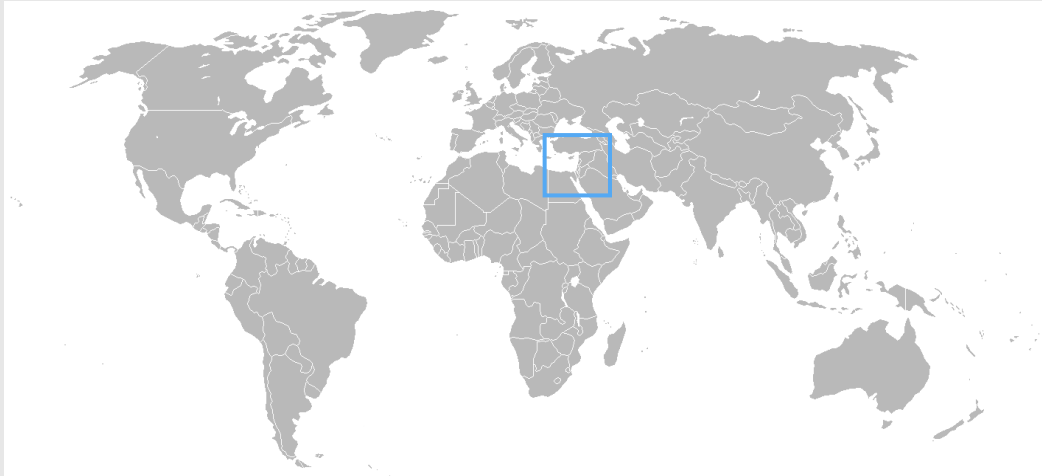


Israel's Water Sector Overview

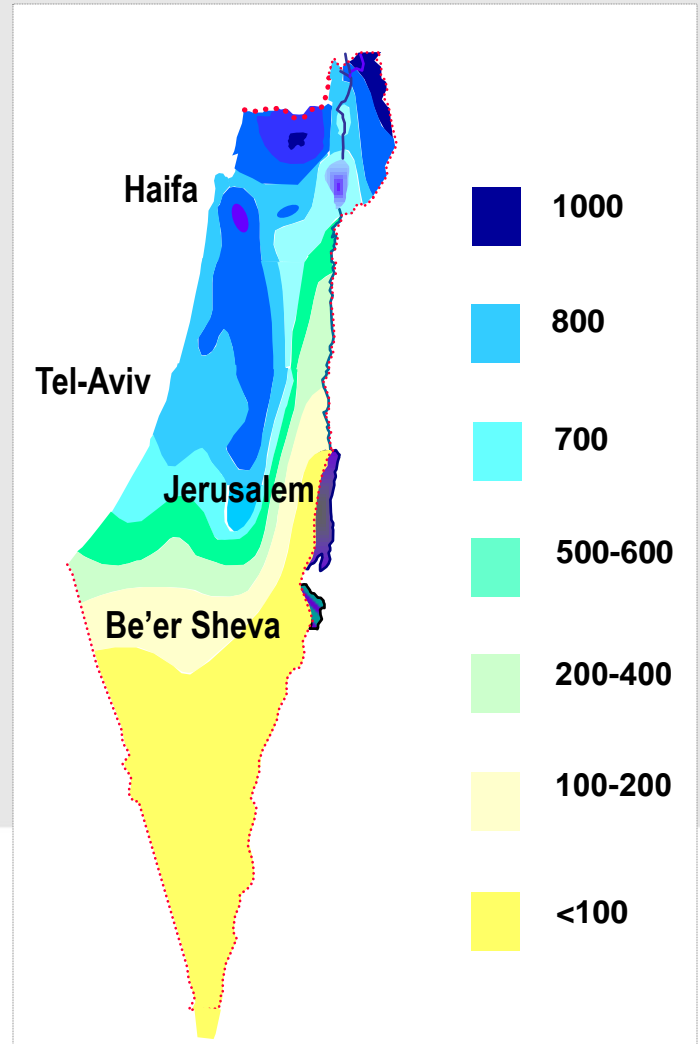


December 2010



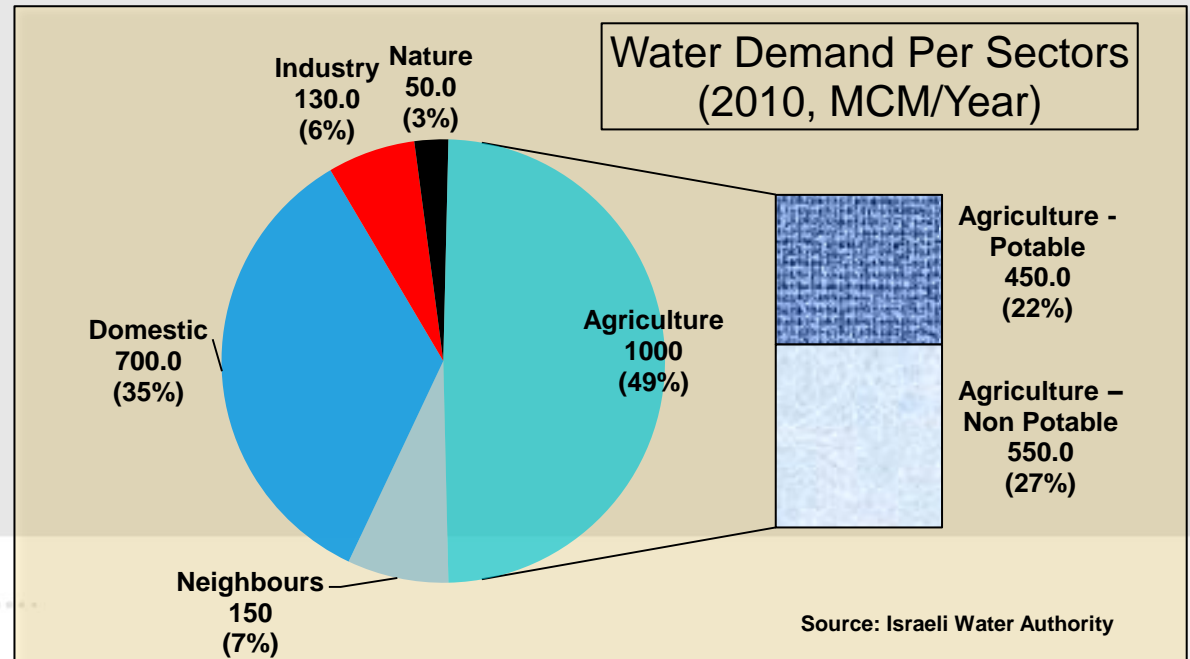
Area: 22,000 sqkm
Population: ~ 7.4 millions
GDP: \$201.0 Billion (2010 est.)

Main Cities: Jerusalem, Tel-Aviv, Haifa,
Be'er Sheva



- Natural water refill: 1 170 MCM (per year)
- Water consumption: 2 030 MCM (per year)

- Annual Shortage of over ~45%
- Daily Domestic Consumption Per Capita ~250 Liters



