

## ASIAWATER 2020, The Region's Leading Water & Wastewater Event for Developing Asia Goes Virtual

**KUALA LUMPUR, Oct 8th:** After careful consideration and feedback from exhibitors and stakeholders, Informa Markets, the organiser of ASIAWATER, the region's leading water and wastewater event for developing Asia, has officially announced that the event will go on as a Virtual Event from 30 November to 2 December 2020. ASIAWATER 2020 was originally scheduled to take place at Kuala Lumpur Convention Centre (KLCC) as a hybrid event, combining both physical and virtual exhibition and conference in one event, will have to remove the physical aspect of the event.

The decision was made considering the latest development of the COVID-19 situation in Malaysia, as well as the Government's decision to implement the Recovery Movement Control Order until 31 December 2020. The uncertainties currently posed by the global pandemic and the subsequent travel control measures has disrupted most business activities and restrained the participation of international exhibitors and visitors to the physical event.

ASIAWATER 2020 Virtual Event is aimed to keep the Water & Wastewater Industry in Malaysia and across Southeast Asia connected with our leading exhibiting brands, assisting industry players and manufacturers to collaborate, share best practices, and adopt a cost-effective method in growing their businesses digitally. Running concurrently with the virtual exhibition will be ASIAWATER's Conference & Seminars, which will also be held virtually during the ASIAWATER 2020 Virtual Event.

"With the recent global pandemic, businesses around the globe has been badly affected due to travel restrictions and other business uncertainties, which directly inhibits business dealings and face-to-face interactions. In the meanwhile, adapting to the new norm of digitisation, ASIAWATER 2020 is proud to debut our Virtual Event this year to ensure our stakeholders can conduct business and continue the industry conversation. Our Virtual Event is one of ASIAWATER's many digital solutions designed to facilitate businesses for our customers," said Mr. Gerard Leeuwenburgh, Country General Manager of Informa Markets in Malaysia.

The Virtual Event is designed to replicate the appearance of a live event, creating a virtual presence of exhibiting brands to ensure a realistic and immersive experience for both exhibitors and visitors to connect in a non-restricted virtual space. Customised exhibition booths and structures are available across the platform, where visitors can conveniently visit and browse the exhibitor's offerings. ASIAWATER 2020 Virtual Event platform will be kept running 24 hours a day for the span of the 3 days, to keep exhibitors and visitors from different parts of the world and time zones connected.

In addition, the virtual exhibition includes an interactive online business matching platform where buyers can engage in a meaningful real-time conversation and information sharing with all the exhibitors through a one-on-one session in a live chatroom.

ASIAWATER 2020 Virtual Exhibition is expected to draw more than 1,000 quality virtual trade visitors along with some 100 participating companies.

Visitor Registration for the Virtual Event will be made available on mid-October 2020. Please visit [www.asiawater.org](http://www.asiawater.org) or email [asiawater-my@informa.com](mailto:asiawater-my@informa.com) for more information.

---

*Notes to Editors*

**About ASIAWATER Expo & Forum** ([www.asiawater.org](http://www.asiawater.org))

ASIAWATER Expo & Forum, the longest running and leading trade event for the water and wastewater industry, is organised by Informa Markets, a part of Informa PLC. It is held biennial in Kuala Lumpur, Malaysia. It has continued to prove to be a one-stop regional hub and recognised by the most respected industry professionals. The event offers a stream of business opportunities while at the same time developing Asia's water infrastructure. ASIAWATER 2020 in its 11th edition will take place from 30 November to 2 December 2020 as a Virtual Event.