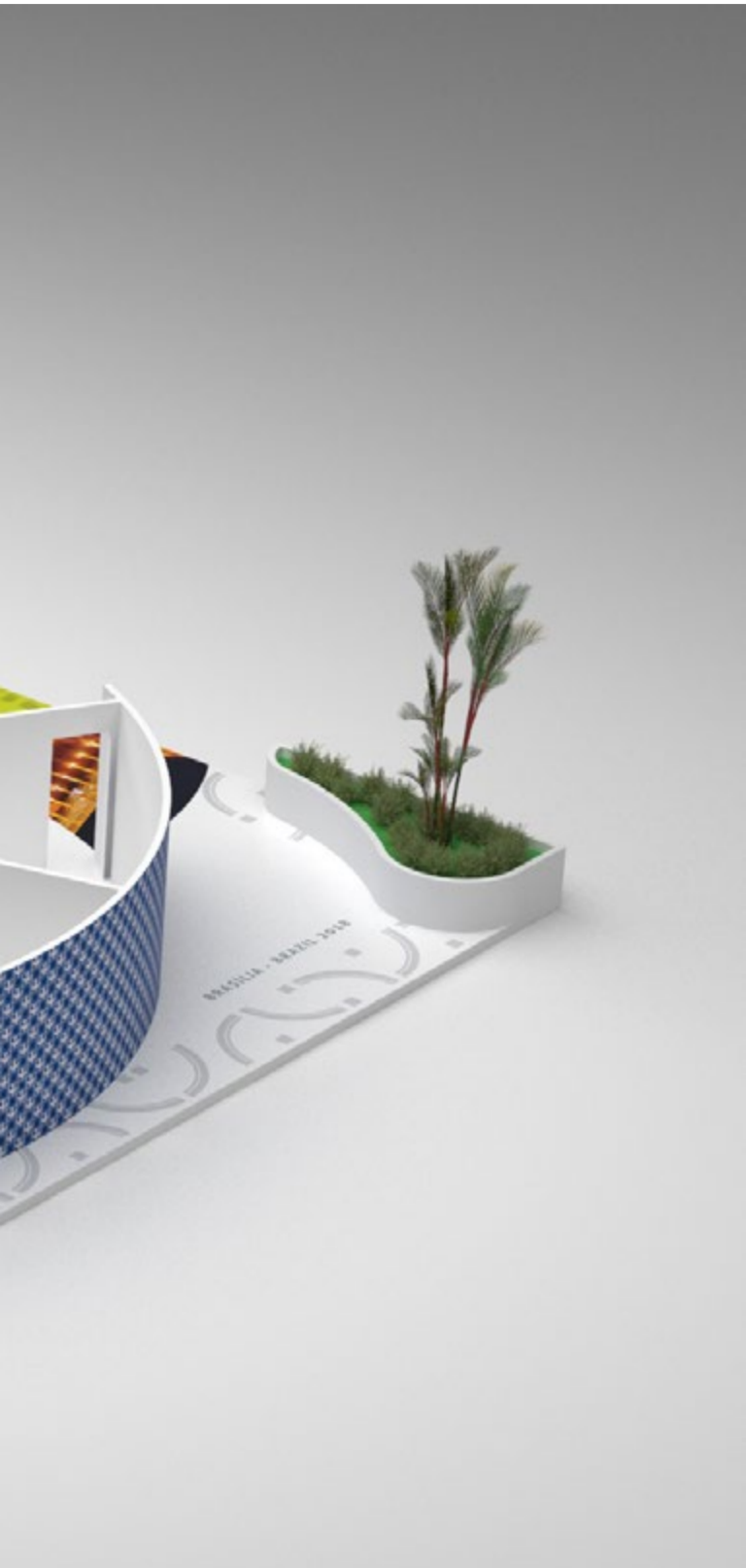
THE WORLD WATER FORUM

Brazilian presence in the last forum, held in Daegu and Gyeongju, South Korea in 2015, mobilized 33 institutions (civil society, academy, companies, professional associations, trade associations, federal, state and municipal government agencies), 18 of which are institutions of Brazil Section in the World Water Council, with 70 Brazilian participants.

At that time, Brazil was present with a 468 sq.m. pavillion, including a 200 sq.m. central plaza, auditorium for 50 people, Bar, Multimedia Center, Press Room, VIP Room and Storeroom Secretary.











8th **WORLD** *WATER* **FORUM**

In 2018, it will be the first time that the World Water Forum will be held in a Country in the Southern Hemisphere.

