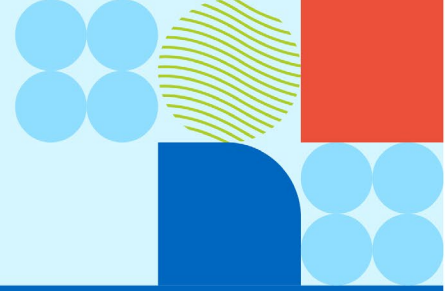


# ADB WATER AND URBAN DEVELOPMENT FORUM

Valuing Water and Enhancing Livability in Asia and the Pacific  
27-30 May 2025 | ADB Headquarters, Manila, Philippines



## AWUF2025 Innovation Fair Guidelines

The **ADB Water and Urban Development Forum 2025 (AWUF 2025)** will bring together stakeholders from developing member countries (DMCs), finance partners, private sector entities, thought leaders, civil society, and the ADB community to address the challenges and opportunities in the water and urban development sectors.

As part of AWUF 2025, the AWUF Innovation Fair is envisaged as a dynamic space for business entities, organizations, and solution providers to showcase their cutting-edge technologies, products, services, and innovations, fostering connections toward sustainable and impactful water and urban development initiatives.

### Objectives

The **AWUF Innovation Fair** aims to:

- a. Provide a platform for the private sector, organizations, and other solution providers to showcase their products, services, and innovations to address critical water and urban development issues;
- b. Foster connections among business entities, ADB community, finance and development partners, and DMCs to drive investments and collaboration for sustainable water and urban systems; and
- c. Catalyze investment, emphasizing private sector participation in sustainable development.

### Target Exhibitors

Organizations offering innovations that address critical challenges in the water and urban development sectors across Asia and the Pacific are invited to participate as exhibitors. These may include, but are not limited to:

- a. providers of smart water, sanitation, and solid waste management systems, renewable energy solutions, and low-carbon technologies;
- b. developers of urban resilience innovations, affordable housing, nature-based solutions, urban heat, and disaster risk management tools;
- c. start-ups with unique solutions for sustainable urban and water systems; and
- d. non-governmental and civil society organizations advocating for inclusive, sustainable, and resilient practices.



## Thematic Tracks for the Exhibits

All applications will undergo a streamlined selection process, to ensure alignment with the forum's thematic priorities and diversity in representation among technology providers, infrastructure developers, start-up companies, and civil society organizations.

To enhance engagement and alignment with the forum's thematic priorities, exhibits will be categorized under the following thematic tracks:

- **Track 1: Valuing Water**

Encompassing service delivery, developing capacity, and advancing innovation, this theme focuses on enhancing water supply and sanitation services through performance improvements, sustainable tariff models, promoting climate-resilient practices, and digital transformation for security and resilience in the water sector.

- **Track 2: Enhancing Livability**

Encompassing urban transformation, scaling up resilience, and integrated solutions, this theme focuses on unlocking municipal finance, engaging private sector participation, and promoting innovations for affordable housing; sustainable waste management and circular economy; greener, healthier, and age-friendly urban spaces; low-carbon and resilient development; and integrated and smart solutions for improving urban infrastructure and services.

## Criteria for Screening EOIs

ADB ensures equal and fair opportunity to all applicants. The submitted EOIs will be selected by an ADB Technical Committee based on the following criteria:

- relevance of practices, products, and services in Asia and the Pacific
- innovativeness and value addition
- operational feasibility and scalability



## Guidelines for Exhibitors

### General Guidelines

- Each exhibitor will be provided with the following, free for use throughout the exhibit:
  - (i) standard shell scheme 3-meter by 2-meter booth (TBC)
  - (ii) table with two chairs
  - (iii) electrical sockets and lighting fixtures
  - (iv) fascia board with the exhibitor's name.



- The exhibition period is from **28-30 May 2025**. It will officially start on 28 May 2025 at 8:00 a.m.
- Exhibitors are welcome to decorate their booths with marketing materials within the provided standard setup. Additional booths or customized booth spaces will not be provided.
- Organizations interested in participating in the AWUF Innovation Fair must submit an Expression of Interest (EOI) via this [portal](#). They should provide details of their exhibit

plan, including how the content of their exhibit relates to the AWUF2025 theme of **“Valuing water and enhancing livability in Asia and the Pacific”** and the tangible results they wish to achieve. Submit the form no later than **14 March 2025**.

