

**Norit NV**

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## **Ecwatech 2010 – Moscow: Another success for Norit**

The Moscow Crocus Exposition Hall hosted the largest water treatment show for Russia and the CIS (Commonwealth of Independent States) countries in early June. Ecwatech 2010 gave Norit the opportunity to display its state-of-the-art Clean Process Technologies to the Russian and CIS visitors. The event was successful for all of Norit's exhibiting technology platforms: Norit Filtrix, Norit Activated Carbon, Norit Nijhuis, Norit X-Flow and Norit Haffmans. With 70 square meters exhibition space in a prime location, Norit had one of the largest stands.

“Our visibility was increased by our participation and gold sponsorship in the IWA conference, where Norit specialists presented the latest innovations and achievements in membrane and activated carbon technologies”, said Anna Trekhlebova, Marketing Manager at Norit's Moscow office. Ecwatech visitors were introduced to the innovative Norit Airlift™ MBR Megablock and Norit Aquaflex™ ultrafiltration (UF) membrane water treatment system. Both solutions were developed following Norit's “Efficient Performance Technology” philosophy resulting in the highest possible output and the lowest lifecycle costs.

According to David Lawson, International Sales Manager for Europe and Russia for Norit Filtrix, Ecwatech offered a chance to further establish our presence in Russia and gain a large number of useful contacts and meet existing and new business partners. “In terms of time saving, shows like these are ideal, especially when you cover various geographical areas”, he concluded.



“At Ecwatech we discovered a number of projects in the condensate water treatment field,” said Alexey Bartnovsky, who is responsible for the activated carbon business at the Moscow office. “This gives Norit a good opportunity for further growth in coming years. With our high-quality dedicated carbons and worldwide references we are able to be a leader in this application as well.”

“The fact that the exhibition size doubled since Ecwatech 2008 and that the number of global players in the industry is growing reflects the dynamism and strength of the Russian and CIS markets”, Rick Rosberg, Commercial Director for Norit X-Flow added.

The innovations launched by Norit attracted serious interest from technical specialists, businessmen and the public at large. “Since the very first supply of ultrafiltration membrane technology to the Russian power sector, which was delivered to the Zainskaya power plant in 2005, Norit has been a leading player in this market”, Sergey Zavyalets, Norit Russia Country Manager, commented. “We are very excited about the great success of the show, the orders we booked and the number of promising leads. We are already looking forward to the next edition of Ecwatech.”

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### **About Norit NV**

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!