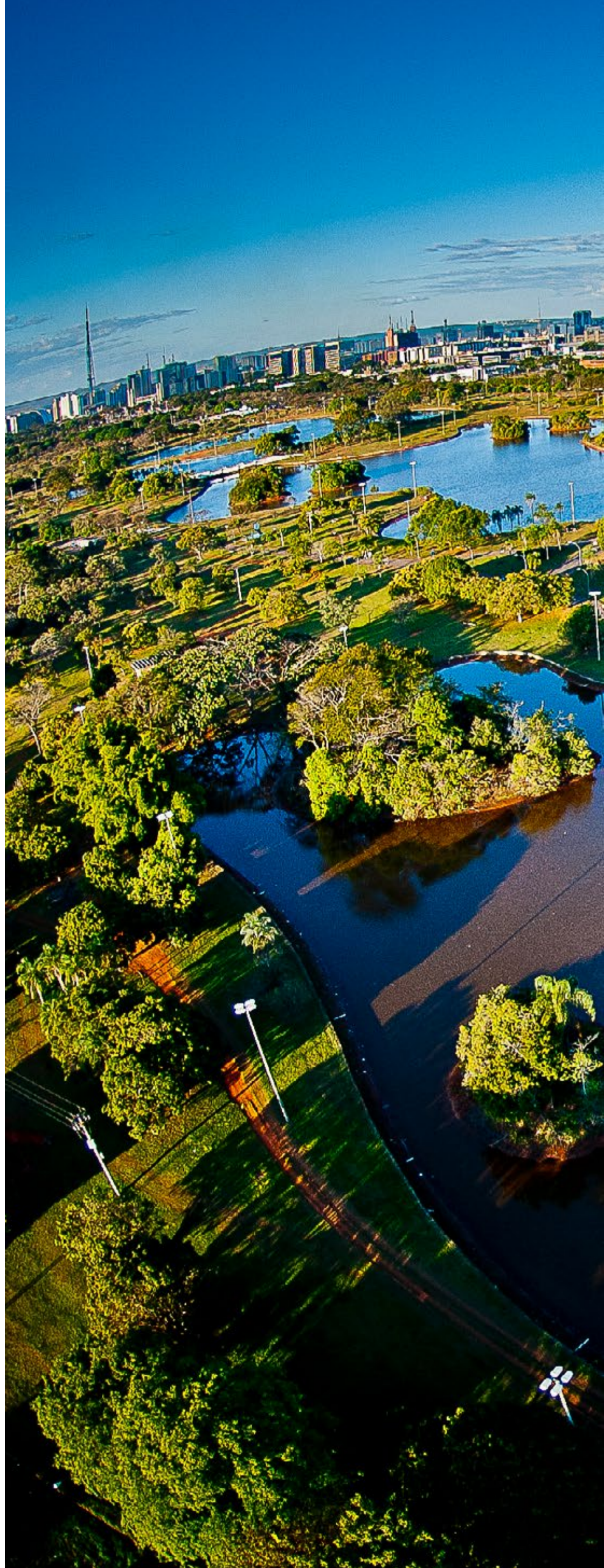
The city of Brasília, Brazil, will host the 8th World Water Forum from March 18 to 23, 2018. Brasilia is the capital of Brazil and it is considered as World Cultural Heritage of Humanity by UNESCO.

Combining the characteristics and potential of Brazil's water resources sector and the urban and logistic conditions of Brasília with the interest of the sectors related to government, congress members, technicians, entrepreneurs, academicians, civil society and, considering the experience of Brazil and Brasília in organizing major events, its submission as host city for this event has met all the requirements set by the World Water Council for the 8th World Water Forum.

The choice of Brazil is strategic, since the country has high water potential, mature management system, and excellence regarding technical, institutional and legal aspects.

It also indicates the recognition of the importance of participation of developing countries in global discussions, especially regarding the use of water resources. That is also an important political alternation.

In this context, an exceptional opportunity arises for your company to take part in this initiative, decisively contributing, together with the national authorities and the World Water Council, to the first edition of this event in the Southern Hemisphere, including all geopolitical gains and symbolisms it represents.







IMPORTANCE OF HOSTING THE EVENT IN BRAZIL

Brazil has about 12% of the planet's fresh water, has dozens of large rivers and shares, with 10 countries, two of the largest hydrographic basins on the planet, which places it in a prominent position in the international scenario of water resources.

In addition to the water potential, the country holds, in its 8.5 million km², the largest biodiversity of the planet in different biomes, as well as a rich socio-biodiversity represented by dozens of indigenous peoples and specific communities with invaluable knowledge on conservation of the Biodiversity.

Brazil has also been the first country in the South American continent, and one of the first in the world, to achieve one of the goals of the World Summit for Sustainable Development (Rio + 10), held in Johannesburg, South Africa: elaborating and implementing the National Water Resources Plan by 2015.

In addition, Brazil has a comprehensive and robust set of government institutions, at both federal and state levels, has an advanced

legislation on water resources, has played an important role in international cooperation activities on the topic and has extensive experience and good practices in water resources management.

The discussions and outcomes of the World Water Forum, due to the high level of representativeness of its participants, both at governmental and political levels and in the private sector, academia and civil society, have contributed to countries' policies and practices regarding water resources management and definition of regional and global strategies to approach the theme.

Thus, Brazil has the necessary conditions to host an event of this magnitude and with such significant participation of institutions from all continents of the planet.

Host the World Water Forum in 2018 will certainly be a great opportunity for Brazil to reaffirm the strategic role it occupies in the water sector international arena.

WHY BRASÍLIA ?



Because it is the political heart of Brazil - the Presidency of the Republic, Ministries, Congress, Diplomatic Representations and the major institutions and authorities of the country are in Brasília, increasing the potential of participation in the event.

