



INNOVATION FORUM
SPONSORSHIP OPPORTUNITIES

AQUA
TECH
 INNOVATION
FORUM

AQUA
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 AMSTERDAM

PROUDLY
HOSTS:

11 MAR 2025 | RAI AMSTERDAM

ALIGNING ACTION TO SCALE WATER INNOVATIONS



ORGANISED BY:

AQUA
TECH


CO-LOCATED WITH:

ILF
INTEGRATED
LEADERS
FORUM

rai
AMSTERDAM

Why an Innovation Forum?

The one-day interactive conference was added to strengthen the Aquatech Amsterdam activities in 2019.

Based on the principle of Roman city 'Forums', which were the center for social, economic and political activities, the Innovation Forum was designed to disrupt the conventional conference model.

The Innovation Forum is an important part of the Aquatech puzzle, taking place in the same week as Aquatech Amsterdam 2025, the Aquatech Innovation Award ceremony, the full content programs at the Worlds of the trade show and the Integrated Leaders Forum.

Creative. Provocative. Engaging. Authentic. Storytelling driven.



The Innovation Forum

This year's Aquatech Innovation Forum will focus on 'Aligning action to scale water innovations'. With climate change impacts significantly affecting water operations, there is a need for increased alignment between multiple stakeholders to help deploy the right solutions.

Collaboration over competition will be critical to help solve water's urgent challenges. As well as innovation in technology, there is a need for innovation in partnerships and financial models. This will help to unite and bring solutions together, as part of a 'tech stack' offering across projects.

Such innovation partnerships are now being demonstrated globally. For example, multinationals partnership with water utilities, connecting through start-ups to deploy solutions with scale and speed across areas like non-revenue water reduction, industrial water efficiency or improved digital solutions reducing agricultural water use. What can we learn from these examples?

Furthermore, while single pilot projects are needed to validate and prove new solutions, how do we connect the dots to link multiple projects together to help accelerate the adoption of water innovations?

A creative blend between provocative discussions, fireside chats, unconferencing and natural, not force networking, will everyone involved will leave with solid contacts and practical knowledge to help improve their organisations.



THE WATER LEADERSHIP TRIFECTA

Where policy, innovation and industry connect

Experience the complete spectrum of water leadership and innovation during Aquatech Amsterdam.

The [Aquatech Innovation Forum](#) engages CTOs, start-ups and Innovation Directors in exploring cutting-edge solutions and implementation strategies, while the [Integrated Leaders Forum](#) convenes CEOs and high-level decision-makers from both public and private sectors for strategic policy discussions.

Meanwhile, [Aquatech Amsterdam](#), the world's leading water trade show, showcases the latest technologies and facilitates broad industry connections.

This powerful combination creates an unparalleled platform where policy, innovation, and practical solutions converge to shape the future of the global water sector.



Our promise

A creative blend between provocative discussions, fireside chats, unconferencing and natural, not force networking, will ensure everyone involved will leave with solid contacts and practical knowledge to help improve their organisations.

Key themes

- INVESTMENT
- INNOVATION
- INNOVATIVE BUSINESS MODELS
- INNOVATIVE PARTNERSHIPS
- DIGITALISATION
- SOFTWARE-AS-A-SERVICE
- PFAS (FOVEVER CHEMICALS)



WATER ENTREPRENEURS, UNITE! A water innovation event like no other

Creative. Provocative. Engaging. Authentic. Storytelling driven.

Calling all entrepreneurs, aquapreneurs and intrapreneurs – now is your time. Join the water event focused on operationalising innovation in water. From connecting founders to investors, start-ups to projects and partners, the Innovation Forum is built to unite the right people, with the right knowledge, to help scale solutions with scale and speed.

Audience profile

A high quality, boutique event to unite the following groups::

FOUNDERS, SOLOPRENEURS & ENTREPRENEURS

The bold and brave individuals who took the bold leap to launch their own water-tech companies and solutions. This is your place.

INVESTORS

Venture capital (VC) investors looking to connect with the brightest and best water-tech founders out there. Could water's next tech unicorn be in the room?

CHIEF TECHNOLOGY OFFICERS (CTOS)

CTOs who need to keep up with the latest water-tech innovations being scaled and meet the organisations leading the way.

INNOVATION MANAGERS

Utility innovation managers scouting the market for the latest solutions to help solve operational pain points.

INTRAPRENEURS

Big, bureaucratic organisations don't innovate, right? Wrong. We welcome the intrapreneurs and teams focused on internal innovation within bigger international companies.





