

Exhibition Water Philippines 2025

19th – 21st March 2025

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The 7th edition of Water Philippines this year took place on 19th-21st March 2025 at SMX Convention Center Manila, Philippines, with over >300 exhibiting brands and companies, >12, 000 trade visitors and accompanied by >50 conferences, seminars and workshops. Singapore Water Association participated in this edition of Water Philippines, with a Singapore Pavilion featuring 11 member companies. SWA members shared insights into their products and industry trends as part of the lineup of technology seminars under the umbrella of the Singapore Pavilion.

The Philippines is an archipelagic nation prone to typhoons and seasonal rainfall. The country faces ongoing water challenges due to uneven water distribution because of rainfall variability and growing urban demand¹, which are further aggravated by ageing infrastructure.

SWA Insights - Why Philippines Matters

Philippines is a developing country facing rapid urbanisation, especially in major cities like Metro Manila, where increased water consumption outpaces existing supply infrastructure.

Opportunities:

- **Water Recycling and Reuse Technologies**

Implementing advanced water recycling and reuse systems can reduce dependence on traditionally-relied upon freshwater and groundwater sources, which are increasingly strained due to unsustainable extraction.

- **Wastewater Management**

The increasing focus on pollution reduction, as seen in the Philippine Clean Water Act of 2004, has prompted industries to adopt more responsible water usage and wastewater management practices. Effluent standards, discharge permits, and a wastewater charge system have been introduced under the Act to regulate and minimize the environmental impact of industrial discharges.

¹ <https://www.straitstimes.com/asia/se-asia/11-million-families-facing-water-crisis-in-philippines>

- **Smart Water Management and Digitalization**

Widespread adoption of IoT sensors, AI-driven analytics, and automation in water usage monitoring can help industries optimize consumption, detect leaks, and improve efficiency. These technology-driven innovations can support the Philippines in reducing its non-revenue water (NRW).

- **Infrastructure Improvements**

Significant upgrades to existing infrastructure are needed to meet the growing demand for clean and reliable water. This includes expanding treatment capacity, upgrading distribution networks, and enhancing system resilience to ensure consistent water quality and supply across industrial, commercial, and high-growth areas.

Singapore Pavilion

Led by SWA, the Singapore pavilion at Water Philippines 2025 featured 11 SWA members, where exhibitors were able to showcase their solutions to trade visitors, including fellow top industry players, thought leaders, delegates and buyers.

Exhibition Objectives

- **Raising awareness/brand expansion:** raise profiles and generate brand and product awareness.
- **Meet in person:** Meeting face-to-face with potential customers is a great way to start building partnership/relationships.
- **Networking:** Meet new customers, suppliers and to learn more about your competitors. Spend time with others in your industry and share experiences and expertise.
- **Showcase new product or services:** Explain offering in person and answer questions is ideal if your products are innovative.
- **Build database:** Meeting with potential customers at an exhibition helps to start building marketing lists and generate qualified sales leads.
- **Boost Brand Visibility:** Provides unique opportunities to increase exposure and connect to consumers on a personal level. As a platform to spread the word about exciting company news, products and promotions to gain valuable exposure.

SN	Company	Booth #	Booth sqm
1	APRISIUM PTE LTD	K14	9
2	DE NORA WATER TECHNOLOGIES LLC	K16	18
3	ELECTROLYTIC TECHNOLOGIES SINGAPORE PTE LTD	K3	9
4	FLUENCE WATER SINGAPORE PTE LTD	K10	18
5	NETZSCH ASIA PACIFIC PTE LTD	K1	18
6	PINNACLE INFOSYS PTE LTD	K4	9
7	SINGAPORE WATER ASSOCIATION (SWA)	K7	9
8	TEAMSOLVE PTE LTD	K6	9
9	TIGERNIX PTE LTD	K8	9
10	WOG TECHNOLOGIES PTE LTD	K5	9
11	XYLEM WATER SOLUTIONS SINGAPORE PTE LTD	K11	18
	Exhibitor meeting booth	K13	9

Figure 1 Table of exhibitors

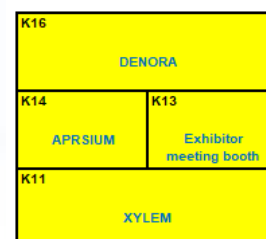


Figure 2 Layout of exhibitors at the Singapore Pavilion



Figure 3 The Singapore Pavilion, facilitated by SWA

1. MOU Signing: Philippines Water Works Association and Singapore Water Association

SWA also signed an MOU with Philippine Water Works Association, to facilitate future industrial collaborations between Singapore and Philippines.