Due to easy access - with a privileged location in the geographic center of the country, Brasília provides participants with greater convenience in terms of air travel, either regional or international. Its airport is the second largest one in the country, and has direct flights with major national and international urban centers.



For the city's urban facilities - easy access to the event venue: special logistic conditions for big events; convenience of travel for participants because it is located in the heart of the city - all major places of interest (hotels, police stations, shopping malls, hospitals) are within a 2 km radius of the venue.

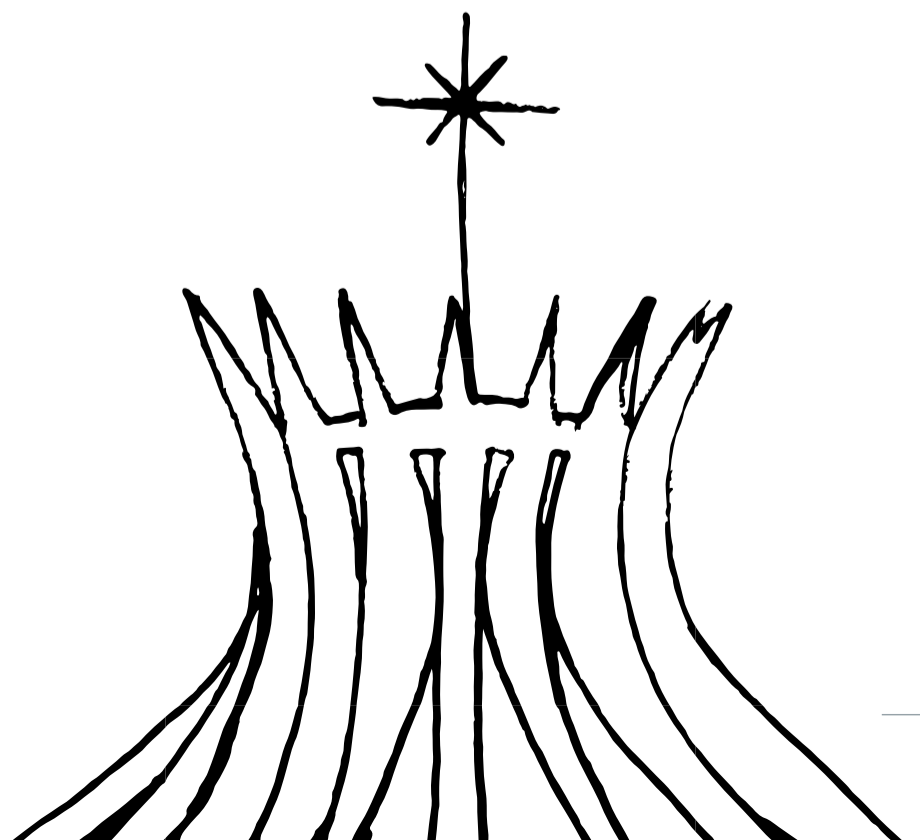
Due to cultural diversity and tourist potential -

Brasília has several tourist attractions, monuments of world recognition and itineraries that show an urbanistically different characteristic. Furthermore, it has natural exuberance in its surroundings and presents a great diversity of multicultural, religious and mystical aspects.



For its political importance and urban planning,

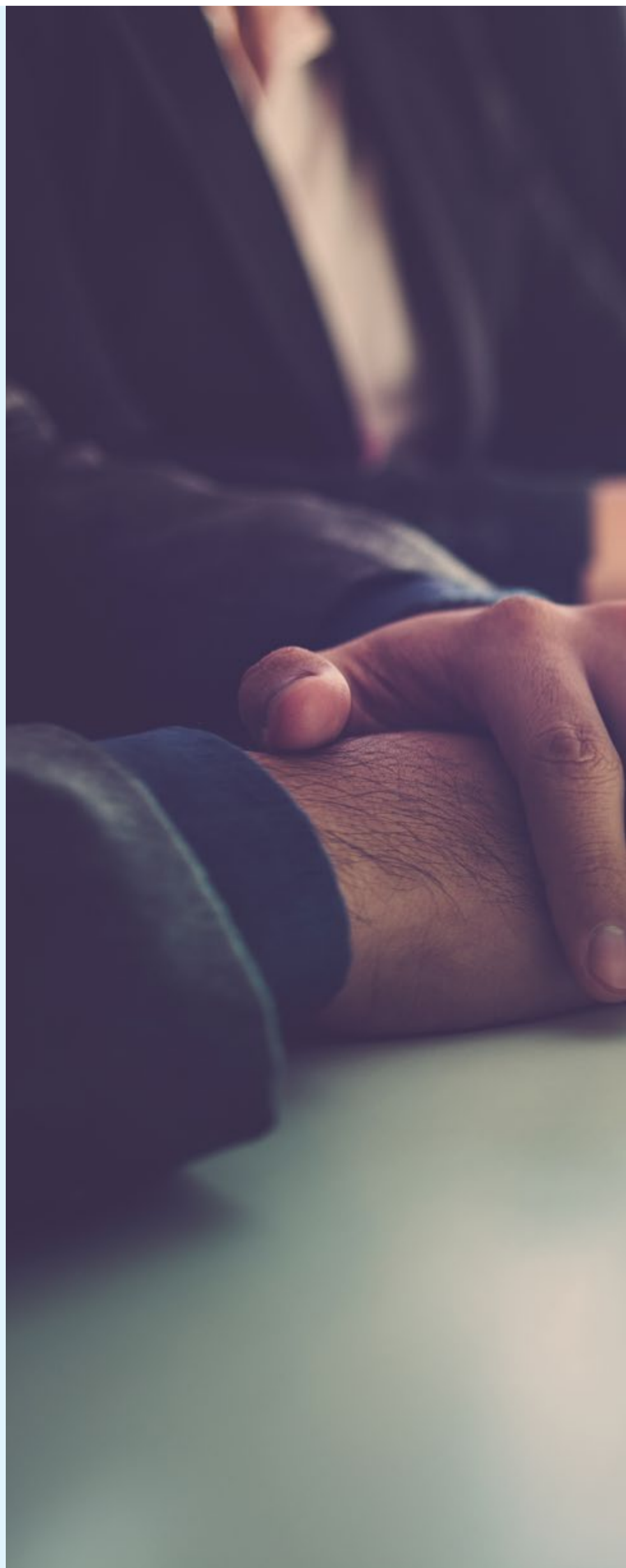
social and cultural characteristics, its location in the cradle of three major river basins of Brazil and for meeting all logistics and operational requirements to hold an event with the characteristics of the 8th Forum.