Sessions

- Welcome to the Fishbowl: The Grand [standing] Debate
- Navigating the water procurement labyrinth
- Embracing breakthrough business models: A brave new world?
- New money, new thinking? Welcoming new investors to the world of water
- The start-up and multinational collaboration model: can it help to scale innovations?

Golden Rules

To make sure the Innovation Forum will be a truly interactive and engaging experience, we set the following Golden Rules:

- Sessions will be no longer than one hour
- Everyone participates and;
- Zero tolerance on sales pitches: Innovation Forum speakers are there to tell, not sell.



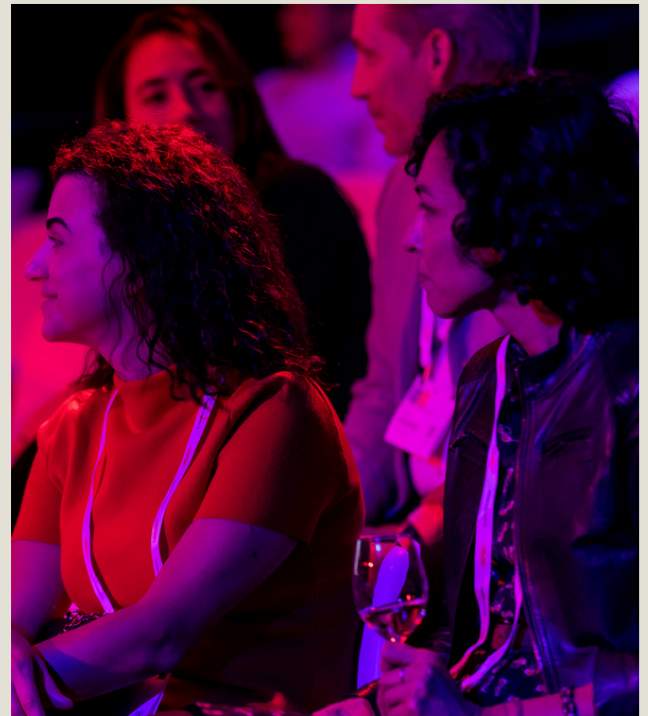


F**K Up Night

The now legendary F**K Up night is like no other. It's a night to learn from when things didn't work out. While all other events brush mistakes under the carpet, we bring them into the open to be shared. Raw, authentic storytelling at its best during a night to remember. Hear three legendary stories from innovators brave enough to stand up and share when things didn't go their way.

Exclusive tickets are limited and tied to the Innovation Forum visitors.

Fuckup[®]
N I G H T S



The Content Board

We are proud to be advised and supported by the following people in the Innovation Forum Content Board:



Andrew Walker
CMO
Evove



Avishek Chaudhuri
Water Industry Advisor
Tata Consultancy Services



Dr Benjamin Tam
CEO
Isle Utilities UK



Gaëtane Suzenet
President & Co-Founder
The European Water Tech Accelerator



Emma Weisbord
Director of Strategy
SUEZ



Eva Martinez
Head of Sustainability and Smart Systems
Isle Utilities



Frank Zamora
CIO
Acciona



Jan Gooljer
Innovations Manager
Vitens



Mark Kaney
Managing Director
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Matt Rolis
VP of Business Development
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Miguel Angel Sanz
Director
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Paul Fleming
Founder
Water Value LLC



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CEO
Bluetech Research



Prof Dragan Savic
Global Advisor
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Slavco Velickov
Global Asset Performance Director
Bentley Systems



