



# Welcome Note

## **January 10, 2012**

Small steps, bigger footprints...

As we greet the new year, I wanted to take the opportunity to wish our customers, partners, suppliers, and visitors a very successful 2012, while thanking all of those who provided encouragement, support, and valuable feedback or suggestions to **DEWS**.

2011 was certainly a big year for **DEWS** in the sense that we started moving from "start-up mode" to building some initial momentum, gaining traction and new recognition in the marketplace. Here are a few of the important milestones and early successes of 2011, that we are delighted to share with you:

- PHSI sample units arrived last summer and we have made inroads with numerous pilot customers
- Seccua was launched in the region and the first few orders were received from Kuwait
- For Vitec, a prestigious project was won in Dubai with **DEWS** hands-on engagement throughout the inquiry and order process
- Eco-logix was added to our portfolio and the first few customer orders materialized, where **DEWS** referral and marketing efforts were instrumental

All of these opportunities, and many others like them at various stages of development, hold promise for further growth this year, as we expand our offerings and footprint.

On getting the word out, we are always looking for new forums and platforms to showcase our solutions, meet customers and trade / industry partners, as well as learning more about the market and the competition. As such, the following events are noteworthy for us:

- Our participation in the second Pre-Owned Boat Show last November was a resounding success, where we showcased the *Interpure* water dispenser targeting the luxury boating segment to reduce the use of bottled-water on board, in addition to the traditional uses of PHSI coolers in offices, homes, hotels, hospitals, schools, etc. As a result of the show, we are also re-launching the *BlueCube* watermaker this year, with new models and features tailored more to the regional market.
- Looking forward, our upcoming participation in WETEX 2012 is a big deal for us and we are planning a strong appearance on the regional water scene with a solid portfolio of solutions, showcasing the products and services of our **Industrial Water Solutions** and **Drinking Water Solutions** divisions. WETEX is one of Dubai's major events, organized by Dubai Energy & Water Authority (DEWA) and will take place on March 13-15. Stay tuned for more news and please mark your calendar to visit us at WETEX for a *fresh* experience, including our live demo of PHSI's drinking water technology, new Seccua product introduction, and more.

Despite the economic uncertainties and challenging marketplace, we are still positive that 2012 will bring bigger and brighter opportunities and determined to delivering more innovative, value-based ideas and solutions to our customers.

To follow our footprints, please browse our Website and visit us often... of course, sharing your thoughts and ideas with us would be much appreciated.

**Bassem P. Fakhry**  
President