5 Elements:

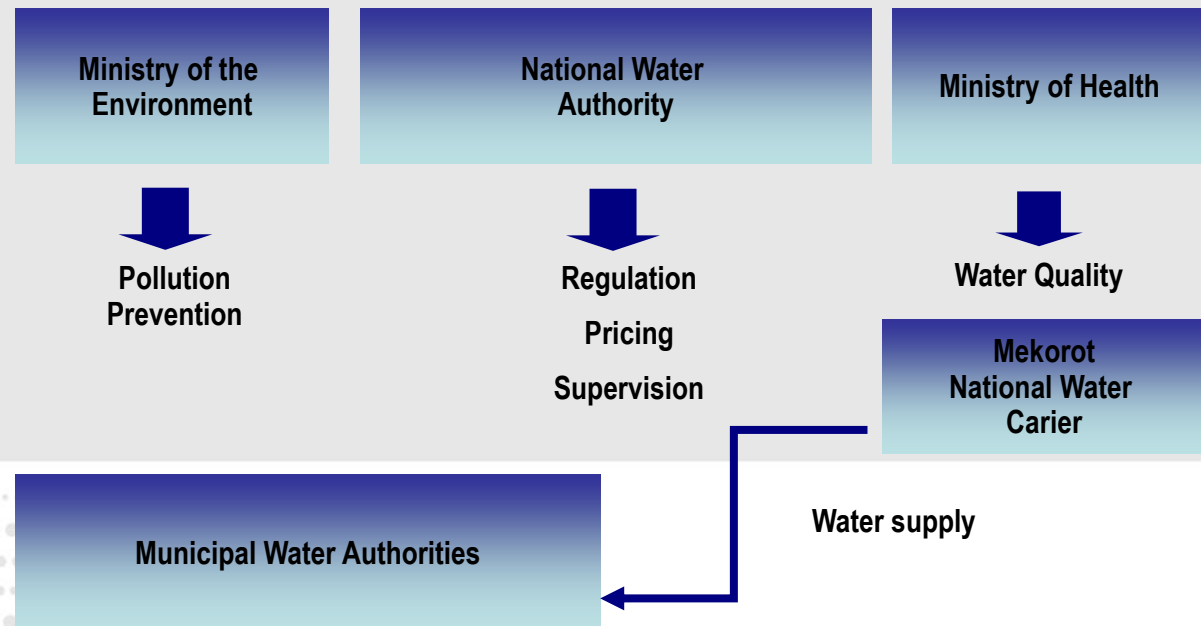
1. Clear Legal Framework
2. Integrated Water Management
3. Water Saving Society
4. Water Economy
5. Technology



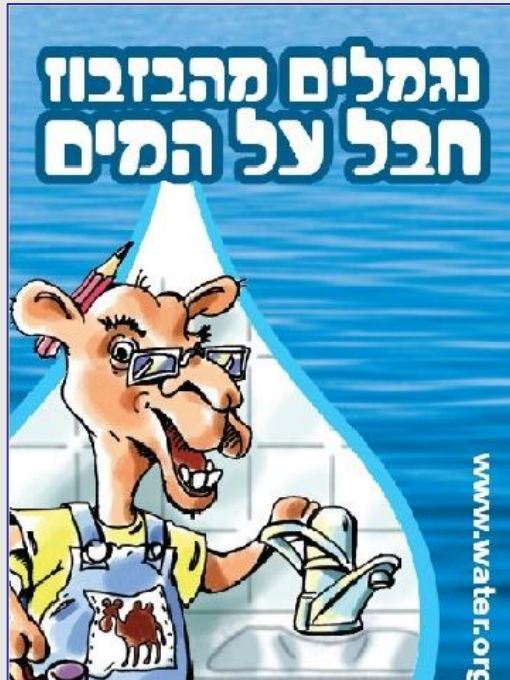
(1) Legal Framework and (2) National Integration

The Water Law 1959 – Legal Basis

- Water is owned by the public and managed by the Government
- Administrative control over all aspects of water use
(Consumption, Allocations, Productions, Pollution, Pricing...).