- Only 25 applications will be selected. Successful applicants will be notified by **21 March 2025**.
- Exhibitors are requested to include the following in their EOIs for marketing purposes:
  - o company logo in vector or eps file format with a maximum size of 5MB;
  - o link to a short video introduction of the products/services they plan to feature, with a maximum duration of 30 seconds and a minimum resolution of 720p (1280x720);
  - o Link to brochures, flyers, photos, presentation documents, or any other supporting materials related to their products or services (max of 3 documents; maximum size: 5MB each); and
  - o Social media handles
- ADB will manage booth assignments. While prime locations cannot be guaranteed, we will advertise individual exhibits during the forum and within the ADB premises (e.g., through digital displays, announcements during the forum, etc.). We will also ensure all booths are in visible, prominent, and accessible areas for the ADB community and AWUF2025 attendees.

### Recognition

Three exhibitors will be recognized to win the following awards: (i) most innovative, (ii) most engaging, and (iii) most inclusive and sustainable exhibits based on an audience poll.



## Designing Sustainable Booths

ADB aims to implement AWUF2025 in a way that minimizes its negative impact on the environment. This guide outlines key principles and recommendations for designing sustainable booths, enabling exhibitors to contribute to making the AWUF2025 environmentally friendly.

1. Exhibitors are expected to style their booths to suit their preferences using materials that can be reused multiple times and repurposed after the exhibit.
2. Avoid plastic use entirely by opting for environmentally friendly, plastic-free materials.
3. While the electricity fee is waived, use energy-efficient electrical equipment and turn it off when not used.
4. Foster a digital experience for participants, with screens and QR codes as the primary distribution methods and limiting print materials. TV monitors can be rented by coordinating with the organizers through [arubenecia.consultant@adb.org](mailto:arubenecia.consultant@adb.org) and [suntalan.consultant@adb.org](mailto:suntalan.consultant@adb.org).

## Key Rules and Regulations

1. Each booth must be staffed throughout the event, from 8:00 a.m.-5:00 p.m. No more than two persons are allowed per booth.
2. Ingress will be on Tuesday, 27 May 2025, from 5 p.m. to 9 p.m. Egress will be on Friday, 30 May 2025, from 5 p.m. to 8 p.m. Exhibitors shall use ADB's loading dock for any entry and exit of equipment, materials, and setup crew. A valid individual ID (government-issued or company ID) is required in exchange for the ADB-issued ID that shall be worn at all times while inside the ADB premises. Exhibitors must ensure the safety of their staff and suppliers during setup.
3. Each exhibitor must coordinate with the organizer all entries to the ADB premises.
4. Each exhibitor must provide an inventory

of all equipment and materials to be used, sold, or offered for free at the booth. Consumption and/or distribution of alcohol is strictly prohibited.

5. Fire hazardous equipment and materials shall not be allowed inside the ADB premises. Heat-generating equipment, such as stoves, microwaves, flat irons (for pressing), etc., unless used as displays with prior approval, shall not be allowed in ADB.
6. No major painting job, welding, loud and boisterous hammering, or drilling on the booths will be allowed.
7. Exhibitors must display their advertising materials within the booth's boundaries only. It is prohibited to hang banners, posters, or flags on the ADB's ceilings, entrances, corridors, or any other ADB property.
8. Exhibitors should avoid objects or installations that obstruct the view of other exhibitors and not use audio devices or displays that disturb them.
9. ADB is not liable for items left inside the booth from the exhibition's closing period at night until it opens in the morning. As storage facilities will not be provided, exhibitors are solely responsible for the security of their exhibit materials and personal belongings throughout the exhibition period. ADB, shall, in no instance, be held liable for any loss or damage of such items.
10. During the exhibit, bringing in or removing large exhibit materials is prohibited.

The above rules and regulations are governed by ADB's Corporate Services Department (CSD). Necessary CSD approvals for ingress and egress must be secured in coordination with the Innovation Fair organizers. For more information on the ADB set-up rules and regulations, click [here](#).

Please feel free to email the Innovations Fair organizers, **An Rubenecia**, [arubenecia.consultant@adb.org](mailto:arubenecia.consultant@adb.org), and **Sheillette Untalan**, [suntalan.consultant@adb.org](mailto:suntalan.consultant@adb.org) for questions and/or clarifications.

