

Norit NV

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Norit optimistic after a highly successful Singapore International Water Week

The Norit Group, a leading company in water purification technologies, looks back at a very successful Singapore International Water Week (SIWW).

The event, which was held together with the World Cities Summit this year, saw a record of 14,000 attendees from 85 countries. The international focus and quality of the show resulted in high level traffic at the Norit booth, with visits and discussions involving water experts from Singapore, China, Korea, Japan, India and several South East Asia and Australasian countries. Ministers and government officials from Singapore, the Netherlands, Indonesia, and Pacific nations stopped by the Norit booth. Representing the Netherlands, the Ambassador H.E. Mr. Jansing visited the booth together with the Director General of Enterprise and Innovation of the Ministry of Economic Affairs of the Netherlands, Mrs. Renee Bergkamp, and representatives of the Netherlands Water Partnership.

At the SIWW, Menno M. Holterman, Chief Growth Officer and member of the Board of Directors of the Norit Group, and Duane Schlicht, Managing Director of Norit Asia Pacific, participated together with Norit product experts in several panel discussions and events.

Memorandum of Understanding Signing Ceremony

On July 1, a full booth of interested visitors witnessed the signing of the Memorandum of Understanding (MOU) between Norit and the PUB Singapore. The MOU will embark on a comprehensive cooperation aimed at performing knowledge-intensive R&D programs and test-bedding projects. In his speech, Menno M. Holterman underlined the importance of the MOU for the future, "The MOU outlines our joint desire to test some of Norit's most innovative water purification technologies like the recently introduced Norit Airlift™ Membrane BioReactor (MBR) Megablock, which will be validated at one of PUB's most demanding water reclamation plants. The full-scale validation is one of the first of its kind in Asia Pacific and only the second of such an innovative system in the world."

H.E. Mr. Jansing attended the MOU signing ceremony and said afterwards, "This structured collaboration between PUB and Norit is an excellent indicator of the strong relationship between Singapore and the Netherlands, and of our shared commitment to innovation and knowledge-building. I was proud to be present at the launching of this promising new partnership."

One of the eye catchers during the MOU signing ceremony was the presentation of the scale model of the Norit Airlift™ MBR Megablock. The interest in this technology was centered on the small physical and economical footprint of the innovation, the very high quality effluent against the lowest possible life cycle cost. Norit was able to identify several piloting opportunities at major water works organizations in the Asia region as a direct follow-up on the MOU signing with PUB in Singapore.

China Business Forum

More than 80 speakers and distinguished industry experts from both the public and private sectors graced each of the eight business forums. Duane Schlicht looks back on participating in the CEO Round Table meeting during the China Business Forum, "Participating in the China Business Forum resulted in a lot of discussions with international management, interested in the strategy of Norit being an international company, successful in a cost driven economy as China. The key of being successful in China is having the best technologies in the world for the best price, together with a full trust in the local experience and strengths of your employees. With this vision, Norit China became the number one company in the world in supplying membrane technologies to Chinese key industries like power and steel. Since 2002, Norit has created already more than 200 industrial membrane references, with the longest lifetime within the industry!"

Opening of the Netherlands Water House Singapore

The opening of the Netherlands Water House signified the strong relationship between the two countries of the Netherlands and Singapore. The Netherlands Water Partnership (NWP) is a comprehensive network that unites Dutch water expertise. The partnership, consisting of members from private companies, government, knowledge institutes and NGOs, acts as a center of information on water expertise, policy developments and market opportunities.

Menno M. Holterman attended the opening ceremony on behalf of the Norit Group. He explains the importance of the relationship between Norit and the NWH, "As one of the founding sponsors, Norit is very proud to be part of this important initiative. The Netherlands Waterhouse in Singapore is the first in the world and stimulates, promotes and facilitates the expansion of the Dutch water sector in ASEAN countries and is strengthening the position of the Netherlands as one of the leading nations in providing water related solutions."

Water Convention 2010

At the Water Convention, over 1,000 experts, academics and practitioners came together to discuss the advancements and challenges in water technologies. From Norit, Harry Futselaar presented the article "Urban Water Chain Management Through A Municipal MBR" and Frans Knops presented the paper "Operating Experience With Ultrafiltration For TOC Reduction Of Surface Water". Knops, Product Manager Norit X-Flow looks back at his seminar, "The seminar was very well attended. The innovative use of panel discussions afterwards, instead of separate Q&A sessions after each individual presentation, is certainly an improvement that I would recommend for future conferences. The level of presentations as well as audience was very high, which promoted lively discussions during the panel discussions."

Technical Desalination Seminar

Norit outlined its strengths in desalination to key EPC companies from Singapore. During a technical seminar, Norit experts presented desalination technologies ranging from Norit X-Flow ultrafiltration technologies for the pre-treatment of salt and brackish water, and Norit Haffmans CO₂ injection for pH correction in the post-treatment, to Norit Nijhuis' high-efficiency pumps for desalination plants. The seminar was well-attended and resulted in a number of individual meetings in Singapore and several South East Asian countries.

After such a successful event, Norit is looking forward to move ahead with its Asia Pacific operations in Singapore for the benefit of its customers in the region!

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About Norit

The Norit Group develops and applies state-of-the-art purification technologies to help society, through our clients, meet environmental, health, and safety challenges, and work towards a sustainable future. Headquartered in the Netherlands, Norit supplies consumables, components, systems, and solutions, based on proprietary technology to a variety of industries including the water, beverage, food, chemical, pharmaceutical, and marine industries. Almost 9 percent of the world's population - over half a billion people – already consumes water purified by Norit!