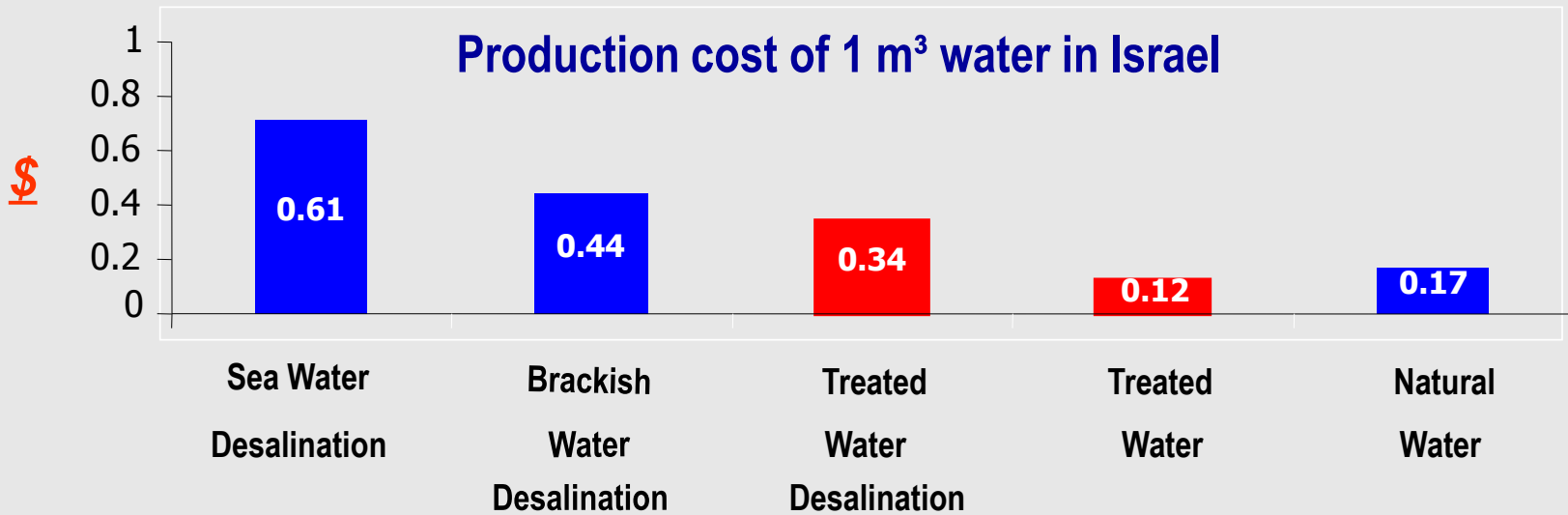
Advertisements



Water Authority Website

(4) Water Economy

Higher water costs caused by entry into the era of desalination requires a wise tariff policy



- Instructions concerning the duty to install **water saving fittings in buildings**-part of the planning and construction law (dual flush tanks, shower heads and taps equipped with economizers, etc)
- **Municipalities** are required that water loss in the system will not exceed 15%. NRW in **Israel is around only 12%**- half than the European average. In developing countries the loss often reaches over 30%.
- Water meters should be installed at all consumers facilities and replaced every 5 years.

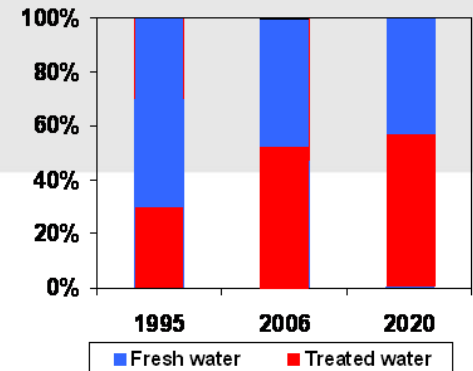


Annual sewage average:

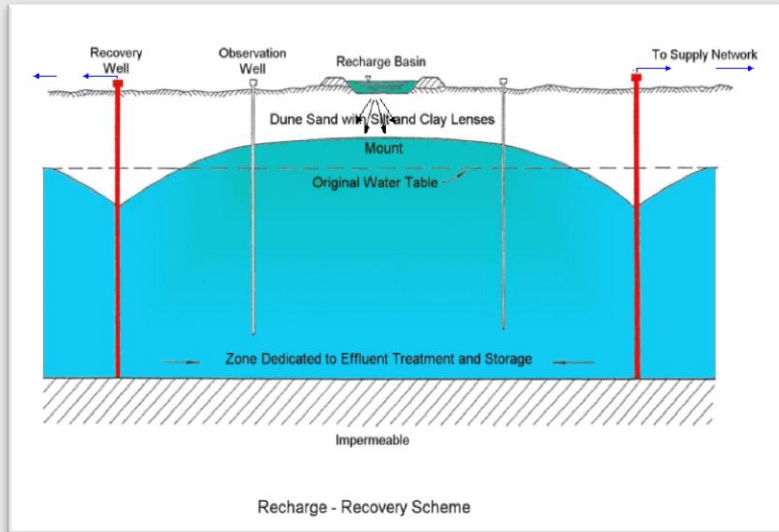
- 520 mcm per year
- 475 mcm is collected and treated (91%)
- 360 mcm is reclaimed for irrigation (75%)

