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iWater Group Limited - Successful sales launch in Turkey

London (ots) -

iWater Group Limited has identified Turkey as an important market for their sales campaign. The geographical location and the climate conditions in Turkey provide ideal conditions for traditional and organic agriculture. Around three million agricultural operations and traditional micro enterprises utilise an area of around 38 million hectares for the generation of products.

"We are excited that we will be offering our products and know-how to farmers in Turkey from now on. Turkey is a large country with an area of around 78 million hectares and agriculture accounts for almost 50% of this total area, which illustrates the economic importance of this sector for the nation," said Miguel Fernandez, CEO of iWater Group Limited. "About 25% of Turkey's working population is active in agriculture and in this context, our products for an environmentally friendly purification of water will accompany many people at work in the future."

Turkey is one of the world's most important and leading growing regions for apples, apricots, strawberries, figs, hazelnuts, chickpeas, cherries, lentils, sultanas and walnuts, amongst others. Of the 11,500 plants in Europe, over 90% are also found in Turkey. The export of agricultural products with ecological quality can now be supported with BIO-MAX by iWater Group.

The Istanbul-based subsidiary IWS Turkey (International Water Solutions) with a branch in Antalya coordinates national sales. During this year's agricultural fair Growtech in the Antalya Expo Center, the products of the iWater Group were presented to a specialist audience for the first time and first contacts with customers were already established successfully. "We are very pleased that the nationwide media also reported on the market launch of our products, which confirms the importance and relevance of the work of our team," Fernandez concluded.

About iWater Group Limited

iWater Group Limited from London, UK, develops, produces and distributes products for the environmentally friendly purification of water. The company's own product lines AVPRO, BIO-MAX, Flow-Xcel, and XZIOX are used worldwide since 2018 in the fields of agriculture, food processing, livestock farming, and oil & gas.

Contact:

Judith Lange, Assistant to CEO iWater Group Limited
46 Chancery Lane, WC2A 1JE London
United Kingdom
Tel.: +44 (0) 7880758529
E-Mail: judith@iwatergroup.com
Web: www.iwatergroup.com

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