



## **MEDIA RELEASE**

**WasteCon2014 - Wired for Waste: \* Value \* Grow \*  
Sustain \***

**06 – 10 October 2014: The Lord Charles Hotel, Somerset  
West, Cape Town**

**WasteCon2014 to leave no stone unturned**

**Immediate release**

**08 August 2014**



*Caption: The Institute of Waste Management of Southern Africa (IWMSA) is pulling out all the stops for the 22<sup>nd</sup> biennial waste management conference, WasteCon2014, taking place from 06 to 10 October 2014 at the Lord Charles Hotel in Somerset West. This comprehensive five-day event boasts impressive local and international speakers, including Parag Gupta (above), who will guide municipalities and organisations in achieving strategically aligned waste management practices.*

With the growing emphasis on sustainable waste management practices, municipalities and businesses are urged to join this impressive forum to facilitate positive change in the waste management sector. The conference is aimed towards critical thinking and will provide practical guidelines to ensure more effective solutions in South Africa and beyond.

The IWMSA's President, Dr Suzan Oelofse, who officially took office from 01 July 2014, says, "WasteCon2014 once again have an impressive line-up of interesting papers by experts in their respective fields. You may just find a solution to that evasive waste issue, be it in a municipality or industrial environment. . We are excited to welcome all the international speakers who will share their industry experience and immense knowledge on the subject. One of them is Parag Gupta, Founder and CEO of Waste Capital Partners and all the way from the United States of America (USA)."

Gupta is a familiar name in the waste industry and this year's international keynote speaker at WasteCon2014. Gupta's expertise lies in partnering with municipalities to establish optimal waste management systems, auditing municipal waste data, market-mapping regional recyclable economies, and establishing supply and demand for compost markets.

Gupta will share his insights on providing training and economic opportunity to low income individuals while processing waste in an unprecedented way in emerging markets. The conversation will provide a unique perspective gathered from field experience and hundreds of interviews with waste pickers and social enterprises. Gupta will shed light on how municipalities can get involved to continually uplift their community by incorporating jobs within the waste sector. He will also share lessons learnt and best practices when it comes to overcoming social, economic and environmental barriers, and creating sustainable waste management systems – making his session a must for all to attend!

Other exciting platforms that delegates can look forward to are the workshops and technical tours that form part of the conference. "We are thrilled to announce the Resource Innovation Tours taking place on the last day of the conference, 10 October 2014. Delegates who are interested can choose between two tours, the Sustainability Institute tour or the organic waste tour at Enkanini village both located outside Stellenbosch," explains Oelofse.

"This year's WasteCon2014 will not disappoint! We urge all waste-wise organisations and individuals to attend the conference and start setting a pace for improved waste practices in South Africa and beyond," concludes Oelofse.

For more information about WasteCon2014, and to register, visit [www.wastecon.co.za](http://www.wastecon.co.za). To view the provisional programme, visit [www.wastecon.co.za/WasteCon2014\\_Programme.pdf](http://www.wastecon.co.za/WasteCon2014_Programme.pdf).

For more information about the IWMSA, visit [www.iwmsa.co.za](http://www.iwmsa.co.za) IWMSA is also on Facebook, Twitter and LinkedIn.

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Media Contact:  
Winet Fourie  
Mobile: 074 126 2248  
Email: [winet@reputationmatters.co.za](mailto:winet@reputationmatters.co.za)