



## MEDIA RELEASE

# Waste Conference gears for maximum support

IMMEDIATE RELEASE

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## **WasteCon 2010, 04 - 08 October 2010 Emperors Palace Convention Centre, OR Tambo Airport**

The Institute of Waste Management of Southern Africa (IWMSA) will once again proudly host the official Waste Management Conference and Exhibition, WasteCon2010, from 04 to 08 October 2010 at Emperor's Palace, Gauteng, South Africa. This international flagship is in its 20<sup>th</sup> year and the only one of its kind on the African continent.

The theme for this year is, **"What is your Waste Footprint"**.

The all important exhibition will showcase the many new and current innovative products and services that the various national waste companies have to offer. For the first time in the history of WasteCon this exhibition will be open to the public.

Kobus de Meyer, Chairman of WasteCon 2010, believes "The amount of land required per capita to dispose of waste generated impacts hugely on our ecological footprint, each one of us is responsible for the waste that we generate. It is our social responsibility to be good to the Earth and to reduce and control the amount of waste that we create. Changing our habits is crucial and by reducing the amount of waste we produce by reusing or recycling, we will reduce the amount of virgin materials, the energy needed to produce the materials and the amount of waste going to landfill sites".

The IWMSA has strongly backed initiatives to educate and help create awareness not only to stakeholders in the waste management industry, but also to the public on how to reduce their waste output. The IWMSA have published articles on diverse topics from the dangers of E-Waste (light bulbs, computer screens and broken electronic components) and how to properly dispose of them from leaking poisons into our water tables from landfill sites, to suggested worm farming and compost heaps that can be started at home to relieve the build-up of Green House gasses that rotting organic waste creates in landfill sites.

The IWMSA invites the public and corporate enterprises to sign up to the WasteCon2010 conference. The IWMSA hopes that this “open door” approach to the public will prompt the better understanding of what the IWMSA and its members do for the environment.

“WasteCon2010 can only be successful with the support from all our stakeholders; we encourage everyone to become part of the solution when it comes to the successful management of waste. We have extended the deadline for the submission of abstracts to <date>, so as to give more people and companies the opportunity to participate,” says de Meyer.

For more information on WasteCon2010, visit [www.wastecon2010.co.za](http://www.wastecon2010.co.za) or call (011) 675 3462.

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