Sivan Zamir
Vice President
Xylem



Wayne Byrne
General Partner
Burnt Island Ventures



Will Sarni
Founder & CEO
Water Foundry, US



















Tom Freyberg
Content Director
Aquatech Global Events



Yossi Yaacoby
VP of Engineering
Mekorot

Innovation Forum Agenda*

Tuesday 11 March 2025 @ RAI Amsterdam

- 09:00 - 09:25 Doors open
Registration & coffee Delegates  RAI ELICIUM BUILDING, ENTRANCE D
- 09:25 - 09:30 Welcome  ELICIUM | 1ST FLOOR
- 09:30 - 09:50 Joint keynote address [Innovation Forum & ILF]  INNOVATION HUB (Elicium)
- 10:00 - 11:00 Welcome to the Fishbowl: The Grand [standing] Debate  ELICIUM | 1ST FLOOR
- 11:00 - 11:30 Coffee break and Fireside Chat 1   ELICIUM | 1ST FLOOR
- 11:30 - 12:15 Navigating the water procurement labyrinth  ELICIUM | 1ST FLOOR
- 12:15 - 13:00 Embracing breakthrough business models: A brave new world?  ELICIUM | 1ST FLOOR
- 13:00 - 14:00 Lunch Break, Fireside Chat 2 and 3   ELICIUM | 1ST FLOOR
- 14:00 - 15:00 New money, new thinking? Welcoming new investors to the world of water  ELICIUM | 1ST FLOOR
- 15:00 - 16:00 The start-up and multinational collaboration model: can it help to scale innovations?  ELICIUM | 1ST FLOOR
- 16:00 - 16:15 Coffee Break   ELICIUM | 1ST FLOOR
- 16:15 - 16:45 Final session (TBC)  ELICIUM | 1ST FLOOR
- 16:45 - 16:45 The Innovation Forum Digital Derby: The Great PFAS Solutions Pitch  ELICIUM | 1ST FLOOR
- 17:00 - 18:00 Drinks   ELICIUM | 1ST FLOOR
-  F**k Up Night (Invite only, ticketed event)  ZUIDPOOL
- Optional dinner



€ 20,000

€ 10,000

€ 5,000

1 exclusive package

2 packages available

2 packages available

Logo on website AQF with link to own website



Listed as Strategic partner on signs at show floor



Free tickets

4

2

2

Speaker slot



Professional video interview

max 5 min

max 3 min

1 story including image in a newsletters in the run up to the event



Permit to distribute give away among the delegates



Social media items with sponsorname mentioned

3

1

**F*CK UP NIGHT
SPONSOR**

**SPONSOR
SEPERATE ITEMS**

€ 7.500

1 exclusive package

Logo on website AQF with link to own website



Professional video interview

max 2 min

Logo holding slide (digitaal, on screen Zuidpool)



Tags social media post on Aquatech channel



2 min speaking time up front



Sponsoring of fire side area (max 2)

€3.500

Sponsoring SLIDO (max 1)

€3.500

Sponsor water bottles (max 1)

€3.500

Sponsor screen (max 1)

€7.500

Interested in sponsoring?

Elevate your brand's position in the dynamic water technology landscape. The Innovation Forum convenes pioneering startup founders, seasoned investors, utility innovators, and technology leaders for focused, high-impact discussions driving the future of water innovation and scale-up solutions.

As a sponsor, you'll collaborate directly with key decision-makers through curated sessions where tomorrow's water solutions take shape today.



Senior Sales Consultant
Aquatech Global Events

Walter van der Schoot
E-mail: w.vd.schoot@rai.nl
T: +31 (0)16 188 913 57

CONTACT US

Team RAI Amsterdam



Director
Aquatech Global

Daan Burghouts
d.burghouts@rai.nl
T +31 (0)6 1260 3664



Sr. Sales Consultant
Aquatech Global

Walter van der Schoot
w.vd.schoot@rai.nl
T +31 (0)6 1889 1357



Content Director
Aquatech Global Events

Tom Freyberg
E-mail: t.freyberg@rai.nl
T: +44 790 486 77 46



Event Manager a.i.
Aquatech Global

Heleen van der Meer
h.vd.meer@rai.nl
T +31 (0)6 2507 5855



Operations Manager
Aquatech Global

Vanessa Jager
v.jager@rai.nl
T +31 (0)6 5125 3888



Brand Marketing Executive
Aquatech Global

Farah Qureshi-Nicolai
f.qureshi@rai.nl
T +31 (0)6 4291 8630

About Aquatech Amsterdam

Aquatech Amsterdam is the world's leading water trade show for process, drinking and waste water. Connect with water professionals from over all over the world, in the exciting city of Amsterdam.

It is the biannual meeting of water professionals. It definitely is the best event related to water treatment. Quick to reach, good to learn, easy to stay connected.

**26,000+ WATER
PROFESSIONALS**



**4,000+
EXHIBITING
STAFF**



**130+
NATIONALITIES**



**22,000+
VISITORS**

**AQUATECH
AMSTERDAM 2025
EXPECTED AUDIENCE**

EXPECTED EXHIBITORS



**850+
EXHIBITORS**



**45+
NATIONALITIES**



**150+
SPEAKERS**

ONLINE REACH



**500,000+
WEBTRAFFIC**



**35,000+
NEWSLETTER
SUBSCRIBERS**

SEGMENTS

- Water & Wastewater
- Treatment Infrastructure
- Software & Automation
- Residential & Commercial

SOCIAL REACH



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