Figure 4 Signing of MOU between Singapore Water Association's VP for General Affairs, Charles Quek, and Philippine Water Works Association's President, Atty. Vicente Joyas

2. MOU Signing: HSL and TeamSolve from Singapore, with Earth Lab from Philippines

HSL and TeamSolve have partnered to complement each other's expertise in water infrastructure and AI for utilities. Together with Earthlab, which brings local networks and market insights, this collaboration aims to deliver AI-driven decentralised water treatment solution to the rural communities of Philippines.



Figure 5 Signing of MOU between HSL and TeamSolve from Singapore, with Earth Lab from Philippines

“This partnership with HSL and Earthlab marks an exciting step forward in delivering meaningful impact to the rural communities in Philippines using technology and AI. By combining our respective areas of expertise, we are co-developing a solution tailored to the unique needs of these communities. This collaboration is a strong example of how cross-sector partnerships can unlock new business opportunities and product offerings, to improve access of safe and sustainable water solutions for end users.”

- Mr Robin Wong, Co-Founder and Chief Commercial Officer of TeamSolve

3. MOU Signing: HSL from Singapore + Jash Engineering from India

HSL also signed an MOU with Jash Engineering from India. Jash Engineering manufactures a wide range of equipment, from water & sea intake systems to water and waste water pumping station.



Figure 6 Signing of MOU between HSL from Singapore and Jash Engineering from India

Technical Seminar by Singapore Pavilion

This year's technical seminar featured a dedicated “Singapore Pavilion Session”, where our exhibitors were able to showcase their products and share key technical insights. This provided a valuable opportunity for the companies to expand their brand reach to the local audience in Philippines, showcase expertise and build thought leadership in their respective fields.

DATE: Thursday, 20 March 4:00 PM - 5:30PM

venue: Seminar room 2, Hall 4

SINGAPORE PAVILION PRESENTATION				
Time	Company Name	Topic	Speaker Name	Designation
3:45pm - 4:00pm	Arrival and Registration of Participants			
1 4:00pm - 4:15pm	Aprisium Pte Ltd	Powering Profits & Sustainability through Real-time, On-Site, Autonomous & Continuous Contamination Monitoring	Mr. Raghav Narayan	CEO
2 4:15pm - 4:30pm	WOG Technologies Pte Ltd	Industrial case study	Ms. Ekta	Executive Engineer
3 4:30pm - 4:45pm	Netzsch Asia Pacific Pte Ltd	NETZSCH Pumps Full Service in Place (FSIP)	Mr. Desmond Kho	Senior Sales Manager
4 4:45pm - 5:00pm	Electrolytic Technologies Singapore Pte Ltd	On site Generation of Chlorine Gas & Sodium Hypochlorite for Disinfection	Mr. Derek Lubie	CEO
5 5:00pm - 5:15pm	Fluence Water Singapore Pte Ltd	Advanced Decentralized Solutions for Water and Wastewater Challenges in Island and Remote Communities	Mr. Michael Shnitzer	VP, R&D GM. China & SEA
6 5:15pm - 5:30pm	Xylem Water Solutions Singapore Pte Ltd	Optimized Wastewater Solution: Reduce clogs and maintenance with Flygt TOP Turnkey Pump Station	Jen Villena	Xylem Technical Sales Engineer
5:30pm	End Session			

DATE: Friday, 21st March 10:30am - 11:30am

venue: Seminar room 2, Hall 4

Time	Company Name	Topic	Speaker Name	Designation
1 10:30am - 10:45am	Tigernix Pte Ltd	Future of Water/ Wastewater Management: Integrating Industry 4.0 with Emerging Technologies	Mr. S.Gowrishankar	CEO
2 10:45am - 11:00am	TeamSolve Pte Ltd	Generative AI for efficient and resilient water systems management.	Mr. Janno Tolentino	Country Manager
3 11:00am - 11:15am	Pinnacle Infosys Pte Ltd	Water Management & Digital Innovations	Mr. Thiagaraja	Technical Director

Figure 7 Table of exhibitors at the technical seminar




SG PAVILION TECHNICAL SEMINAR



Join us for an exclusive presentation showcasing technologies and cutting-edge solutions to transform your business.

- **Discover New Products and Solutions:** Stay updated on the latest innovations, emerging technologies and products from Singapore.
- **Learn about Latest Innovations:** Hear from industry experts on the latest trends and advancements.
- **Explore Opportunities for Collaboration and Growth:** Network with professionals and potential partners for new business opportunities.



