

Press Release

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**Critical Success Factors for Utility Providers for the upcoming years
Interview with Dieter Ernst, CEO Berlinwasser International**

Berlin, 14. Oktober 2009

Berlinwasser International AG will participate at the Water Utilities 2009 event in Barcelona. <http://www.waterutilities europe.com/>.

Mr. Ernst, what do you see as the major challenges facing the water utility sector in the coming years?

It is no time for business as usual. We are experiencing dynamic change in many ways: climate change, pressures facing the world economy, improvements of energy efficiency and environments, population dynamics – both from increased driving demands but also decrease, caused by demographic changes of societies. All these challenges are in one or the other way of major impact for water utilities. And stakeholders are becoming more and more aware of this.



How do you believe these challenges can be mitigated?

I see a need for greater collaboration crisscross the European market. We need to cultivate a more collective approach when considering processes, technologies and solutions. While on the other hand very much regional and local adopted solutions are required. Also there has been a push for greater transparency and reporting from all European utilities, so we are on the way to greater public awareness for water related issues. I believe delivering adjusted solutions for local areas and showcasing best practice will go the furthest in terms of meeting critical market challenges.

What are the opportunities of the market?

The necessity for closer cooperation will lead to an increase in the 'selling' of expertise, also in the sense of competition of excellences, both for utilities and the broader market. The increase showcasing and promotion of best practice is needed. Utilities from across Europe should leverage the best practice experience. One instrument can be the framework of Private Public Partnership. I believe that private capital has to present the funding solution in many cases and can foster unique partnerships.

To summarise, what can you see changing in the European utility market?

The harnessing of experience and expertise will result in more effective European water utilities. I suggest, the dialogue at the Water Utility Europe in Barcelona will deliver and contribute to smart solutions.

Photo:

Dieter Ernst, CEO Berlinwasser International AG
will take the floor at the Water Utilities 2009 event
in Barcelona, 17-18 November 2009

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