

## ANGEL SIMÓN: 'AQUALOGY'S NEXT STEP IS TO DEEPEN ITS INTERNAL AND EXTERNAL KNOWLEDGE, AND TO ENSURE SUSTAINABLE DEVELOPMENT'

The Chairman and CEO of Agbar and Chairman of Aqualogy, Angel Simón, said that the company's next target is 'to deepen its knowledge in all territories, both internally and externally.' Converting Aqualogy, the global brand of integrated water solutions, into an open business operating in collaboration with other institutions is, therefore, critical to the company, according to statements made by Angel Simón at the closing event of the eighth edition, and opening ceremony of the ninth edition, of the Master's Degree in Water Management and Technology organised by Aqualogy, together with UPC-Barcelona Tech, which was held today in the auditorium of the Agbar Tower and attended by over 300 people.

During his speech, Angel Simón stressed that 'in the current global situation it is not possible to move forward without a shared understanding, and this is achieved, for example, through agreements with institutes, universities and institutions'. Similarly, another objective of the company, according to Angel Simón, is that 'all our services must have a sustainable business structure to meet today's economy.'

Furthermore, Angel Simón stated during the ceremony that the three basic pillars on which the company rests are talent, commitment and innovation. He also noted that the new professional profile should be based on a focus on the customer, on resilience interpreted as the strength to face all challenges and difficulties, on creativity and, above all, on knowledge.

### **Master's Degree in Water Management and Technology, a key element**

After thanking and congratulating the students and teachers who participated during the 2012 edition of the master's degree programme and welcoming the new students that year, Angel Simón stated that 'the master's degree is a basic element in the development of our organisation' and, moreover, pointed out that '88% of the students who completed the master's degree programme during its first edition are now in well-placed roles within the company.'

Following the speech, three of the seven projects that were undertaken during the 2012 edition were presented: Aqualogy H2Otels, a consulting service for the hospitality industry aimed at improving and reflecting efficiency in the management of water and energy resources; the Actylis Marketing Plan, technology based on energy improvement and waste management at wastewater departments; and Widening USCI Business Line to Water Quality Solutions, which aims to provide solutions and services for the expansion of the business line regarding the

quality of water at Utilities Service Group in the US, including third-party and proprietary technology.

At the closing ceremony, Manuel Cermerón, General Manager of Aqualogy, also stressed the importance of ‘converting Aqualogy into an open business platform’ and that ‘it is not enough only to invent; you must also market in order to actually be able to claim that we are innovating’.

María Salamero, Director of Aqualogy Knowledge; Josep Coll, Director of the Polytechnic Foundation of Catalonia (FPC); and Manuel Cermerón, delivered the professional qualifications for the seven projects carried out.



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