

# SWPF 2009 focuses on strategies as demand rises

By Saudi Gazette Staff

**JEDDAH** - The four-day Saudi Water & Power Forum 2009 will start Sunday (Oct. 11) at the Jeddah Hilton and will be officially opened by Makkah Governor Prince Khalid Bin Faisal and Minister of Water and Electricity Abdullah Al-Hussayen.

Celebrating its 5th anniversary, the Forum offers the platform to gain knowledge on upgrading and expansion of power and water services.

The exhibition would highlight the Saudi government's ambitious reforms and programs in these infrastructural sectors.

The event will include all aspects of water supply, usage &

management. It will also focus on established technologies and modern developments in irrigation, water recycling, water purification, desalination plants, water storage reservoirs, water management & distribution networks, water treatment chemicals, water temperature controls, pumps and filters, water testing equipments, water meters, pipes & fittings, drainage systems, effluent treatment, garden hoses & accessories, swimming pools, pool filters and lining.

The Forum will also cover topics on strategies for efficient and sustainable power and water production, opportunities in the improvement and upgrade of existing assets, impact of the

global financial crisis on utilities, prospects for alternative energy sources for utilities demand management, tariff policy and consumer relations.

SWPF speakers include Jamal Saghir, director, World Bank; Fehied Fahad AlShareef, governor, SWCC; Steve Bolze, senior vice president, GE & president and CEO, Power & Water, GE Energy; Dr Fareed Zedan, governor, Electricity & Co-generation Regulatory Authority; Ahmad A Al-Sa'adi, vice president, Pipelines, Distribution and Terminals, Aramco; Dr Saleh Alawaji, deputy minister for electricity, Ministry of Water & Electricity; Eng Ali Saleh Al-Barrak, president, Saudi Electricity Co. - *QJM*