

## press release

### GWFA GLOBAL WATER FRANCHISE AGENCY GmbH will showcase from 16<sup>th</sup> to 22<sup>nd</sup> of March 2009 at the 5<sup>th</sup> World Water Forum in Istanbul

At the 5<sup>th</sup> World Water Forum in Istanbul from 16<sup>th</sup> to 22<sup>nd</sup> of March 2009 the GWFA will present itself to a broad international audience for the first time. An official reception and company presentation on 19<sup>th</sup> March 2009 at 4.30 p. m. marks the highlight of the activities at the forum. Mr. Paul Reiter, executive director of the International Water Association (IWA), will hold the opening speech.

The GWFA was founded by three German companies – HANS HUBER AG, REMONDIS Group and RUDOLPH Consulting Group. The main goal set by the GWFA is to improve the conditions for water and sanitation by means of bundling expert knowledge, skills and resources for the development of new projects in emerging and developing countries, but also in Eastern Europe.

Water is our most important resource – everywhere in the world. The GWFA ensures those regions that have not yet been able to set up a modern water resources sector benefit from innovative technology and efficient systems to source water and treat wastewater – especially in Eastern Europe, Asia and Africa, but also in Latin America. In order to overcome the prevailing difficulties the three partners have come up with a franchising solution in water management. This form of cooperation is one of the most effective ways to set up high performance structures in target regions. The GWFA systems are, in particular, put to use when an efficient management system and complex technology are needed or if lack of finances means a project is not possible. One special feature: the GWFA offers integral concepts, i.e. they cover technical, organizational and financial solutions for individual water resources requirements.

“No matter whether it is a question of water supply or wastewater treatment – using the GWFA franchise solutions, we strive to achieve our targets of improving quality of life and protecting the environment in a sustainable manner.“ says Prof. Dr. Rudolph, one of the founders as well as managing director of the GWFA and winner of the 2006 World Bank global competition “Innovations in water, sanitation and energy services for poor people”.

#### What is so special about water franchise?

Small and medium-sized, local companies, the franchisees, are provided with the equipment and knowledge that is required to be able to offer services successfully by the GLOBAL WATER FRANCHISE AGENCY, the franchisor. The range of services contains financing and contractual know-how as well as the supply of technology and operating plants. Furthermore, the GWFA provides support with local marketing, ensures that quality levels are maintained and employees are trained. As the franchisor, the GWFA guarantees the functioning as well as the safety of the plants and secures financing from well-known banks. The franchisees, therefore, receive comprehensive support – and not just during the start-up phase but during the whole process of the contractual period. The concept provides franchisees with the best possible levels of business security right from the very beginning. By having access to proven structures, the franchisees are not starting from scratch but using a well-functioning basis. Thus, they can work effectively right from the start and save considerable costs. And – very important – with the help of GWFA even small and medium-sized local companies are able to carry out complex projects for municipalities, associations or industrial businesses. Extremely successfully!

For more information please visit: [www.waterfranchise.com](http://www.waterfranchise.com)

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