TARGET AUDIENCE

The latest editions of the World Water Forum in Daegu | Gyeongbuk, Istanbul and Marseille, had the participation of tenths of thousands of people from all over the world and different institutional settings. In 2018 in Brazil, in view of the growing planetary interest in water, it is estimated that approximately 25,000 people from the following representations will participate:

- a) professionals (engineers, scientists, researchers) in the water resources area;
- b) representatives of civil society (users, professional associations, indigenous peoples, women, youth);
- c) business leaders;
- d) legislators and decision makers (politicians, congress members, heads of government);
- e) journalists and communicators;
- f) representatives of the water sector;
- g) representatives from other sectors that has water as their main input;
- h) citizens.







SHARING *WATER*

The central theme of the 8th World Water Forum will be **"SHARING WATER"**.

The choice of this central theme reflects the essence and the spirit that should guide the event itself, as well as its preparations and, especially, gains and results.

In its origin, this general theme points to ideas of sharing, balancing, and cooperating. Brazilian proposal for 2018 suggests "sharing water" in the technical, political and institutional context, sharing ideas among civil society, sharing good practices and solutions, sharing benefits for water use and, more generally and broadly, sharing actions among nations.

In the case of water, an essential resource for mankind, for the balance of the planet's

ecosystems and development of nations, the proposal for the thematic structuring of the 8th Forum will also take into account the global relevance of water and its connections at regional, national and local levels.

Sharing experiences aims at preventing continental or regional positions and seeks, as a priority, the exchange of experiences in a global context.

The Brazilian proposal indicates some issues of global interest related to water that must be present on the discussions agenda at that time, always in the context of "sharing water benefits":

- **Water governance in national and international scenarios**
- **Climate change and water resources**
- **Reuse and rational use of water**
- **Water and energy**
- **Water and sanitation**
- **Water and food safety**



In structural terms, the 8th Forum will include the following basic components: Thematic Program, Regional Program, Political Program, Sustainability Forum, Citizen Forum and Trade Fair and Exhibition. Some of the characteristics of each can be summarized as follows:

Thematic Program

Conducting structure of the thematic programming proposed for 2018 will be anchored on issues related to sharing benefits for water, inducing the exchange of solutions and good practices, and, on a broader horizon, cooperation between countries and institutions in different aspects that constitute the water agenda on the planet.

Regional Program

Demands and specificities of the various regions of the world should be explored for further presentation and discussion at global level in the event, allowing identification of convergences and asymmetries and providing better and fairer definition of results and recommendations.

Therefore, it is essential that regional processes, continental or country grouping, are carried out with the participation of key institutions and local leaders, so that the demands, wishes and local needs are reflected in the decisions and recommendations of the meeting.

Political Program

It is expected a broad discussion among the different political segments affecting the water sector, which will join the political and ministerial representation of the participating countries. This political forum will be essential, in order that recommendations of the 8th Forum can be more quickly legalized and internalized in public policies and executive actions in those countries, including the recommendations of regional nature.

Sustainability Forum

The holding of Sustainability Forum is an innovative element in the agenda of the main event and aims to bring reflections from different institutional sectors on the theme of water and its social, economic and environmental importance.



The objective is discussing the subject of water from the perspective of sustainability of this resource in a way that broadens the institutional spectrum present in similar forums and includes, as a priority, young people, students, and representatives of civil society from different backgrounds, media, businessmen and other stakeholders.

