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# RWM shows how it's done

**H**aving returned from a lively Recycling & Waste Management (RWM) show up in Birmingham last week, I'm happy to report it was business as usual for this established event – meaning busy, busy, busy.

While other shows are still finding their way in this sector – notably Futuresource and PAWRS – RWM comes up trumps, because it does what it says on the tin. It's an plant and equipment-focused show, it's loud and proud, and not afraid to shout about the mucky business of handling waste.

The aisles were heaving on the second day of the show, traditionally the busiest day, and the extended opening hours reflected this – a smart move by the organisers. I personally was rushed off my feet and only regretted the fact there wasn't more time to sit in on some of the packed-out seminars.

Parts of this industry may be going through hard times, but you certainly wouldn't have thought it inside the NEC. Wright Engineers launched a new mini drill stripper which was flying off the shelves, Vehicle Weighing Solutions sold over £100K of equipment off its stand – even our sales guys on LAWR were beaming, having taken several bookings for 2010!

I'm also impressed by RWM's growing international appeal – the sheer scale of the Korean Pavilion bore testament to that. There were some great innovations on show here, such as desktop food waste dehydrating disposers aimed at consumers and solar-powered street lighting – solutions which are already well established in the Far East.

There were a few signs that the show had been hit by the economic downturn – the outdoor plant and vehicle area had shrunk in size and a few stands remained empty, perhaps due to last minute cancellations. But these were minor blips really – nobody could deny the buzz in the halls.

Waste is often seen as the unsexy side of the environmental industry, but I reckon times are changing. The funky rebrand of Tidy Planet (formerly known as Accelerated Compost) is a great example of how you can appeal to the public with a simple message. National media interest from the likes of *Sky News* and the *Daily Telegraph* can't be a bad thing either.

Early statistics show RWM 2009 had a 7% increase in attendance from last year's event of 9,000 visitors – maybe 2010 will break through the 10K mark. I'm pretty optimistic it will.



**Maxine Perella, Editor**