

Water Technology Markets 2010

Key opportunities and emerging trends

By Sze Chai Kwok, Heather Lang and Paul O'Callaghan, with contributions from Christopher Gasson, Ankit Patel, Matthew Stiff and Jablanka Uzelac.

Global
Water Intelligence

A Global Water Intelligence publication
www.globalwaterintel.com



June 8th, 2010 | The Renaissance Stanford Court Hotel, San Francisco, CA

BlueTech Innovation Forum

Co Presented by:



O2 Environmental

Addressing the world's water needs through technology

Paul O'Callaghan

O₂ Environmental

Technology Assessment Group
Water Technology Market Experts

Details on **BlueTech Tracker™**:
info@o2env.com





Evolution or Intelligent Design?

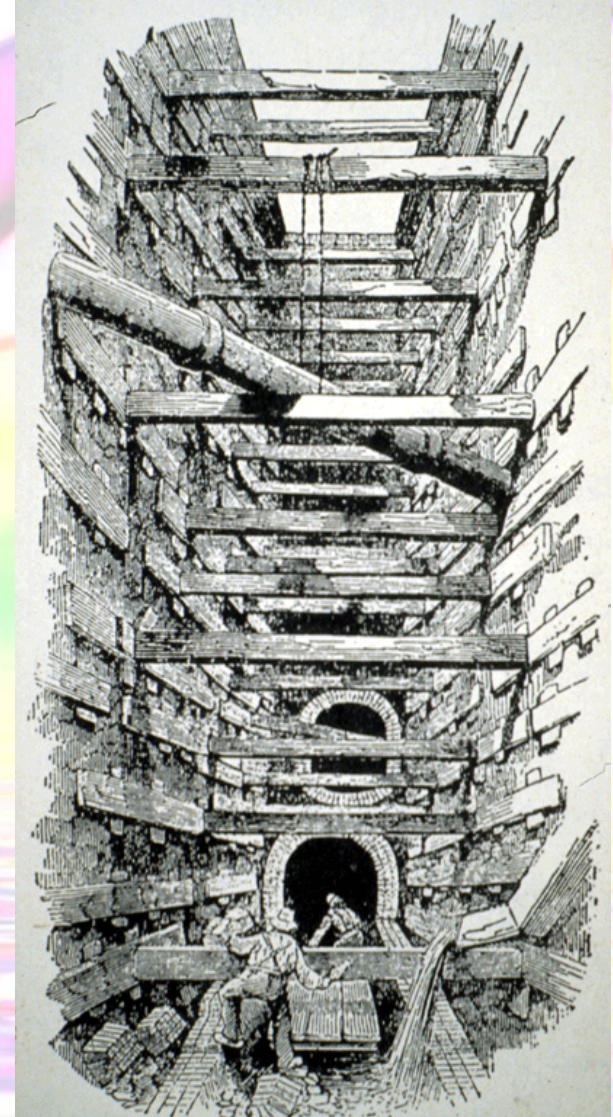


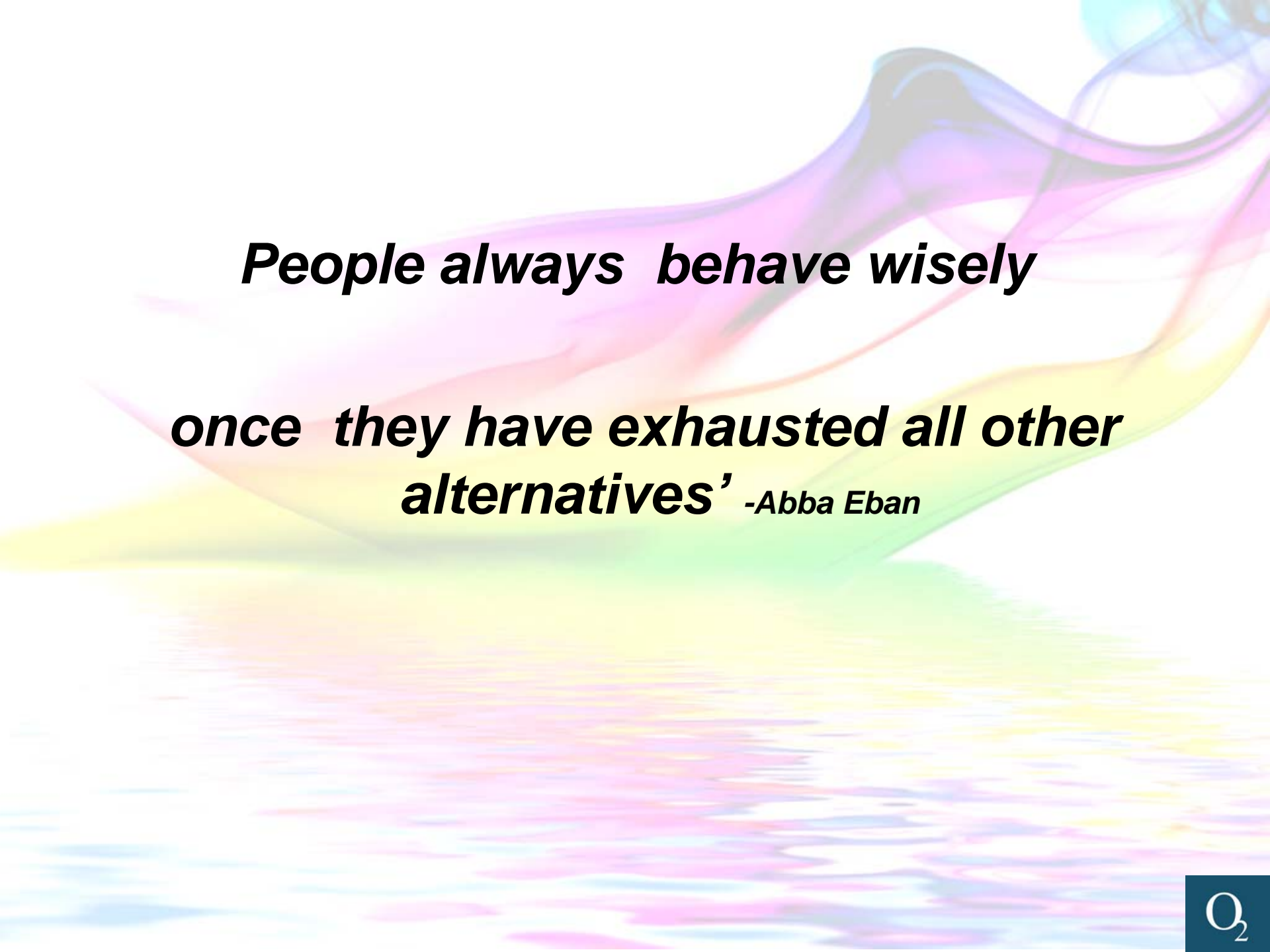
How we arrived at where we are today

- 1850 – the Water Closet and the Sewer adopted.
- 1914 – the Activated Sludge Wastewater Treatment Process invented

At this time there were less than 2 Billion people in the world mostly rural

- Today: 6 Billion people, mostly urban
- Future: Population and urbanisation are set to increase.






***People always behave wisely
once they have exhausted all other
alternatives'*** -Abba Eban

There are three stages to the adoption of new ideas

1. Skepticism
2. Outright resistance
3. Universal Acceptance



**The innovation does appear
most likely to come from the
smaller companies**

BlueTech Tracker™

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- Available to VC's, Water Companies and Municipalities

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