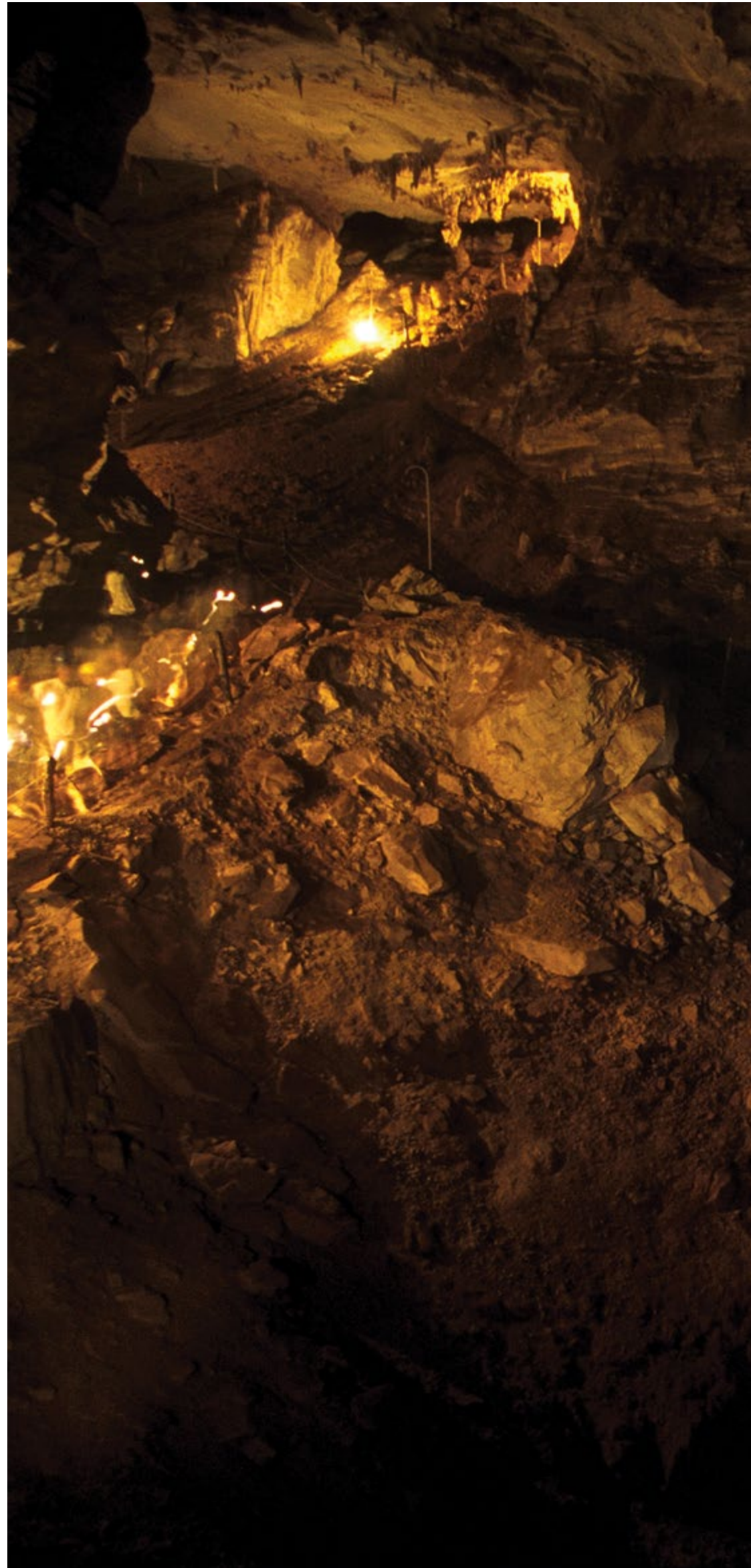
The programmatic structuring of this forum will consider the discussion of the central issue of water in the light of the three pillars of sustainability - social, economic and environmental.

