



**Press Release**

**FEMSA Foundation participates in 5th World Water Forum Istanbul 2009**

- The Water Center for Latin America and the Caribbean is selected to be presented in the main water-related event in the world.

**Monterrey, Mexico, march 2009.** FEMSA Foundation will participate, on march 20<sup>th</sup>, at the 5<sup>th</sup> World Water Forum in Istanbul 2009, with the conference “Water Center for Latin America and the Caribbean “, lecture which will present among global water authorities this initiative.

The Water Center for Latin America and the Caribbean initiative was evaluated by the organizing committee of this global forum, which decided to select it as part of the program from more than 180 proposals from all over the world.

The purpose of the participation will be to introduce the Water Center as a platform that contributes to the sustainable management of water in countries located in Latin America and the Caribbean through the improvement of management and use of water, the reduction of effects on the environment in regional ecosystems through research projects, technological development, consulting, and capacity building programs.

The conference will feature presentations by Vidal Garza, Director of FEMSA Foundation, Jürgen Mahlkecht, Director of Water Center for Latin America and the Caribbean, and Federico Basañes, Chief of the Water and Sanitation Division at IDB. The event will take place at 11:00 hours (Turkish time) at Kasimpasa 2<sup>nd</sup> Hall, Sutluce Venue, at the 5<sup>th</sup> World Water Forum in Istanbul.

FEMSA Foundation, the Tecnológico de Monterrey, and the Inter-American Development Bank endorse this initiative that will be presented to the global water community.

**Water Center for Latin America and the Caribbean**

The Water Center for Latin America and the Caribbean is a joint initiative signed on November 2008 between FEMSA Foundation, the Tecnológico de Monterrey, and the Inter-American Development Bank with the objective to serve as a platform that contributes to the sustainable management of water on countries in Latin America and the Caribbean

Its main goal is to develop knowledge applicable to the sustainable use of water resources in the region. The Water Center also seeks to reduce costs of water management, promote the exchange of best practices and experiences among water operators, and the promotion of a culture of water care.

<http://www.femsafoundation.org>

## **About the World Water Forum**

The World Water Forum is an initiative of the World Water Council, and will be held for the fifth time the week of March 16 to 22, 2009. This forum represents the main water-related event in the world and it takes place every 3 years. At Istanbul, over 27,000 people from 182 countries will be participating.

The World Water Forum's objective is to establish a global agenda to face the main water issues and challenges. In this occasion, the overarching theme of the forum will be "Bridging Divides for Water".

<http://www.worldwaterforum5.org/>

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***FEMSA Foundation is a social investment instrument that supports education, science and technology in the areas of water conservation and its sustainable use, as well as the improvement of the quality of life within communities. Its three main programs are: Sustainable Development of Water Resources, Education, Science and Technology, and Quality of Life.***

<http://www.femsaoundation.org/>

***FEMSA is the largest integrated beverage company in Latin America. It is comprised of three complementary business units: Coca-Cola FEMSA, the largest Coca-Cola bottler in Latin America and the second largest in the world; FEMSA Cerveza, present in three of the largest beer markets in the world: Mexico, Brazil, and United States. Its flagship brands include Tecate, Dos Equis, Sol; and FEMSA Comercio, OXXO, the largest and fastest growing convenience store chain in Latin America with more than 6,000 stores. The beverages of FEMSA are sold through more than 2 million points of sales, to satisfy more than 200 million people in nine countries, including some of the main cities in Latin America, as Mexico City, Caracas, Bogotá, São Paulo, and Buenos Aires.***

<http://www.femsa.com/en>