The aim is to reach up to 500 mcm by 2015

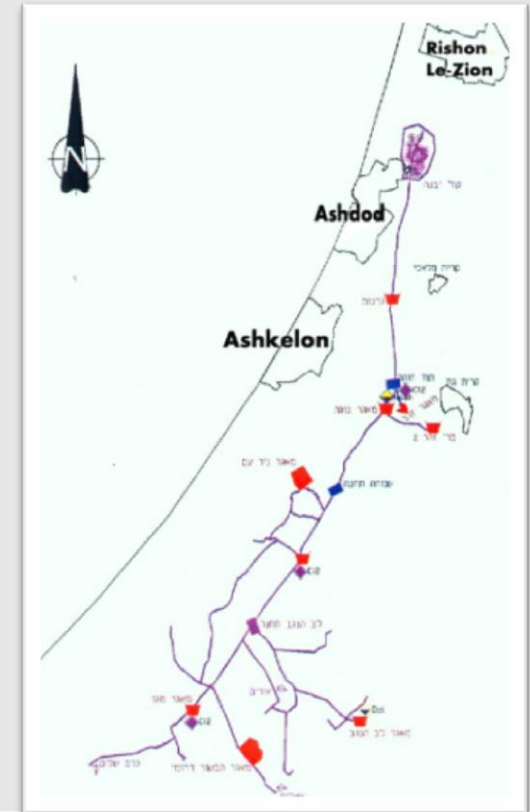
Israel has devoted numerous resources to the development of waste water treatment and reclamation, applying innovative secondary and tertiary treatment.