SCAN to view
Company Profiles &
Presentation Topics

DON'T MISS THIS OPPORTUNITY TO TRANSFORM YOUR BUSINESS AND JOIN THE FOREFRONT OF WATER TECHNOLOGY INNOVATION!



Figure 9 Mr Shankar from Tigernix presenting at the technical seminar

 20 MAR, 2024
21 MAR, 2024
  16:00 - 17:30
10:30 - 11:30
  SEMINAR ROOM 2
HALL 4

Regional Sharing

In addition to the technical sessions, Water Philippines provided a dedicated platform, Regional Water Talks 2.0, for regional representatives to showcase their respective countries and share their key issues and opportunities. The session was moderated by Datuk Ir. Abdul Kadir B. Mohd Din, FASc, advisor of ASIAWATER Event, immediate past president of the Malaysian Water Association and former CEO of Indah Water Consortium, Malaysia's National Sewerage Company.

Name	Position	Company
Mr. Lim Minh	Executive Director	Cambodian Water Supply Association (CWA)
Dr. Ir. Ts. Hj. Mohmad Asari Daud	President	Malaysian Water Association
Ir. Arief Wisnu Cahyono, S.T.	Chairman	Persatuan Perusahaan Air Minum Seluruh Indonesia (PERPAMSI)
Atty. Vicente B. Joyas	President	Philippine Water Works Association
Mr. Salvador M. Royeca	President	Philippine Association of Water Districts (PAWD)
Mr. Charles Quek	Vice President	Singapore Water Association (SWA)
Mr. Chakapong Kamchan	President	Thai Waterworks Association (TWA)
Associate Professor Dr. Tuan Vo Anh,	Expert	Vietnam Water Supply and Sewerage Association (VWSA)
Mr. Matthew	Vice President	Energy Transition and Water Conservation, Oracle

*Respective presentation slides can be found in appendix

Figure 8 Brochure of the SG Pavilion Technical Seminar



Figure 10 Photo of panellists at Regional Water Talks 2.0

Mr. Charles Quek, Vice President of SWA, represented Singapore at the event, delivering a presentation titled Building a Climate-Resilient Water Future: Singapore's Integrated Approach to Water Security and Sustainability, which highlighted Singapore's forward-looking strategies and commitment to long-term water resilience.



Figure 11 Mr. Charles Quek, Vice President, Singapore Water Association (SWA), presenting on Singapore's water ecosystem

Exhibitor Post-Survey Feedback

A: SWA coordinated the Singapore Pavilion, where 100% of exhibitors rated the overall coordination as “very good” and “excellent”

On a scale of 1 to 5, please rate the overall coordination of SWA (1 bad - 5 Excellent)

11 responses

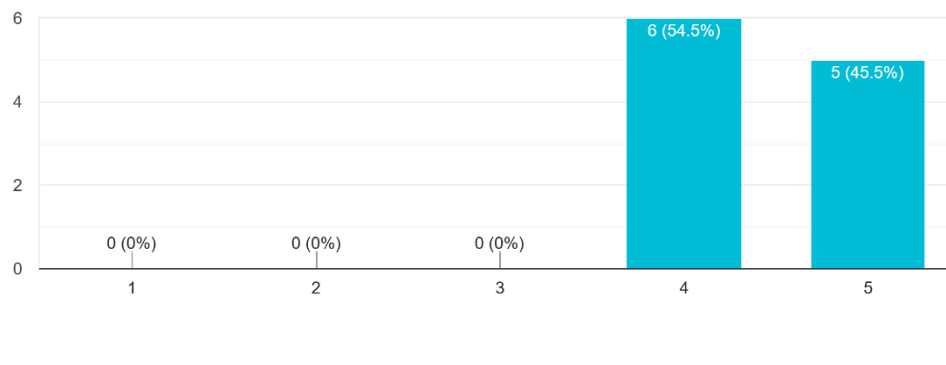


Figure 12 Post-show survey results: Overall coordination of SWA

B: Over 90% of exhibitors reported achieving their business objectives and meeting their goals, with 63% indicating that follow-up discussions are either scheduled or already underway as a result of the show.

Did this exhibition meet your business objectives?

