



Second
Announcement

2 - 4 December 2009
Suntec Singapore
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Creating the Blueprint for a Sustainable Sanitation Marketplace



Organised by



In Partnership with



Local Partner



Supported by



Held in



United Nations Economic and Social Commission
for Asia and the Pacific

Invest in Knowledge for Sustainable Sanitation

World Toilet Summit & Expo (WTSE) 2009 will focus on 'Creating the Blueprint for a Sustainable Sanitation Marketplace', where we will engage all players in the global sanitation community to adopt a collaborative and synergistic approach and share their experiences and successes.

Various players and stakeholders in the sanitation market: suppliers, manufacturers, distributors, service providers, promoters, financiers, and policy makers, can become vital parts of the 'Blueprint' to create a sustainable sanitation marketplace through:

- Creating demand for sustainable solutions
- Developing appropriate design and technology to ensure sustainability
- Scaling up these solutions through creative financing mechanisms

Take part in the only dedicated conference for the sustainable sanitation marketplace.

Summit Programme

A comprehensive three-day programme has been developed to address the fundamentals of creating a blueprint for a sustainable sanitation marketplace. The breakout sessions will provide the relevant perspectives for both urban and rural practitioners, while corporate participants will also benefit from the insights derived from the Design Workshop, Global Toilet Standards and Financing Solutions sessions.

Day One, 2 December 2009	
AM	Welcome Address Jack Sim, Founder, World Toilet Organization, Singapore
	Opening Address Lim Swee Say, Minister, Prime Minister's Office, Singapore
	Keynote Address 1 Arjun Thapan, Director General, Asian Development Bank, Southeast Asia Department, Philippines
	Keynote Address 2 Prof Tommy Koh, Chairman, Asia-Pacific Water Forum, Asia-Pacific
Opening Ceremony	Tour of Expo
	Tea-break
	World Sanitation Financing Facility Jon Lane, Executive Director, Water Supply and Sanitation Collaborative Council, Switzerland
	Future of Sanitation Dr Bindeshwar Pathak, Founder, Sulabh International, India
PM	Lunch
	Communication for Sanitation Development (led by Water Supply and Sanitation Collaborative Council, WSSCC)
	Tea-break
	Sanitation Marketing Networking Dinner

Day Two, 3 December 2009		
AM	Standards & Policies (led by International Code Council, ICC)	School Sanitation
	Tea-break	
Design Workshop	Design & Technology for Built Environment: Designs for a Sustainable Future	Design & Technology for Developing Cities: Designs for a Sustainable Future
	Lunch	
PM	Design & Technology for Built Environment: Designs for Social Impact	Design & Technology for Developing Cities: Designs for Social Impact
	Technical Visit	
End of Day 2		

Day Three, 4 December 2009	
AM	Financing Sanitation (led by Asian Development Bank, ADB)
	Tea-break
PM	Social Entrepreneurship : A Sanitation Economy
	Lunch
	Real Corporate Citizenship
	Closing Ceremony End of Summit

* The organiser reserves the right to cancel or alter the content and timing of this programme. For latest updates, visit www.worldtoiletevents.com.





Hear from our speakers and partners...



Arjun Thapan
Director General,
Southeast Asia
Department, ADB

"Asian Development Bank (ADB) is committed to our partnership with the World Toilet Organization and the WTSE series. The strategic direction and upcoming agenda of the WTSE series, are complementary with ADB's Strategy 2020, a long-term framework which comprises inclusive growth, environmentally sustainable growth, and regional integration. With this partnership, we will add more focus to the sanitation issues plaguing poorer Asian economies, and help reduce poverty and improve the quality of life of the people."



Tan Puay Hoon
President, RAS

"Restroom Association (Singapore) (RAS) launched the LOO - Let's Observe Ourselves - campaign, in conjunction with World Toilet Day, to achieve its 2010 goal of sprucing up 70% of local public toilets to a minimum 3-star Happy Toilet rating."

RAS is initiating the LOO Awards to acknowledge organisations and individuals who have contributed to help Singapore achieve a world-recognised standard of restroom cleanliness. The awards ceremony will be held at WTSE 2009.

RAS is proud to be the local partner for this annual event and will be working closely with the organisers to promote best practices in cleanliness, design and maintenance of public toilets and review our local standards."



Jon Lane
Executive Director,
WSSCC

"Demand-driven approaches are the future of sanitation, and WTSE 2009's focus on the bottom-of-the-pyramid is right and proper. It will help all of us in the field to create, sustain and meet demand for a market of some 2.5 billion people."

According to the Water Supply and Sanitation Collaborative Council (WSSCC), sanitation work is changing. We have realised that while the engineers and bureaucrats want better public health, the members of the public themselves want privacy, convenience, safety and status, and the politicians want economic development. So the overall strategy is clear: to change sanitation from a minor government-managed, supply-driven development sector activity into a regular, vibrant and market-led field of human activity."