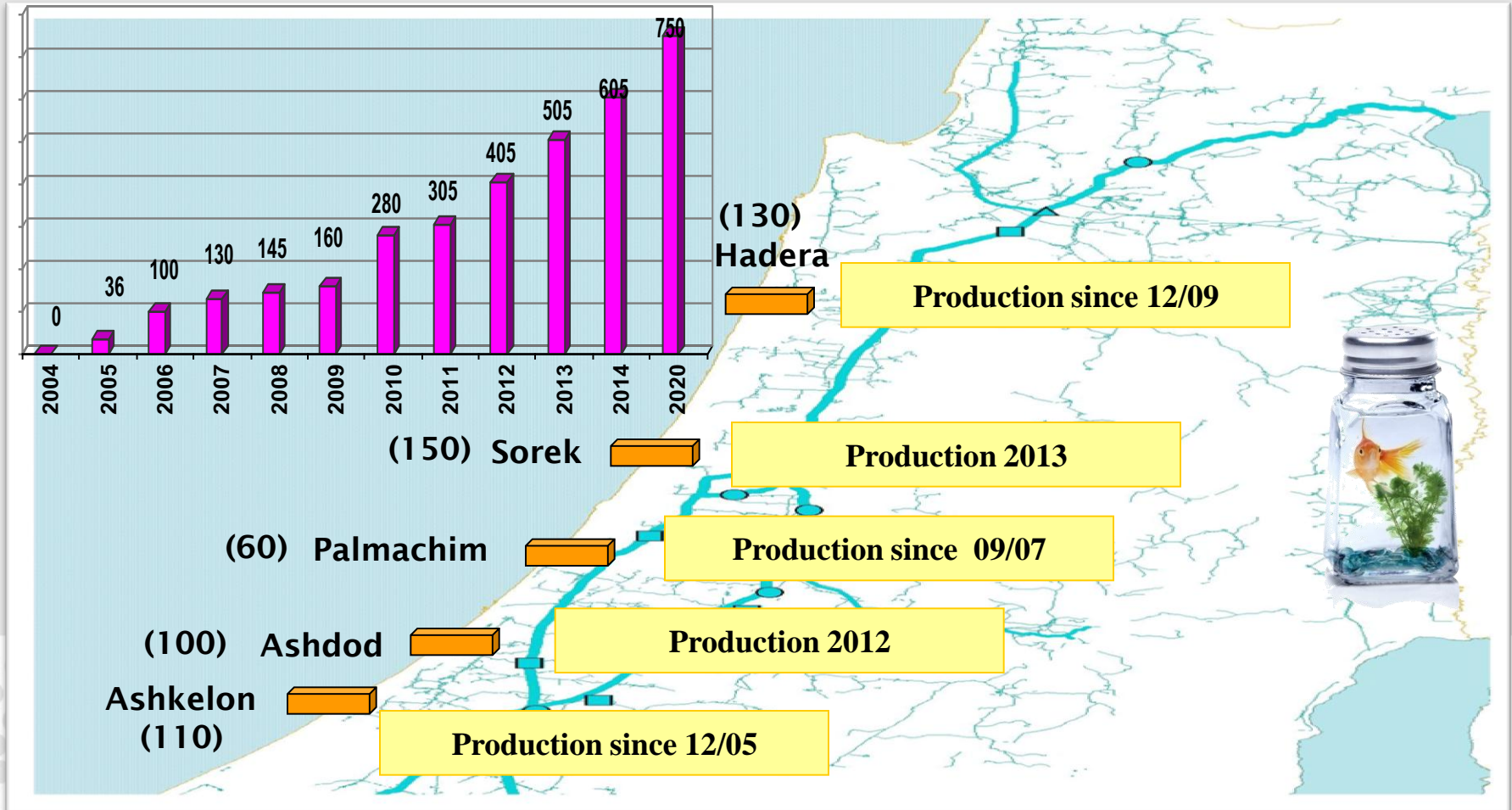
Dan Region WWTP



160 MCM/Y
transferred to
the south for
agriculture



In 2013, desalination plants will supply 70% of the domestic water consumption



Desalination Water Infrastructure Evolution

North to South (Present)



West to East (Future)



Desalination

Waste water treatment

Water management

Leakage and water loss

Analyzers and control systems

Metering and measurement

Irrigation

Filtration and valves

Water safety & security



Some Examples

Market Overview:

- Israeli companies hold 30% of the global market
- Global opportunity – Only 12% of the world irrigation is through drip irrigation
- More than 80% of Israel's irrigation production is Exported

Israeli Irrigation Control:

- Irrigation control systems: home and municipal gardening and agricultural purposes
- Advanced computerization of irrigation systems and sensors

Israeli Water Treatment Market:

50% of Israeli water companies are in the field of water purification and improvement

Israeli Specialties in Water Treatment:

- Ultra-violet light bulbs
- Electro-magnetic sensors
- Laser based analyzers
- UV light combined with bioluminescent bacteria
- Filters and membranes

Israeli Flow Control Market:

- There is a demand for 70 million water meters every year globally
- Innovative software and IT solutions for water mgmt.

