

## **INTERNATIONAL BUSINESS DEVELOPMENT (IBD) POST-EVENT REPORT FOR DAMWORLD 2018 CONFERENCE IGUASSU FALLS, BRAZIL – SEPTEMBER 17-21, 2018**

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Canadian participation in this event was partially funded through Global Opportunities for Associations (GOA) of Global Affairs Canada, as part of the Canadian Dam Association (CDA) international business development plan.

### **Summary**

CDA attended DamWorld 2018, the Third International Dam World Conference, in Iguassu Falls, Brazil, September 17 to 21, 2018. The conference is organized in collaboration with IBRACON (Brazilian Concrete Institute) and LNEC (National Laboratory of Civil Engineering) Civil every three years, with the official support and partnership of CBDB (Brazilian Committee on Dams) and CNPGB (Portuguese Commission on Large Dams).

The IBRACON-DamWorld event offered an Exhibition Hall with about 25 exhibitors and a total of approximately 1200 participants, with two separate streams of technical programing.

- The DamWorld conference stream, attended by an estimated 200 delegates, was bilingual with simultaneous English-Portuguese interpretation. This was the focus for CDA.
- The IBRACON conference track was conducted in Portuguese and addressed the concrete industry (including dams) through one-day courses, technical papers, and strong participation of university students.

### **Trade Show**

CDA hosted a double booth in the Exhibition Hall for four days. We distributed 150 copies of the IBD folder containing information on CDA's activities and promoting Canadian expertise and good practices for water and tailings dams. In addition, we distributed information on the ICOLD 2019 event to be held in Ottawa in June 2019. No Canadian-based companies were exhibitors. Thanks to the number of university students in attendance, CDA successfully promoted the reputation of Canadian companies and practices to the Brazilian engineers of tomorrow.

### **Technical Program**

The DamWorld program included one-day courses, a technical tour of Itaipu Dam, and two days of technical presentations on dam safety topics and mine tailings. Three Canadians contributed as members of the Scientific Committee that developed the program:

- Jean-Pierre Tournier (Hydro Québec)
- Des Hartford (BC Hydro)
- Pierre Léger (École Polytechnique).

Des Hartford was an invited keynote speaker on "Operational Safety: A New Frontier in Dam Safety Management" and also presented a paper on "Re-Thinking Risk Assessment in Dam Safety Practice."

On September 21, CDA presented a Dam Safety Review Workshop to about 25 participants. The instructors were:

- Clare Raska (CDA)
- Chad LePoudre (SNC-Lavalin)

Workshop attendees included owners of both hydropower and mining tailings dams, consultants for all types of dams, and several individuals bringing the regulatory perspective. The description of Canadian practices was very well received, and several individuals indicated they would encourage other colleagues to attend the workshop if there is another opportunity in South America (e.g. Paraguay in February 2019).

## Canadian Trade Commission

In advance of the event, CDA had discussions with Marcio Francesquine of the Canadian Trade Commission office in Brazil. They were not able to send a delegate but have offered to provide information in the form of future information packages or webinars if there is interest from CDA members and the Canadian dam community.

## Measures of Success

<i>Measures Identified in GOA application</i>	CDA	Company A	<i>Description</i>
Number of potential clients identified for follow-up			Hydropower
			Other water dams
		2	Mining dams
			Manufacturing and equipment
			Other, or Combination
Number of potential partnerships identified for future collaboration in international market			Hydropower
	2		Other water dams
	2		Mining dams
			Manufacturing and equipment
	6		Other, or Combination
What geographic area did the potential partners represent?	8		South and Central America
			Francophone Africa
			Other Africa
			Indian Subcontinent
	2		Other
Rating of marketing value of event	3	3	1=No value; 5=Excellent value

The marketing value of the event was assessed as medium. While it did not generate a large number of new contacts, it firmly established some existing relationships and successfully promoted the Canadian presence in Brazil. It is necessary to maintain and build such relationships over time. Canadian companies are known in Brazil for their work related to mining companies and tailings dams - for example, in 2016 CDA was invited to provide advice to a committee of the Brazilian Senate after the failure of the Fundão tailings dam (see [CDA Bulletin, Summer 2016](#)). As the only non-Brazilian national committee on dams to attend DamWorld, CDA further enhanced the Canadian reputation.

Roughly half of the 10 leads for follow-up were people who CDA had met previously at ICOLD in Vienna. However, this event was valuable for cementing those relationships on their home ground.

In future, it would be desirable to have more time in advance to have specific discussions with interested companies, and work together with those companies to maximize effectiveness. More interaction between the workshop attendees and the Canadian representatives (i.e. outside the workshop instruction) would be helpful.

## Follow-Up Actions for CDA

1. Communicate with all workshop participants and other contacts to thank them for participation and inform them when the CDA Bulletins currently in translation, are available in Portuguese.
2. Inform them of the INCA conference planned for Paraguay in 2019 to encourage Brazilian colleagues to attend.
3. Communicate with CDA members and Canadian companies to assess interest in further information from the Canadian Trade Commission in Brazil.
4. Encourage participation of Canadian companies at the Paraguay event as an opportunity to meet Brazilians as well as potential clients from other South American countries.
5. Consider future CDA participation at another event in Brazil if Canadian companies indicate an interest in participating. In that case, CDA should work with the Trade Commission in Brazil to define areas of interest and arrange more direct contacts with potential clients.



UPS delivers CDA's booth to Iguassu Falls.



CDA booth at trade show



Participants in Dam Safety Review workshop



Chad LePoudre presents at workshop



Small groups discuss Canadian practice for Dam Safety Reviews