

## 4th International SITEau (Salon International des Technologies de l'Eau et de l'Assainissement - International Water and Sanitation Technologies Exhibition)

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### International Conference on Water, Industry and the Circular Economy

Casablanca, 14 - 17 January 2015 at the former Sacred Heart Cathedral

(Corner of Boulevard Rachidi and Rue d'Alger in Casablanca, Morocco)

Following the success of the three previous Siteau events, the City of Casablanca is hosting the fourth SITEau with the participation of numerous national and international partners.

Thanks to the support of institutional partners and stakeholders in the areas of water, sanitation, and energy derived from water and contributing to its preservation, and to the 7th World Water Forum taking place from 12 to 17 April, 2015 in Daegu Gyeongbuk, South Korea, where Morocco will present the prestigious \$100,000 Hassan II Award, this important event is the ideal venue for meetings, discussions and exchanges between various stakeholders in the field of sustainable development—an increasingly dynamic one in Morocco, the Mediterranean, Africa and throughout the world. And a field promising real investment prospects in a wide range of markets as well as many employment opportunities, especially “green” ones.

As with each previous event, SITEau will be organizing:

💧 **An exhibition for professionals** (14-17 January 2015) open to national and international actors, including public and private sectors, academics, those involved in international cooperation, development agencies, NGOs, research institutions, as well as entities specializing in capacity-building (studies, advisory services, information systems, training)

💧 **An international conference on the topic, Water, Industry and the Circular Economy** (14 January, at 14:30, and 15 January 2015, in parallel with the official opening of SITEau) moderated by national and international experts

💧 **Multaqa Attalib**, (16 January 2015 at 14:30) – with a target audience of students and a pre-selected group of young people, on the topic: Water, the Green Economy and Enterprise Creation

💧 **Schoolchildren's Corner**, «I'm doing my part to preserve water!» (17 January 2015 at 9:30) with the participation of a pre-selected group of schoolchildren from various educational systems.

This globalized world of ours, regularly tested by serious world-wide crises (energy, foodstuffs, financial, climate) requires the development of a new economic growth model that includes measures to promote what is often referred to as the green, or circular, economy, in which the environment is viewed as an asset rather than a liability.

Large or small, today's actors are fully aware that it is no longer a question of whether or not to concern oneself with sustainable development, but, rather, how to position oneself within a new paradigm that has become a decisive competitive factor for enterprises to be considered socially responsible or not.

There is a price to pay for environmental degradation; on the other hand, working to preserve the environment makes it possible to avoid and/or decrease social and economic costs and thus reallocate otherwise wasted funds to more useful purposes.

Discussions at the conference will afford an opportunity for participants to take stock of the current situation, suggest alternative paths, highlight good practices and share lessons learned from less-than-successful experiments.

💧 SITEau welcomes professionals, the media and the public at large.

💧 There is no charge for visiting SITEau.

#### Organized by :

- Field Attitude

- Alliance Maghreb Machrek pour l'Eau « ALMAE »

- UNESCO Interdisciplinary Chair in Sustainable Water Resources Management

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**Complete file and registration form downloadable at: [www.fieldattitude.com](http://www.fieldattitude.com)**