

# water business

## THE CLEAN WATER FOUNDATION

Even though 71% of the Earth's surface is covered with water, less than 1% is available as useable fresh water to living creatures. It may not sound like much; but thanks to natural phenomena replenishing the water supply, it is quite sufficient.

Regardless of the above situation, more than one billion people still do not have access to clean water, and another 2.5 billion people live without basic sanitary facilities. Reasons for uneven distribution of water availability to people around the world are the on-going climate change and associated natural disasters.

In 2002 Georg Fischer Corporation established the Clean Water Foundation. The foundation's primary purpose is to improve access to clean drinking water around the world. Georg Fischer concentrates its efforts on five focus areas: extracting water; transporting water; storing water; distributing water; and aiding reconstruction.

The challenge: a person needs 20 litres of water per day and the Clean Water Foundation is helping to make that happen. In the past 10 years, Georg Fischer has completed more than 90 projects in 50 countries through this foundation. To find out more please visit: [www.cleanwater.ch](http://www.cleanwater.ch).

As part of Georg Fischer Corporation, GF Piping Systems supplies a full range of plastic pipe, fittings, tubing, valves, actuators, rotameters, fusion machines, secondary containment, tank linings, heat exchangers, custom products, and sensors and instrumentation for industrial process control.

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## BRISBANE'S AIS WATER TREATMENT BUSINESS IS GOING 'SWIMMINGLY' IN THE MIDDLE EAST

Brisbane based company, Australian Innovative Systems (AIS) is continuing to grow its export business designing and manufacturing chlorine generators for water disinfection to one of the world's most environmentally challenged and water-starved regions, the Middle East.

The company, which celebrates its 20th year in business in 2012, now exports to 53 countries as well as operating its successful Australian business. AIS's technology has been employed in two high profile Middle Eastern projects, the Grand Hyatt Hotel in Dubai and Al



Forsan International Sports Resort Lakes in Abu Dhabi. AIS is in further discussion regarding a number of other projects for the 2012-13 Financial Year.

In November 2012, as part of the Queensland Government's Export Week, Abu Dhabi-based Queensland Trade and Investment Commissioner for the United Arab Emirates (UAE), Susan Rae, and Ray Matta, Queensland's Trade and Investment Business Manager, Middle East, visited one of AIS's three manufacturing facilities at Tingalpa.

Ms Rae is already familiar with the company's innovative water treatment technology and manufacturing practices. AIS Directors, Kerry and Elena Gosse, have been visiting the UAE and Saudi Arabia for several years on business, most recently in April 2012 as part of a trade mission led by Ms Rae and Mr Matta. The mission coincided with AIS attending the Project Qatar construction and environmental technology exhibition.

Ms Rae said that innovative, environmentally sustainable technology companies such as AIS were well poised to take advantage of business opportunities in the Middle East.

"AIS is one of the many Queensland-based companies that is achieving excellent business outcomes in the UAE," Ms Rae said. "Trade and Investment Queensland's Abu Dhabi office has been pleased to support AIS for the past five years, through business matching, export advice and trade missions. As sustainability and innovative water technologies are highly regarded in the UAE, AIS's award winning products are really hitting the mark. I am pleased to be able to visit the AIS factory with Ray today to see for myself how the products are manufactured."

Ms Gosse said that in 2007 her company set its business sights firmly on the Middle East, in particular the UAE, in recognition of the critical water supply issues inherent to the region.

"Although many people associate the UAE with lavish architecture and luxurious shopping, the reality is that water is the real luxury. Four-fifths of the country is desert and subject to serious water supply and resource issues.

"In some areas there is also the problem of poor water management due to overuse by industries such as agriculture. The undersupply and overuse issue is a severe social, economic and environmental threat. For many people there is limited access to sanitary water and for those who do have it, it can be prohibitively expensive. Progressive businesses in the region are looking to countries such as Australia for innovative, cost-effective water treatment solutions. I believe that AIS is leading the way with water technology at present."

AIS's business journey into the Middle East has been a rapid one. By 2008 they had modified their leading Australian saltwater chlorine generator (marketed as Autochlor) to better suit the harsher environmental and higher salinity water conditions of the region. Autochlor uses only salt, water and electricity to produce sterilised water suitable for use in swimming pools, water parks, water features and the like. The company's innovation was rewarded that same year with a prestigious Silver International Gaia Award, a Dubai-based awards program that honours environmental sustainability in the construction industry.

By 2009, AIS had developed the world's first in-line, on-site chlorine generator (marketed as Ecoline) capable of producing sterilised, potable water from



fresh water utilising the minute amounts of minerals and salts already present in the water. Ecoline's applications include drinking water treatment, food processing plants, water features, cooling towers, freshwater swimming pools and irrigation water. The company took home the 2009 Gold Award Gaia Award, plus a host of other international awards for the product.

With the Grand Hyatt and Al Forsan International Sports Resort Lakes projects realised by 2010, in 2012 as part of the Project Qatar trade mission, the company met with several new business prospects. One was PROTEC, a Qatar-based, specialised industrial and technical engineering company offering products and services to a vast array of clients in the Gulf Region.

AIS and PROTEC signed an agreement in September 2012 for PROTEC to market and sell AIS's products.

Ms Gosse said that AIS would continue to target business in the Middle East as well as large-scale Australian projects such as chlorine generation for the swimming pools required for the 2018 Commonwealth Games.

For more information about AIS please visit: [www.aiswater.com.au](http://www.aiswater.com.au)

### XYLEM INC CELEBRATES ITS ONE-YEAR ANNIVERSARY

Xylem Inc celebrates its one-year anniversary as the world's largest pure-play water technology company after spinning off from ITT Corporation in October 2011.

"Xylem's first year, guided by its vision of changing the way the world addresses its water issues, was filled with extraordinary achievements," said Gretchen McClain, president and CEO of Xylem. "Particularly today, as we help our customers in the storm ravaged areas of the eastern US move floodwater and get back to normal, I'm confident that our business strategy, global talent and innovative ideas that focus on creating both economic and social value will lead us to an even stronger future in our second year and beyond."

In its first year as a stand-alone company, Xylem delivered strong operating results, executed its growth strategy and was recognised by industry for high performance, while also increasing its presence and business focus in the emerging markets of Brazil, India, Panama and Vietnam.

- Xylem completed two acquisitions to bolster its growth platforms in its first year. It acquired MJK Automation A/S, a Denmark-based, privately owned leading manufacturer of flow and level sensors, and measurement and control technology for water and wastewater applications, to complement its existing global analytics portfolio. It also acquired Heartland Pump Rental & Sales, Inc, specialising in dewatering pump rental, services and systems design. This recent acquisition will strengthen Xylem's dewatering solutions portfolio.
- Xylem introduced a number of new products and services to help customers more efficiently transport, treat and test water and wastewater, with a particular focus on energy efficiency, improving water quality and enabling water re-use.
- Xylem was named to the Dow Jones Sustainability World Index and the Dow Jones Sustainability North America Index, a major acknowledgment of the work the company has done to advance sustainable business practices and solutions.
- Xylem received the prestigious President's Excellence Award in



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