Citizen Forum

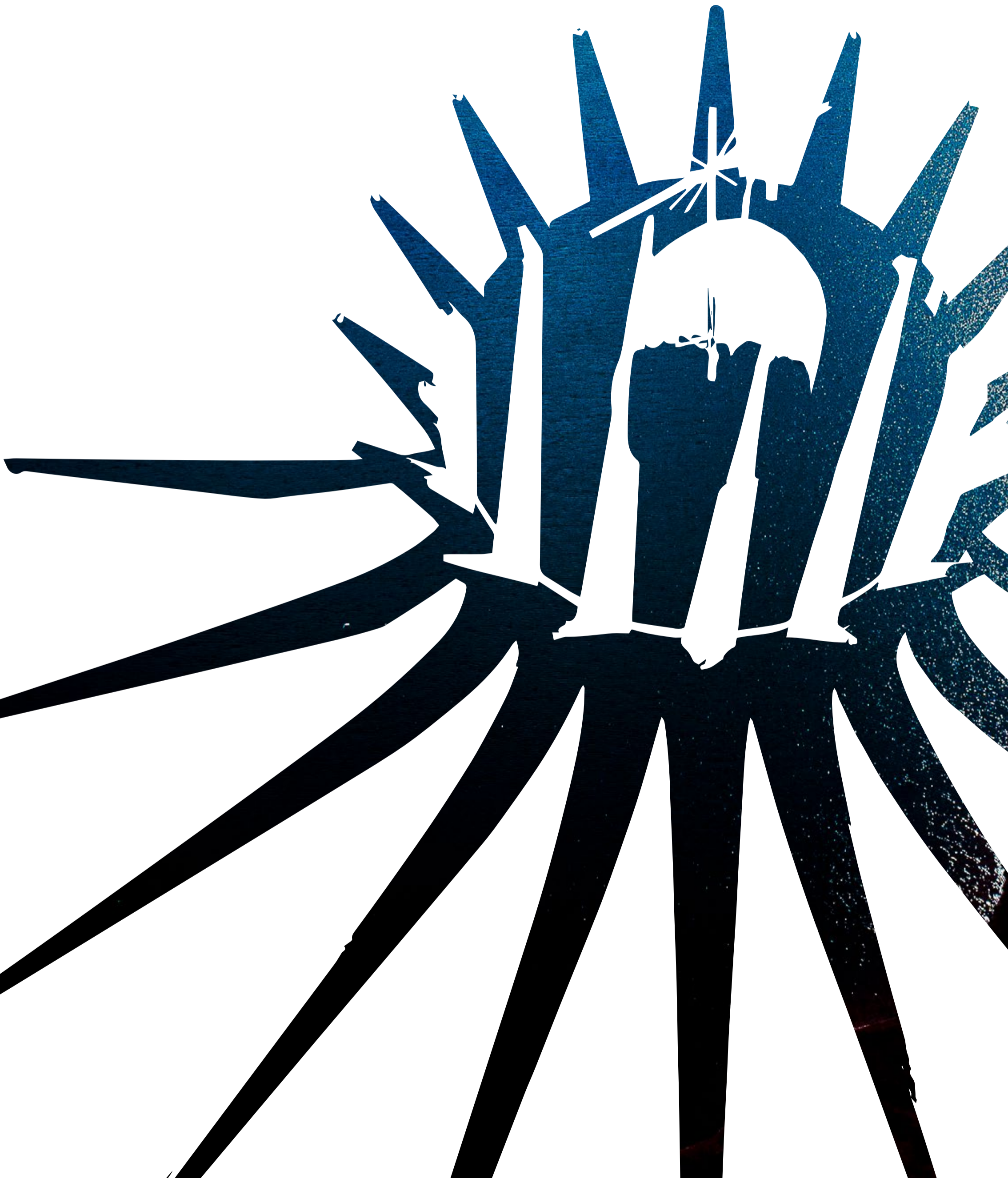
The participation of citizens in world water forums has grown in every edition, attracting people from all over the planet. This is justified by the increasing participation of civil society in committees, representatives from basin agencies, theme-specific congresses and / or in major world environmental meetings, in which an important agenda is related to water resources.

Expo and Fair

The Expo and Fair in world forum have become one of the highlights of the event, both in terms of institutional representation and public participation.









DATE
AND
VENUE

March 18 to 23, 2018
Brasília – DF – BRAZIL

THE VENUES FOR THE EVENT

Ulysses Guimarães Convention Center

Area: 54 thousand sq.m.

It is the space that will house technical, political and ministerial sessions. It was built in 2005 and is located in the central region of Brasília. It has a built-up area of 54 thousand sq.m, with five auditoriums and 13 modular rooms that allow various combinations. The Center also has an exhibition pavilion with 11,900 sq.m..



National Stadium of Brasília

Area: 200 thousand sq.m.

