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BBC World News films Amiad Water Systems for new Horizons series

On 30 September 2011, BBC World News was in Israel to film Amiad Water Systems as part of a new series, which explores the business world of the future, called Horizons.

The 20-part series, presented by the award-winning business journalist Adam Shaw, travels across the globe to places like Denmark, Brazil, China and Turkey to find out about the business ideas that could shape mankind's future.

Adam Shaw, presenter of Horizons, says: "We've been travelling the world, in what we hope will be an intriguing and inspiring tour of the boundaries of innovation. Our brief is to look at the ideas and business areas that are really going to have an impact on how we live in the future, and assess the big issues they could tackle."

Arik Dayan, Chief Executive Officer of Amiad, added: "We are extremely proud that Amiad was chosen to take part in this BBC series, which highlights the threat posed by water scarcity. The programme visits our Eastern Dan project, near the Israeli-Lebanese border, where our filtration solutions ensure potable water for the local farmers and provide water for irrigation. This is just one example of how Amiad's technologies can help to overcome the global water shortage, which is increasingly affecting the world's population."

For all the latest news, behind-the-scenes pictures/videos and updates from Adam Shaw please follow at [facebook.com/horizonsTVseries](https://www.facebook.com/horizonsTVseries) and/or on twitter at [@horizonsbiz](https://twitter.com/horizonsbiz).

The Horizons series, which is sponsored by DuPont, broadcasts worldwide on BBC World News television from 8 October 2011 and reports from:

- **Brazil** will look at various issues including new approaches to safeguarding the globe's natural resources and how businesses can develop models which make conservation a profitable business, not just a charitable exercise.
- **China** will focus in part on how manufacturing in China may change over the next 10 years, and what difference that will make to businesses across the world.
- **USA** to find out about the future of farming. As demand for food across the world increases, the programme examines the latest technology and farming techniques in the battle to combat food scarcity.
- **Northern Ireland** and **Switzerland** to see how the world of air transportation will develop over the next decade. With aircraft manufacturers grappling with higher fuel costs and emissions standards, the programme examines the latest single-aisle planes made from lighter composite materials, and look at the next generation solar powered aircraft.
- **Denmark** produces more waste per person than any other country in Europe, but very little of it ends up in landfill. Most is recycled or incinerated. The Danes have become world leaders in waste management. The programme looks at how Denmark is converting waste to energy, and initiatives to turn recycling from a chore to a habit.

- **England**, to look inside the futuristic world of personalised medicine. An increasing ageing global population is putting additional stress on healthcare, and the race is on to develop technology to tackle the issue. The programme looks at systems developed for the world of Formula One motor racing to Nanotechnology and Genome sequencing. It also examines the work being done on prosthetics and brain stimulation to tackle dementia and Alzheimer's.
- **Israel** to examine how water scarcity, which already affects 1.2 billion people around the world, is affecting an increasing number of regions. The programme examines how water consumption has grown at more than twice the rate of population increase in the last century, how that is affecting businesses, how they're coping and the possible solution to the problem.
- **Turkey** to look at the latest developments in disaster proof architecture. The city of Istanbul lies on the North Anatolian fault line. As urban areas around the globe become more densely populated, the programme examines the worldwide need to make homes and buildings more resilient to natural disaster such as earthquakes and tsunamis.
- **England** to look at satellite and space technology, and investigates what the future may hold in terms of developments in satellite technology, including broadband from space, and what impact that could have on the world of business and commerce.

The Horizons series airs weekly on Fridays at 23:30, Saturdays at 02:30 and 15:30, and Sunday's at 9:30 and 21:30 (all times GMT). For programme highlights and an insight into the future of global business visit www.horizonsbusiness.com.

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