Why You Should Attend

- Get updates on the latest trends and technology affecting the sustainable sanitation marketplace
- Network and create partnerships with commercial, government and non-government groups all at one location
- Learn about new technologies and products at the complementary Expo featuring sanitation-related products and services

Delegate Profile

- Academia
- Architectural and Design Firms
- Builders and Contractors
- Corporations
- Media
- Non-Government Organisations
- Official Government Representatives
- Property Developers
- United Nations Agencies

Registration

Conference Fee	S\$799
Early Bird (payment and registration received by 28 August 2009)	S\$599
WTO Members and Students	S\$499



Register today at www.worldtoiletevents.com

A Dedicated Platform for the Sanitation and Cleaning Market

WTSE 2009 provides the most relevant showcase for sanitation solutions targeting the rural and urban sectors. Coupled with the summit, the expo is the platform to network and understand the demands of your potential market at one event.

For the first time, the Expo will co-locate with Pulire Asia Cleaning Solutions Expo attracting more trade visitors from both the sanitation and professional cleaning industries. Meet your target audience at this unique 2-in-1 platform.



Exhibit Profile

- Sanitary Ware & Fittings
- Facility Management
- Cleaning & Maintenance
- Air Quality Management
- Mobile Toilets
- Design & Systems
- Sewerage Management
- Waste & Water Treatment
- Other Related Services

Sponsorship Opportunities

Position your organisation as an industry leader and optimise your marketing budget with our targeted sponsorship plans. Different levels of sponsorship opportunities are available and tailored to meet your organisation's demands and needs.

	Your Investment	Early Bird/Loyalty Rate* (Exhibit Space Contract received by 28 August 2009)
Gold Sponsor	S\$7,800	S\$7,000
Silver Sponsor	S\$6,800	S\$6,200
Basic Package	S\$5,400	S\$4,900

*Qualification for Loyalty Programme

Exhibitor must have participated in either WTS or WTEF for two consecutive years to be eligible.

Basic Package includes

- 12sqm standard shell scheme booth
- Discounted rates for Summit registrations at S\$599 per delegate
- 2 VIP invitations to Official Opening and Networking Dinner
- Listing in show directory

Past exhibitors include

American Standard ■ ADCO Asia Holdings Limited ■ Armal Shanghai Co., Ltd ■ Bio-Treat Technology Ltd ■ Bolliya Plastic-Aluminum Composite Panel Co., Ltd. ■ CEMAC (Hong Kong) Ltd ■ China Building Materials ■ COTTO ■ Desert Cube Waterless Urinal Systems ■ Ferno Industries Sdn Bhd ■ Five Peaks Technology ■ Foshan Jinhai-Huihuang Stainless Steel Co., Ltd. ■ Foshan Nanhai Shenghua Ceramics Co., Ltd. ■ Geberit International AG ■ Geberit Shanghai Trading Co., Ltd ■ Global Fliegenschmidt GmbH ■ Global Sanitation Solutions ■ Guangzhou Goodsense Decorative Building Material Co., Ltd. ■ Hagleitner Hygiene International Ltd ■ Hedgco Enterprise Holding Limited ■ Ideal Living Designs ■ Initial Hygiene ■ ITA A-One Aluminium & Glass (Thailand) Co., Ltd. ■ JECKIDA (USA) ■ Jets As ■ Jinghui Co., Ltd ■ Jingshan Ceramics Industry Co., Ltd. ■ Kimberly-Clark ■ Lanfield Development Co., Ltd ■ Lien Aid ■ Mitsubishi Electric Kang Yong Wattana Co., Ltd. ■ NCM Co., Ltd ■ Nozomi Marketing (M) S/B ■ Pacific Waste Technologies Pty Ltd o PolyPortables, Inc. ■ Polypipe Bathroom + Kitchen Products Ltd ■ Polypipe UK ■ POOKOO Industrial Co., Ltd. ■ Portable Sanitation Association International (PSAI) ■ Property Care Services (Thailand) Ltd. ■ Rentokil Initial ■ Sanko Progress Corporation ■ SanLe (Hong Kong) International Industrial Ltd. ■ Santoemma S.r.l. o Satellite Industries Inc. ■ SCA Asia Pacific ■ SEBACH ■ Shanghai Formica Decorative Material Co., Ltd ■ Shanghai Miyako Co., Ltd ■ Soehner Kunststofftechnik GmbH ■ Sporttler Limited ■ Stroeer Out-of-Home Media ■ Taizhou Aifeiling Sanitaryware Industry Co., Ltd. ■ Tangshan Huida Ceramic Group Co., Ltd ■ TCB Exhibition Co., Ltd. ■ TOTO ■ VIDA International Inc ■ Welcraft Products Co., Ltd. ■ Xiamen Nison Plastic Inc

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