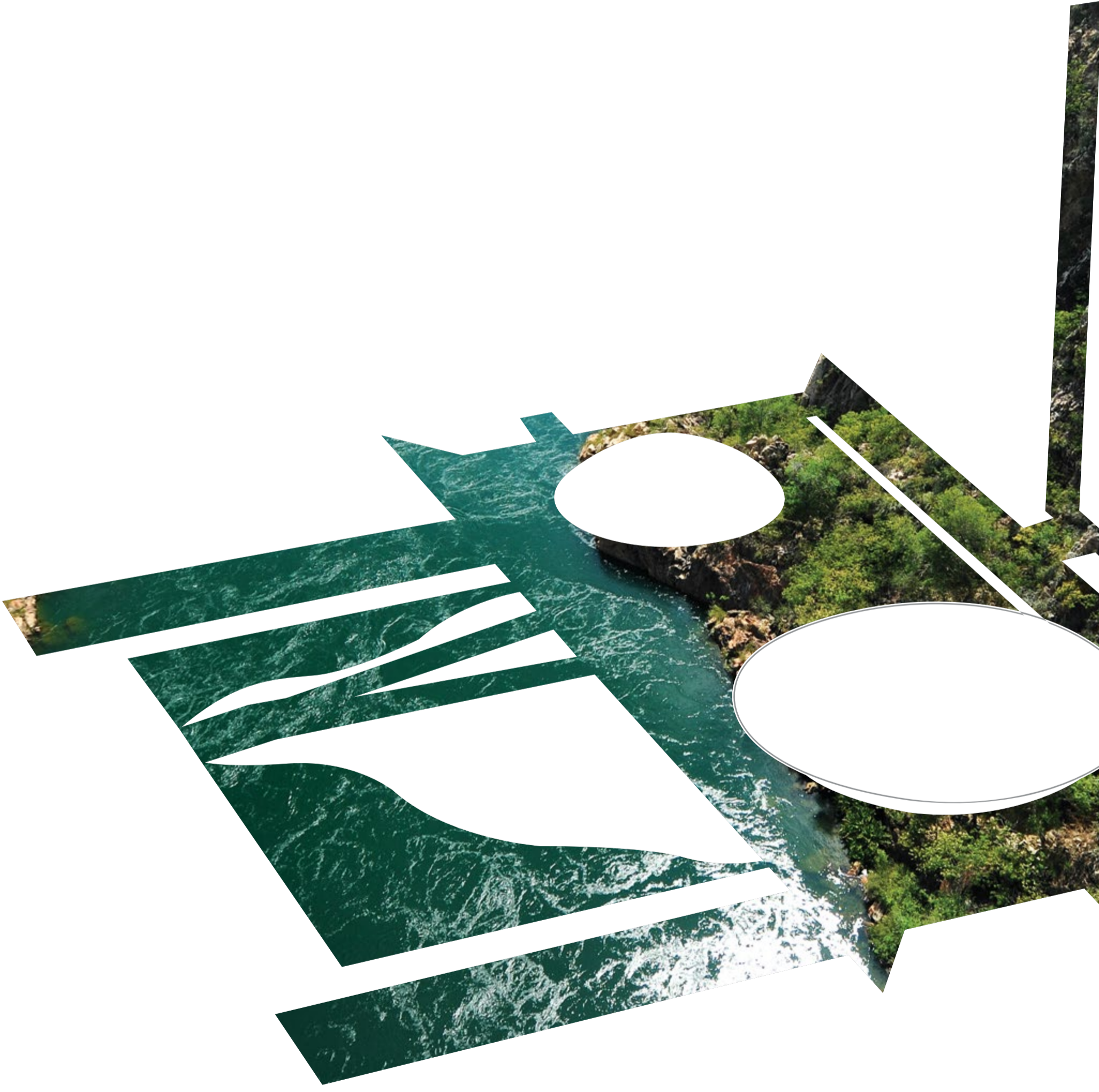
The National Stadium of Brasília is located about 500 meters from the Ulysses Guimarães Convention Center. It was conceived based on the concept of multipurpose arena and will be the venue housing the Expo and Fair. One of the highlights of its project is the concern for environment, including minimizing energy consumption, reusing water, using certified or recycled materials in construction and furniture, and low waste production, among other sustainability items.







Aerial view of the central region of Brasília





OPPORTUNITIES FOR PARTICIPATION

The participation of all public and private institutions in the biggest EVENT related to the theme of WATER in the WORLD, which will be unprecedentedly held in Brazil, will make it a frequent topic for everyone worldwide.

Sponsoring the 8th World Water Forum means being recognized as a world leader in the water sector, and doing networking with other corporations, organizations and individuals.

If your challenge is to increase the relevance and global presence of your company, demonstrating the value you give to this important resource, presenting projects developed and / or products and services related to WATER, you certainly need to attend the **8th World Water Forum**.

BENEFITS**VIP LEVEL PROTOCOL**

Partners Lounge

VIP Reception at the event

Opportunity to speak in the schedule grid

OPPORTUNITY TO PARTICIPATE

Exhibition Space - no assembly included

PREMIUM PASS (VIP seats)

FORUM PASS - Registration (Forum, Expo and Fair access)

EXPO AND FAIR PASS

PROMOTIONAL OPPORTUNITY

Mention of thanks at official opening of events

Ad in final Program

Use of the 8th World Water Forum Official Logo, according to pre-established rules and approval of the 8th Forum Secretariat

Direct Marketing - Gifts in participants' bags (maximum number of items)

EXHIBITION OF THE SPONSOR´S BRAND

Logo Exposure on Entrance Gate

Logo Exhibit on signage banner in event space

Logo Exhibit on promotional display in the Lounge

Logo Presentation on promotional display in Press Room

Logo Presentation on support material delivered to participants inside their bags

OPPORTUNITIES FOR DIGITAL MEDIA

Logo Exhibit on the event official website

Logo presentation in the event official app

Ad on 8th Forum official app

Institutional Video - maximum of 30 seconds, displayed on screens and panels scattered all over the event (number of times a day)

R\$ means "Reais" that is the brazilian local currency. On April 20th, 2017 € 1,00 = R\$ 3,37



R\$ 3.500.000,00



R\$ 1.750.000,00



R\$ 1.225.000,00



R\$ 525.000,00

Platinum

Gold

Silver

Bronze

Yes

Yes

No

No

Yes

Yes

No

No

Yes

No

No

No

198m²

144m²

99m²

18m²

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8

6

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Yes

Yes

2 pages.

1 page.

1/2 page.

1/4 page.

Yes

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Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

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Yes

Yes

No

No

16

12

8

4

EXPO AND FAIR

As an essential part of the Forum, the EXPO and FAIR will be held at the National Stadium of Brasília, which covers an area of 200,000 square meters, located about 500 meters from the Ulysses Guimarães Convention Center.

