

ADB's 2nd e-Marketplace for a Water-Secure and Resilient Asia and the Pacific

18–22 and 25–26 October 2021

Guide to the Virtual Booth Exhibition and Interactive Session

Thank you for your interest in joining [ADB's 2nd e-Marketplace for a Water-Secure and Resilient Asia and the Pacific](#) (ADB's 2nd e-Marketplace) as one of the virtual exhibitors!

ADB's e-Marketplace is a dedicated venue and platform to bring together government officials, water services and management solutions providers, development professionals, academia and the private sector from ADB's developing member countries and connect them with providers of digitalization solutions and best practices on products, tools and technologies for delivering smart, resilient, safe, and inclusive water management and services delivery. ADB's first e-Marketplace was launched on 15 March 2021.

Virtual Booth Exhibition and Interactive Session

ADB's 2nd e-Marketplace targets to promote innovative and integrated smart water solutions that can help urban and rural areas of developing Asia and the Pacific to benefit from the tremendous opportunities arising from modern smart technologies. The scope of the exhibited solutions will not be restrictive. It will revolve around the use of smart technologies under the following technology pillars: 1) conserving water resources and building resilience; 2) managing water and sanitation services; 3) strengthening enablers for water security; and 4) showcasing partnerships and projects.

ADB's 2nd e-Marketplace will have opening plenary and closing sessions, and will feature virtual exhibition booths and interactive sessions. Selected organizations will be entitled to exhibit their smart water solutions through a virtual booth hosted on the event website before, during, and after the event (**until 31 December 2021**). During the event proper, a 30-minute interactive session via Zoom will be organized for each virtual booth so that each company or organization can present their smart water solutions directly to participants.



EOI Submission

Interested companies and organizations are requested to submit their Expression of Interest (EOI) no later than **8 September 2021**. Conditions and requirements for EOI submission are indicated on the event website. Only legally registered organizations are eligible for EOI submission. Please note that ADB is only providing a platform for exhibitors and participants to connect and collaborate. Being chosen as an exhibitor at ADB's 2nd e-Marketplace does not mean ADB has vetted the product/service/technology/company or provided any other form of promotion by ADB.

Selection Criteria

ADB ensures an equal and fair opportunity to all applicants. From the submitted EOIs, virtual exhibitors will be selected by an ADB Technical Committee based on: 1) relevance of smart technologies to safe, sustainable, smart, resilient, and inclusive water management in rural Asia and the Pacific; 2) innovativeness and value addition; and 3) operational feasibility and scalability in the rural development context. The selection is expected to be completed on or before **22 September 2021**. Due to limited slots available for the interactive sessions and exhibitors, not all applicants may be selected. It is at the sole discretion of the ADB Technical Committee to select and advise the remaining eligible companies to participate in future ADB's e-Marketplaces.

Launch of Virtual Booths and Advance Preparation for Interactive Sessions

Selected exhibitors can submit any additional information and materials relevant to their technologies or organizations from **23–30 September 2021** following ADB's further guidance. The program of each interactive session is subject to the exhibiting organization but should include a short pitch to introduce the technology and answer questions from the participants. A virtual dry run session (date and time to be confirmed) will be organized for selected exhibitors to attend before the launch of the event. An ADB representative will assist each interactive session. If you have questions, please send an email to emarketplace@adb.org.

Visit [ADB's 2nd e-Marketplace](#) website.

