



## **NEWS RELEASE**

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### **Code Council and ASPE Present First U.S. World Toilet Summit**

After nearly a decade of hosting their annual World Toilet Summit (WTS) mainly in Asia, the [World Toilet Organization](#) (WTO) has instead opted to hold it in the United States for the first time. The 2010 International Code Council World Toilet Summit will be presented by the [Code Council](#) and hosted by the [American Society of Plumbing Engineers](#) (ASPE) during this year's ASPE Convention and Engineered Plumbing Exposition to be held October 30 – November 3 in Philadelphia.

This joint ASPE and ICC WTS conference came about as a result of the Code Council's strong relationships with both ASPE and the WTO. For the past several years, the WTO and the Code Council's Plumbing, Mechanical and Fuel Gas (PMG) Group have been partnering on various initiatives in an effort to help improve sanitation conditions worldwide. The Code Council also recently signed an MOU with ASPE that focuses on collaborating on programs that will advance the plumbing industry. Bringing all three of these organizations together to promote plumbing and sanitation innovations and commerce opportunities was a perfect fit.

The theme of the 2010 ICC WTS is "2.6 Billion Sanitation Business Opportunities." Holding both the ASPE and ICC WTS events under one roof will dramatically expand the education, networking and overall business opportunities for ASPE, ICC and WTO attendees.

The key tracks the World Toilet Summit will feature are *Innovations in Global Toilet Design*, *Bottom of the Pyramid Market* (1.8 billion of the 2.6 billion people without proper sanitation who have purchasing power) and *Micro Financing, Advocacy and Potty Parity*, and the *Cleaning and Personal Care Market*. This conference will reveal how to capitalize on these huge markets

while helping to solve the sanitation crisis at the same time. The ICC-focused tracks are *Green* and *Codes & Standards*, which both round out the WTS's sanitation topics and complement ASPE's tracks perfectly.

“We are so fortunate to have the right partners for the 2010 World Toilet Summit,” said Jack Sim, Founder of the World Toilet Organization. “ASPE and the ICC are such respected and highly professional organizations that are also devoted to helping to improve sanitation conditions around the world. Partnering with them to present this important event to U.S. businesses is very exciting.” “We are so proud to be part of this initiative,” stated Jay Peters, ICC PMG Group Executive Director. “The attendees and other participants of this powerful conference will benefit tremendously from the expanded and richer conference and expo offerings, as well as invaluable networking opportunities for future business ventures that wouldn't otherwise be available to them. It will be outstanding for our organizations, the entire plumbing industry and the businesses that serve them. But, most importantly, it will undoubtedly go a long way in helping those in need of proper sanitation worldwide.”

This strategy intends to engage large corporations by demonstrating the staggering size and profit potential the sanitation market in the developing world offers. The global sanitation crisis affects 2.6 billion people who still do not have access to proper sanitation. Diarrhea alone claims two million lives every year. Unfortunately, most of these victims are children. The sheer volume of demand for sanitation-related products is mind boggling and the purchasing power and high return on investment has been proven.

Aside from reaching business decision makers, another objective of bringing the WTS to the U.S. is to dramatically heighten awareness of the global sanitation crisis among U.S. policymakers, organizations, and the general public in order to continue to grow support for this cause, both short- and long-term.

ASPE's biannual convention attracts thousands of plumbing engineers and other construction professionals. Their conference tracks focus on the most important industry topics and their exhibition features over 300 manufacturers, suppliers and other companies. “We are pleased to

be hosting the first U.S. World Toilet Summit in partnership with the International Code Council that is a result of the culmination of the strong alliance between ASPE, ICC and the WTO,” added ASPE Executive Director, Stanley Wolfson. “I and the Society’s 7,000 members are very pleased to welcome all of their international and domestic attendees. We look forward to seeing the coming together of engineers, designers, contractors, architects, manufacturers and all others building professionals to this event that the plumbing industry will undoubtedly be talking about for the next decade.”

ASPE, ICC and WTO’s collective global plumbing industry cadre of attendees will have an unparalleled opportunity to meet with and build new peer relationships, networking alliances, and partnerships, and foster previously unattainable business opportunities. With the many planned networking and interaction events, coupled with a dramatically expanded technical and educational program, this event is shaping up to be the grandest ASPE Convention and Engineered Plumbing Exposition ever.

For more information about the ICC World Toilet Summit 2010 at the ASPE Convention, visit [www.iccsafe.org/iccwts](http://www.iccsafe.org/iccwts).

*The American Society of Plumbing Engineers (ASPE) was founded in 1964 as an organization dedicated to the advancement of the plumbing engineering profession. The Society disseminates technical data and information, sponsors activities that facilitate interaction with fellow professionals, and, through research and education, expands the base of knowledge of the plumbing engineering industry. Its 7,000 members on five continents represent an extensive network of experienced engineers, designers, contractors, code officials, manufacturers, and manufacturer representatives interested in advanced their careers, their profession, and the industry. Contact ASPE for additional information at 847-296-0002, [info@aspe.org](mailto:info@aspe.org) or visit [www.aspe.org](http://www.aspe.org).*

*The International Code Council (ICC) publishes building safety, fire prevention and energy efficiency codes that are used in the construction of residential and commercial buildings. Most U.S. cities, counties and states choose the I-Codes based on their outstanding quality. The ICC’s*

*Plumbing, Mechanical and Fuel Gas (PMG) Group is devoted exclusively to providing PMG products and support to jurisdictions and construction industry professionals across the country and around the globe, with one or more PMG codes adopted in 49 states. The more than 200 superior products and related services were developed specifically by and for plumbing and mechanical professionals. Contact the PMG Group for additional information at 1-888-ICC-SAFE, x4PMG, [PMGResourceCenter@iccsafe.org](mailto:PMGResourceCenter@iccsafe.org), or visit [iccsafe.org](http://iccsafe.org).*

*The World Toilet Organization (WTO) is a global non-profit organization committed to improving toilet and sanitation conditions worldwide. WTO is also one of the few organizations to focus on toilets instead of water, which receives more attention and resources under the common subject of sanitation. Founded in 2001 with 15 members, it now has 235 member organizations in 58 countries, all of which are working towards eliminating the toilet taboo and delivering sustainable sanitation. WTO was created as a global network and service platform wherein all toilet and sanitation organizations can learn from one another and leverage on media and global support that, in turn, can influence governments to promote sound sanitation and public health policies. To learn about all of the initiatives with which the WTO is engaged, visit [www.worldtoilet.org](http://www.worldtoilet.org).*

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