Feria de Zaragoza promotes SMAGUA with success in Expo Agua Peru

Feria de Zaragoza **has had an outstanding participation in** Expo Agua Peru**, where it has successfully promoted the next edition of the** International Water and Irrigation Fair (SMAGUA) **, which will be held on 7th, 8th and 9th March 2017.**

Feria de Zaragoza *has been redoubling efforts in the promotion of SMAGUA, with the aim of being present in the main sectoral forums held in Spain and in the most important international markets*, as is the case in Ibero-America.

Among other activities, a presentation of this event was held to the largest water companies in Spain, and a delegation from Feria Zaragoza, led by its director general, Rogelio Cuairán, has traveled to Peru to participate actively in Expo Agua Peru.

> The Andean Salon is a strategic point fundamental to the interests of Spanish companies, serving as a gateway to a market as important as the Southern Cone of America

For this reason, SMAGUA has opted to intensify its presence in Peru, within a strategy based on focusing on areas of special interest, both in terms of exhibition and attracting visitors, which serve to aupar the Spanish show as an inescapable reference of the international sector .

In this way, SMAGUA has had an outstanding presence and a very active participation in the celebration of this hall, which represents one of the most important salons in Latin America.

Thus, the general director of Feria de Zaragoza took part in the opening ceremony of the event, where the First Latin American Water Conference was held: "Present and future of sanitation services in Peru". Next to Cuairán were the Peruvian Deputy Minister of Construction and Sanitation, Gustavo Olivas, the Spanish ambassador to the Andean country, Ernesto de Zulueta Habsburgo- Lonena, the director of Expo Agua Peru, Carlos Silvestri, and the president of Zinnae-Spain, Isaac Navarrese.

In this forum, Rogelio Cuairán explained the keys for SMAGUA to be the "hall of reference for the Spanish national market and stressed the importance of" joining our hands, strengthening ties and beginning to weave a common path in which we are your gateway entry to Europe and you ours to Ibero-America. "

> The promotion of SMAGUA in Peru "is framed within the need to delve into new markets, open new avenues and bring our continents closer"

According to Cuairán, *"we must be able to offer solutions to the water issue, so that we lead the technological development in the integral management of water."*

SMAGUA also participated in the Spain-Peru Technical Conference, organized by Zinnae, on the "Exchange of Experiences: Industry 4.0 applied to water management and Governance in a context of climate change." The general director of Feria de Zaragoza presented, before hundreds of attendees, the role played by the International Water and Irrigation Show at national and international level, as well as the figures that, for more than 40 years, have made SMAGUA been considered as *the only event capable of offering solutions and remain at the forefront of the market.*

The objective is none other than *to carry out actions that reinforce the leading position within the water segment and water solutions.*

> SMAGUA works to renew its role of showcase of the best innovations that the sector is committed to, aimed at innovation, efficiency, safety and environmental guarantee

Innovation and Technology in SMAGUA

SMAGUA, which will return to the exhibition calendar on 7th, 8th and 9th March next year, *is a meeting that undoubtedly contributes to the development and innovation of the professional water sector.*

In its strategy, the Salon is committed to providing added value to the brands present in the next edition, which, from its organization, works to establish the national level and, thus, to strengthen the foreign market, so that achieve greater profitability and promotional efficiency.

> In its new edition SMAGUA clearly bets on foreign markets, with special emphasis on actions aimed at attracting professionals from Latin American countries, without forgetting Europe and Africa

Another of its objectives is to provide a useful professional forum, with proposals and novelties that foster the technological evolution that marks this sector. With a guarantee of more than 40 years in the service of the water sector, *SMAGUA is, today, the biggest showcase for trends and the presentation of innovative devices, equipment, systems or systems linked to the world of water.*

Source: SMAGUA