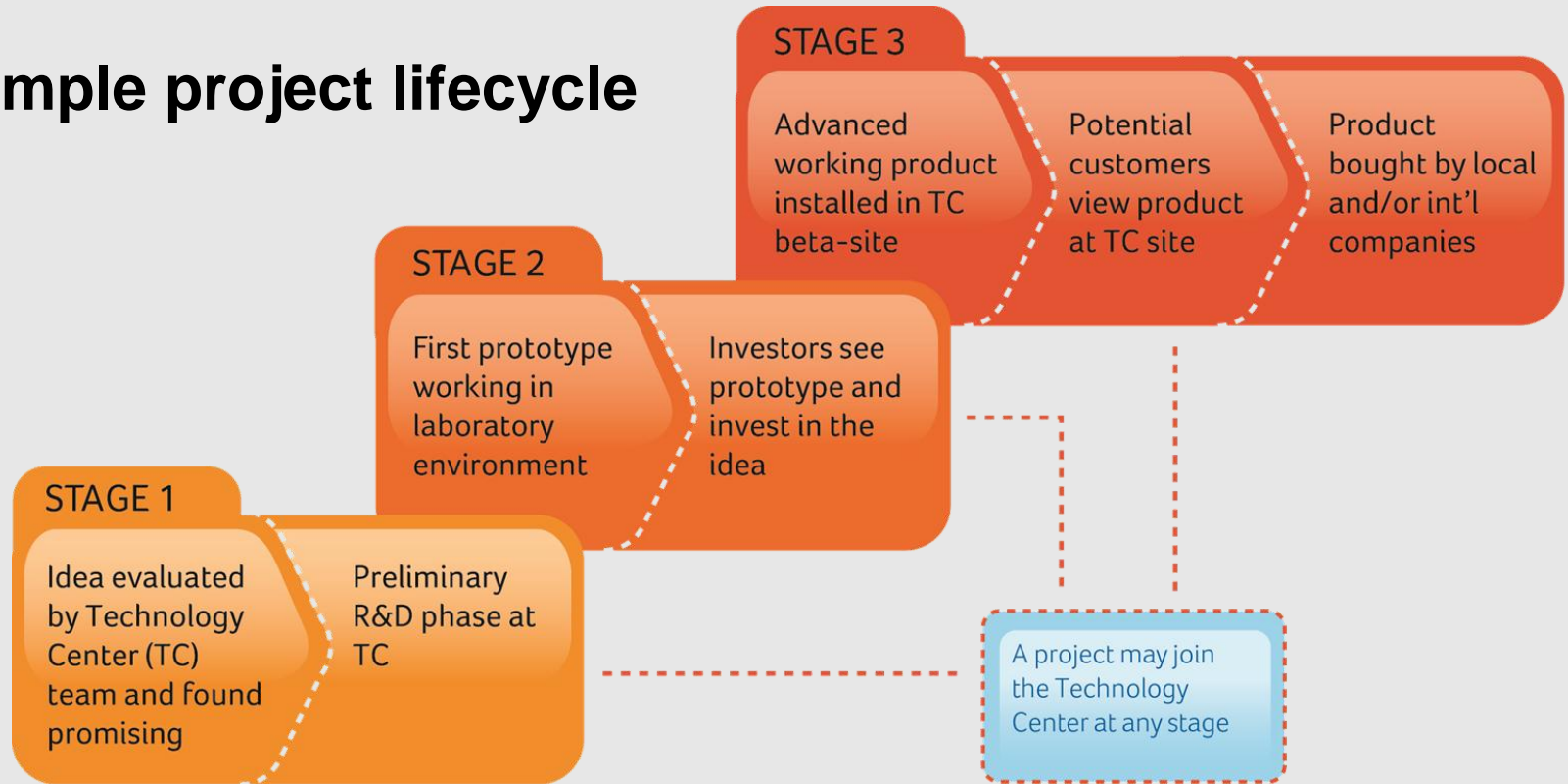
Israeli Specialties in Water Mgmt.:

- Control Valves
- Air Valves
- Check Valves
- Water meters
- Tailor-made valves that optimize pressure management

Israeli Water Safety & Security Market:

Drawing upon Israel's extensive security experience in general, and in the field of water safety in particular, Israeli companies offer comprehensive water security solutions: from consulting services, through site security and contamination, prevention, contamination detection and treatment.

Sample project lifecycle



- Holistic approach within local markets
Regulator – Municipality – Farmer - Wholesaler - End user
- International cooperation between regulators, government offices and local municipalities around the world
- Smarter infrastructure
IT, Remote Sensing, Water mgmt, Ecological solutions
- International organizations





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The 6th International Water & Environmental Control Technologies Exhibition and the 3rd International Conference

► Industrial ► Municipal ► Commercial

Tel Aviv Exhibition Center

Tel Aviv, Israel, November 15-17, 2011





The Government Program



Thank you

