



Business of Water in INDIA: Building Sustainable Growth

India's water market is one of the largest in the world. Industry sources value it at more than US\$4 billion, with approximately one-third for water provisioning, one-third for municipal water treatment and one-third for industrial water treatment. The overall annual growth rate is 15 to 20 per cent, with the drinking-water and industrial segments growing even more rapidly. India's urban water demand is expected to double, and its industrial demand to triple, by 2025.

Despite a booming economy and advanced technological capabilities, India struggles to meet its water needs. Almost a tenth of its rural population has no access to safe drinking water, which is an issue even in some urban, middle-class areas. It has been estimated that by 2025, the demand for water will have reached 1,050 cubic kilometres a year, but supply will only be 700 cubic kilometres. In view of this looming water crisis that presents both a challenge and an opportunity for water companies, the **India Business Forum** was conceived to assume a pivotal role in the search for sustainable water solutions which will be invaluable to incumbents and newcomers in the water sector in India.

The India Business Forum is a unique, business-centred partnership event of PUB Singapore and the Confederation of Indian Industry (CII). Inaugurated in June 2008, this forum serves as an imperative platform to catalyse water infrastructure developments in India through Private-Public-Partnership business framework, where the public and private stakeholders strive strategically towards the promotion of corporate best practice in water management, profiling innovative technologies, broadening business engagement in community water projects, and facilitation of discussions among businesses, governments, communities and NGOs (Non-Government Organization) to build common approaches to India water management challenges. Opportunistic water projects will also be featured and discussed at the forum to effectively match-make water solution providers with the respective infrastructure development owners.



A distinguished panel of top brass from the government and water industry will be present to share their experiential learning, industry best practices and a myriad of water business opportunities that are burgeoning as India readies for a sterling hosting of the Commonwealth Game in year 2010.

Our forum participants, mainly industry magnates and key decision makers of companies, including top brass from governments with a vested interest in the water sector will be invited to network exclusively at the India Business Forum; more importantly to focus on ways to discover and formalize cardinal risk mitigation strategies to bolster the water supply chain in India.

Please visit our official website at www.siww.com.sg for more updates.



India Business Forum is proudly brought to you by:



Water for All: Conserve, Value, Enjoy

PUB is a statutory board under the Ministry of the Environment and Water resources. It is the national water agency, managing Singapore's water supply, water catchment and used water in an integrated way. PUB won the 2007 Stockholm Industry Water Award and was named Water Agency of the Year at the Global Water Awards 2006.

About PUB's tagline: **Water for All: Conserve, Value, Enjoy** PUB has ensured a diversified and sustainable supply of water in Singapore with the Four National Taps – Local catchment water, Imported Water, NEWater, and Desalinated water. To provide water for all, PUB calls on all Singaporeans to play our part to conserve water, keep our water catchments and waterways clean and build a relationship with water so we can enjoy our water resources. We can then have enough water for all uses – for industry, for living, for life.

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Confederation of Indian Industry

The **Confederation of Indian Industry (CII)** is a non-government, not-for-profit, industry-led and industry-managed organisation, playing a proactive role in India's development process. Founded over 113 years ago, India's premier business association has a direct membership of over 7,500 organisations from the private as well as public sectors and indirect membership of over 83,000 companies from various sectoral associations. A facilitator, CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business.

CII's theme '**India@75: The Emerging Agenda**' reflects its aspiring role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022. With 63 offices in India, 8 overseas in Australia, Austria, China, France, Japan, Singapore, UK, USA and institutional partnerships with 271 counterpart organisations in 100 countries, CII serves as a reference point for Indian industry and the international business community.

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