

## MEDIA RELEASE

### Showcase Joins Enviro

**18 December 2007**

**Enviro 08** will host the largest exhibition of innovative environmental technologies ever staged in Australia.

Enviro's position as Australia's leading industry and business-to-business environmentally focused conference and exhibition will be enhanced next year with the inclusion of the Australian Technology Showcase (ATS).

The ATS is a government initiative that brings together over 500 Australian enterprises that produce innovative, cutting-edge technologies, many in response to pressing environmental imperatives.

ATS covers a wide range of industry sectors such as agriculture, building & construction, environmental management, information and communications technology, manufacturing, medical and biotechnology and transport.

"Today, environmental dialogue crosses a vast platform of fields; political, commercial, social and technological, and this will be reflected at Enviro 08," said conference Chair, Max Spedding.

"The involvement of the ATS will significantly expand the scope of previous events and help inform business and industry on practical responses to climate change."

A national program, the Australian Technology Showcase promotes innovative local technologies to likely business partners and markets around the world, securing benefits for them and, more broadly, for industry in Australia.

“Enviro 08 provides an excellent vehicle for ATS to introduce companies that are pioneering fresh approaches to solving environmental concerns, which are critical within business and industry,” said Australian Water Association CEO, Tom Mollenkopf.

The fifth Enviro, to be held **5-7 May 2008, in Melbourne**, will also feature a comprehensive program of local and international experts from sustainable energy, carbon capture and storage, waste management and reduction, urban form, transport, and sustainable water catchment and management.

Over 6,000 visitors and delegates are expected to attend the event.

Enviro 08 is presented by the Australian Water Association in partnership with the Waste Management Association of Australia.

Further details about the conference can be found at: [www.enviroconvention.com.au](http://www.enviroconvention.com.au)

### Ends

For further information:

Enviro 08: [www.enviroconvention.com.au](http://www.enviroconvention.com.au)

Australian Water Association (AWA) Visit [www.awa.asn.au](http://www.awa.asn.au)

Waste Management Association of Australia Visit [www.wmaa.asn.au](http://www.wmaa.asn.au)

Australian Technology Showcase Visit [www.ats.business.gov.au](http://www.ats.business.gov.au)

Or

Ian Williams, PALACE, [ian@palacepp.com.au](mailto:ian@palacepp.com.au) or 03 9376 9531