11 responses

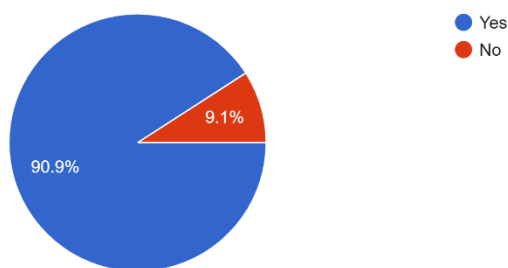


Figure 13 Post-show survey results: Meeting business objectives

Overall, how would you rate this exhibition/mission and the agenda? (1 bad - 5 Excellent)

11 responses

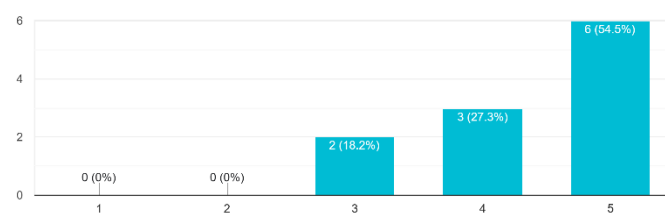


Figure 14 Post-show survey results: Rating of exhibition and agenda

C: All participating companies expressed strong interest in joining future missions with SWA, particularly to explore new opportunities in the Southeast Asia market.

Which region(s) would you be interested in attending future missions organised by SWA?

11 responses

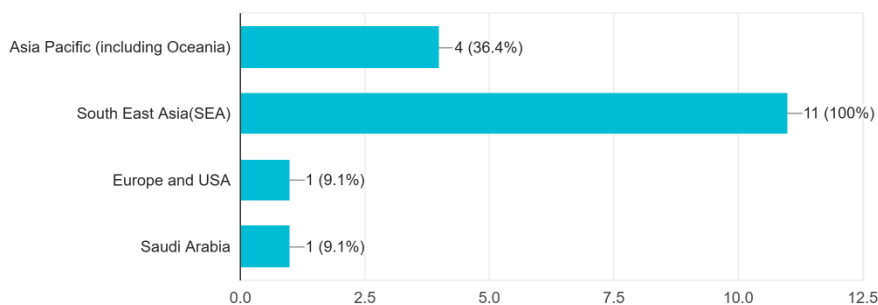


Figure 15 Post-show survey results: Future mission trips

Moving Forward

Water Philippines is a biennial event held every two years. SWA has facilitated the Singapore Pavilion at past editions, supporting member companies exploring opportunities in the Philippines market. As part of our broader efforts to uncover emerging markets, we will be participating in the ADB Water and Urban Development Forum 2025 as an exhibitor. Members can look forward to a summary of key learnings and insights following the event.

Conclusion

Water Philippines was a success for our participating SWA member companies, with over half sharing that they have progressed into follow-up discussions.

- Water Philippines 2025 was sold 2 months prior to the exhibition; the last edition was in 2023.
- SMX location is good and it's connected to many hotels and malls.
- Most exhibitors said they will return as they see Philippines as a growing market and there's a potential for new business.
- Overall exhibitors were pleased with the support given by SWA and Informa. No major hiccups throughout the show.
- SWA to continue seek for Technical Seminar for SG Pavilion, probably increase more slots.
- Water Philippines 2027 will be held in ~ March 2027 @ SMX.

The Philippines is undergoing rapid development across both urban and rural areas, presenting valuable opportunities for our member companies to tap into. SWA remains committed to its role as a facilitator, fostering meaningful connections between companies seeking to enter the Philippines market. By enabling strategic partnerships, we aim to amplify collective capabilities and unlock greater opportunities for all parties involved.

SWA facilitates members' growth and serves as an integral linkage to the global water network. We actively engage with partners, industry associations, foreign chambers of commerce and embassies to connect end users with the most effective and impactful water technologies for their needs. SWA also occasionally plans missions and pavilions around the region, according to interest, to help member companies understand the local business environment and build the networks essential for successful market expansion.

Please feel free to contact SWA at enquiry@swa.org.sg for collaboration opportunities and to explore potential partnerships.

Appendix

Exhibition Floor Plan



Presentation from Cambodian Water Supply Association (CWA)



CWA_Cambodia.pdf

Presentation from Malaysia Water Association (MWA)



MWA_Malaysia.pdf

Presentation from Philippine Association of Water Districts (PAWD)



PAWD_Philippines.pdf

Presentation from Singapore Water Association (SWA)



SWA_Singapore.pdf

Presentation from Thai Waterworks Association (TWA)



TWA_Thailand.pdf

Presentation from Vietnam Water Supply and Sewerage Association (VWSA)



VWSA_Vietnam.pdf

Post Show Report from Water Philippines 2025



Post Show
Report.pdf