



By Informa Markets

**Informa Markets Malaysia Sdn Bhd**  
*(formerly known as United Business Media (M) Sdn Bhd)*  
**Company No. 201101014009 (942149-W)**

Suite 5-01, Level 5, Sunway VISIO Tower  
Lingkaran SV, Sunway Velocity  
55100 Kuala Lumpur, Malaysia

**t** +60 3 9771 2688      **f** +60 3 9771 2799  
**e** [asiawater-my@ubm.com](mailto:asiawater-my@ubm.com)

## Smart Partnership MOU Between Informa Markets and the Malaysian Water Association for ASIAWATER Expo & Forum

KUALA LUMPUR, June 16, 2022 – Informa Markets, the organiser of ASIAWATER Expo & Forum 2022, ‘the region’s leading water and wastewater event for developing Asia,’ have signed a Memorandum of Understanding (MOU) on a Smart Partnership with the Malaysian Water Association (MWA) for the 12<sup>th</sup> edition of ASIAWATER Expo & Forum which will be taking place from 7 – 9 December 2022 at the Kuala Lumpur Convention Centre, Malaysia.

The signing of this Smart Partnership MOU signifies a strong and strategic partnership between two entities that are passionate in championing the water and wastewater industry through trade exhibitions and conferences, as well as commercial and educational activities.

**Dato' Teo Yen Hua**, Advisor of Informa Markets ASEAN Water Series said, “We are committed in the betterment of the water and wastewater industry especially right here in Malaysia. Our goal is to promote Malaysia as the hub for the region’s water and wastewater industry and we believe that through this strategic Smart Partnership between Informa Markets and MWA, this goal is achievable. We will be leveraging ASIAWATER Expo & Forum as a main platform for us to achieve this goal”.

**IR. Dr. Haji Mohmad Asari bin Daud**, President of the Malaysian Water Association added, “Through our new Smart Partnership with Informa Markets, this will further strengthen MWA’s mission, which is to promote synergy and enhance knowledge and good practice within the Malaysian water and wastewater industries. By working closely with Informa Markets via ASIAWATER Expo & Forum platform, we can channel our knowledge and expertise in running and conducting high level conferences and seminars in the efforts to equip local players with the right knowledge and skills”.

Through this new and strategic Smart Partnership between Informa Markets and MWA, ASAWATER is determined to provide a more holistic event experience at the region’s leading water and wastewater event, and at the same time giving back to the water and wastewater industry in the region.

**Gen. Tan Sri Dato' Sri Panglima Mohd Azumi B Mohamed (Rtd)**, Co-Chairman, Informa Markets said: “We are committed in providing our audiences with a more holistic event experience through this collaboration. I believe that through this Smart Partnership with the Malaysian Water Association, with their networks of water professionals and experts, this collaboration will elevate ASIAWATER Expo & Forum and at the same time bringing the water industry in the country as well as the region to the next level through quality content at our event”.

**Mr. Gerard Leeuwenburgh**, Country General Manager, Informa Markets commented: “Be ready to expect some brand new and exciting content from ASIAWATER as Informa Markets and MWA will be working closely together as part of this strategic Smart Partnership. With this, we are determined in making ASIAWATER the main hub for developing Asia in bringing leading water and wastewater industry players together, to discuss and find solutions, and at the same time elevating the region’s water industry to the next level. We will be announcing all of these new content and activities very soon”.

"I am also happy to share that our international clients, both exhibitors as well as trade and conference delegates, are looking forward to be back and meet in Asia at ASIAWATER 2022. With the much strong support from our clients, combine with our highly anticipated content, ASIAWATER 2022 will return strong this year as Malaysia re-opens its borders to give in for more foreign investments to come in," added Mr. Gerard Leeuwenburgh.

ASIAWATER 2022, in its 12th Edition, will return on the 7 – 9 December 2022 at Kuala Lumpur Convention Centre, Malaysia, showcasing the state-of-the art water technology as well as sharing of industry solutions and best practices. With over 2,000 local and international brands to exhibit from 32 countries and regions, ASIAWATER 2022 is expecting to receive more than 17,000 live and online trade visitors and delegates this year.

Please visit [www.asiawater.org](http://www.asiawater.org) to find out more about ASIAWATER Expo & Forum and [www.mwa.org.my](http://www.mwa.org.my) for the Malaysian Water Association.

## Notes to Editor

### 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 2022 in its 12th edition will take place from 7 - 9 December 2022 at the Kuala Lumpur Convention Centre.

**Media Contact:** Afiq Hakim Othman | email: [afiq.othman@inform.com](mailto:afiq.othman@inform.com) | hp: +6012 – 269 9085

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### About the Malaysian Water Association ([www.mwa.org.my](http://www.mwa.org.my))

The Malaysian Water Association (MWA) brings together practitioners in the water service industries value chain. Our membership consists of both individuals and organisations. The strength of the association is derived from the mix of members coming from water supply and sewerage utilities, manufacturers, consultants, contractors, suppliers, regulators, and academicians.

**Media Contact:** Ms. Rubby Mahmod | email: [mailto:rubby@mwa.org.my](mailto:mailto:rubby@mwa.org.my) | T: +603 6201 2250 / +603 6201 9521