

For Immediate Release

FIRST ANNOUNCEMENT: BUSINESS MISSION TO WATEC ISRAEL 2011

From November 14 –17, 2011 more than 20,000 entrepreneurs, business executives and investors from around the globe will come to Israel for



the world's leading conference and exhibition on
WATER, RENEWABLE ENERGY AND ENVIRONMENTAL CONTROLS.

Join this targeted mission to Watec Israel 2011 (www.watec-israel.com) that will feature one-on-one meetings tailored to your needs, site and company tours, industry networking events and access to the world's most dynamic entrepreneurial economy.

Conference main topics will include:

Water Technologies

- Advanced Water Solutions
- Advanced Irrigation Systems
- Water & Wastewater Projects
- Monitoring and Analyzing Water and Pollution
- Mobile Desalination Units
- Water Saving Devices
- Desalination
- Water Management & Flow Control
- Water Quality & Water Treatment
- Waste Water Treatment (Reclamation & Purification)
- Monitoring & Measurement Devices
- Leakage Control
- Water Security
- Water & Environmental R&D

Renewable Energy

- Solar Energy
- Wind Energy
- Thermal Energy

Environmental Technologies

- Air Pollution Monitoring, Control And Prevention
- Ecological Agriculture
- Treatment and Management of Hazardous Materials
- Noise Monitoring, Control and Prevention
- Waste Recycling and Recovery Methods
- Waste Separation and Treatment
- Wastewater Treatment, Purification and Reclamation
- Green Building
- Environmental Education
- Sustainability and Sustainable Development
- Insulation
- Electric Vehicles
- Energy Conservation

FIRST ANNOUNCEMENT: BUSINESS MISSION TO WATEC ISRAEL 2011

There is no better way to identify exciting new opportunities from Israel's exceptional high-tech sector and to meet leading industry players than in the context of a well organized mission that balances individual goals with the impact of a high-profile delegation. Join us for this important industry event.

Perry Newman, President of **Atlantica Group LLC** and Marc Coles, CEO of **Ridgeback Business Development Ltd.**, are organizing this influential delegation of business executives, investors, entrepreneurs, tech transfer professionals and other interested parties to attend **Watec 2011**. **Atlantica Group** is a US-based international business development firm with more than a decade of hands-on experience linking North American and Israeli businesses. **Ridgeback Business Development** is an Israel-based international business development firm with outstanding contacts and reach into Israel's world-class cleantech sector.

For their participation fee, delegates will receive the following valuable services:

- **Customized mission agenda**, personalized to meet your needs and interests including one-on-one meetings with pre-qualified potential partners
- **Site tours** of leading Israeli renewable energy or other cleantech installations (subject to participant interest and availability)
- **Industry meetings** with leading Israeli organizations and institutions involved in water treatment and management, renewable energy and tech transfer
- **Networking opportunities** with professional associations and government officials
- **Transportation** from mission hotel to **Watec 2011** conference and exhibition
- **In-country mission orientation and industry briefing**

Atlantica Group and **Ridgeback Business Development** have coordinated more than 20 business delegations and have worked with numerous North American, Israeli and European clients to develop hundreds of international opportunities.

For more information, including itinerary, travel, accommodation and mission support, please contact:

Perry B. Newman, President

Atlantica Group LLC

(207) 791-0378

pbn@atlanticagroup.com



www.atlanticagroup.com

Marc D. Coles, CEO

Ridgeback Business Development Ltd.

+972-9-884-2747

marc@ridgeback-busdev.com



www.ridgeback-busdev.com