Exhibition Rates

	Early Bird (Until 31 st , October, 2017)	Regular Rates (After 01 st , November, 2017)
≥ 144 m ²	R\$ 1.000,00	R\$ 1.200,00
< 144 m ²	R\$ 1.150,00	R\$ 1.380,00

Your booth reservation includes:

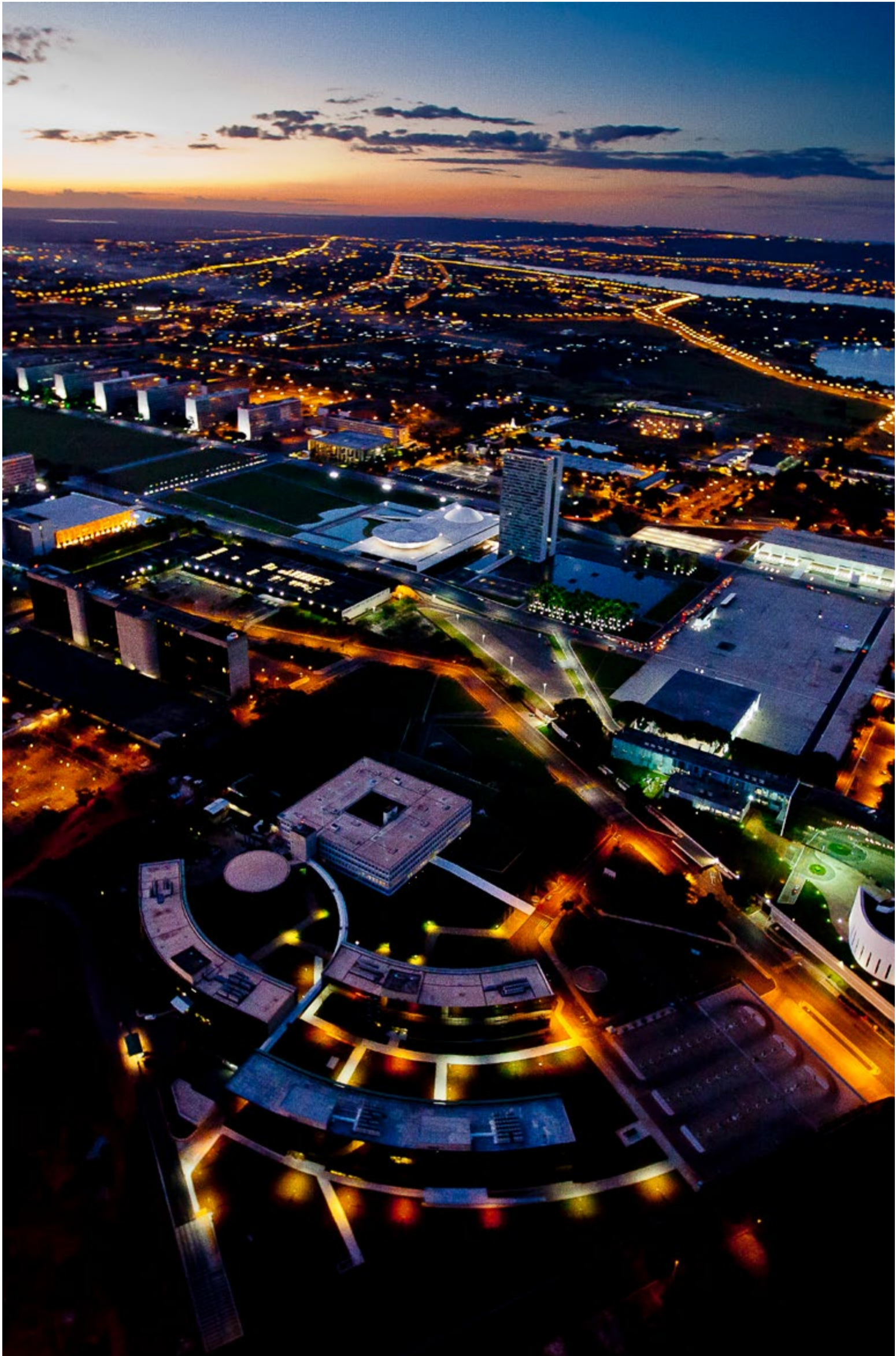
- 1 exhibitor badge for every 3 square meters booked, giving access to the exhibition halls only.
- 1 forum badge to access the entire forum for every 9 square meters booked, up to 54 square meters, thus 6 Forum badges.

Should you wish to get a fitted booth, you may order an additional equipment and furniture via the Executive Secretariat of the 8th World Water Forum.

OTHER INVESTMENT OPPORTUNITIES

Investments above the Platinum quota or below the Bronze quota can be negotiated with specific benefits directly with the 8th World Water Forum Secretariat.

Activation of your brand on the 8th World Water Forum and co-promotion of cultural and social events, among other opportunities, may also be object of investment. Please contact us !







Organization

MINISTRY OF THE ENVIRONMENT



Support



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