



FOR IMMEDIATE RELEASE

Saudi Water and Power Forum Announces 2010 Focus: Sustainable prosperity through knowledge, innovation and cooperation

The Ministry of Water and Electricity confirms its support for SWPF 2010 Forum and its role as a Catalyst for Growth and Innovation

His Excellency Abdullah Al-Hussayen, Minister of Water & Electricity on SWPF:

“As it grows in stature each year, SWPF plays a key role in uniting Saudi and International stakeholders to discuss the policies and strategies, which will determine the future of Power and Water in Saudi Arabia. At SWPF 2010 we look forward to the next generation of development and focus on how we can adapt to the changing market and achieve sustainable prosperity through knowledge, innovation and cooperation”

Programme topics include:

- Policies, projects & prospects for a sustainable future
- Initiatives to support innovation
- Realising the potential of technology
- Renewable energy opportunities and solutions
- Energy conservation and demand management
- Water resource management
- Financial tools for technology development
- Produced water: waste or resource?
- Consumer relations

Keynote speakers just announced include:

H.R.H. Prince Khalid Bin Faisal Bin Abdulaziz, Governor of the Makkah Region

H.E. Abdullah Al-Hussayen, Minister of Water & Electricity

H.E. Dr Hashim Abdullah Yamani, Governor, **King Abdullah City for Atomic & Renewable Energy (KACARE)**

H.E. Dr Mahmoud Abu-Zeid, President, **Arab Water Council & Former Minister of Water Resources & Irrigation, Egypt**

Steve Bolze, President & CEO, Power & Water, **GE**

Mohammad Abunayyan, Chairman, **Acwa Power International**

H.R.H. Prince Dr Turki bin Saud bin Mohammad Al Saud, Vice President, **KACST**

Loay Al-Musallam, CEO, **National Water Company**

H.E. Fehied Fahad AlShareef, Governor, **SWCC**

SWPF highlights:

- 3 day international exhibition
- 3 day strategic forum
- Award gala dinner
- KAUST site visit
- NWC water day
- Technical workshops

For 2010, SWPF also has another new partnership to announce with Al Aghar, an independent non-profit think tank in the Kingdom. This partnership will result in a study with recommendations on how the Kingdom of Saudi Arabia can become a leader for knowledge and innovation in power, water and renewable energy.

Note to editors:

- Saudi Water and Power Forum 2-6 October, Jeddah Hilton, KSA www.ksawpf.com



- Contact rtopp@thecwcgroup.com + 44 20 7978 0081
- Source for the Ministers' quotes are taken [from a letter written in support of SWPF](#)
- SWPF is organised by the CWC Group and the Bushnak Academy

The CWC Group are renowned world experts in oil, gas, power, infrastructure and investment sectors, particularly in emerging markets. We have a wealth of knowledge, offering top-level strategic events around the world. We work closely with many governments, NOCs and international corporations to highlight the key issues and challenges facing the global energy industry. The Group operates globally and over the past 13 years, our gatherings have become widely acknowledged within the energy community for their quality, prestigious level of government officials and senior corporate delegation.

Bushnak Academy organises specialised seminars, intensive courses and workshops in Jeddah, Saudi Arabia and throughout the Gulf region. We facilitate courses in professional development and continuing education in the fields of Water, Energy, Environment, and Business. We provide professional training Specifically tailored to the needs of your organization. In cooperation with our partners in the region, we can arrange for quality seminars and technical workshops at your local headquarters or on the work site. Our training courses are led by instructors with extensive experience in their field. Well-qualified and possessing solid credentials, these instructors are our most valuable resource. Some have worked in the water and energy sector for many years and have a thorough knowledge of their industry and its demands. Others are recognized internationally for their achievements and scholarship.