

Conference on physics, chemistry and biology of water 2017

S.Kernbach*

I. INFORMATION LETTER

¹Dear Friend, Dear Colleague !

We are happy to announce that 2017 International Water Conference "Physics, Chemistry and Biology of Water" (www.waterconf.org) will be held in Sofia, heart of Bulgaria on October 26-29, 2017 in hotel "Ramada". This place can accommodate up to 200 participants. We plan to continue our practice of broadcasting the Conference online. We want to make the new knowledge of water available to millions of Internet users, as water is the source of life on Earth.

You can find speakers' reports from 2016 Conference here: vimeo.com/ondemand/waterconf/206144838. You can find the terms of participation on our website (www.waterconf.org/venue), proposals for sponsors (www.waterconf.org/sponsors) and terms of the competition that allows young scientists (up to 20 people) to get financial support (www.waterconf.org/postdoc). Each participant can prepare a poster that will be presented at the Conference and on the website afterwards. You can find poster requirements here: www.waterconf.org/preparation.

Alongside with the Conference 2017 we will organize an exhibition of the related breakthrough technologies with up to 50 exhibitors. The terms of participation are available here: www.waterconf.org/exhibition.

As a good usual practice our Bulgarian partners would be happy to offer you recreation in SPA hotels (you can schedule that before or right after the Conference at your convenience). You can read more about the unique properties of Bulgarian mineral waters here: www.waterconf.org/about-us/about-the-conference-site/.

We'll be happy to answer any additional questions you may have.

Our contacts:

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With best regards,

Conference committee

II. THE CONFERENCE 2017: NEW FEATURES

We have already reported about the conference 2016 [1], the special aspect of that conference was a live broadcasting in various social networks and a huge international

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¹The information letter is prepared by the Conference committee.

auditoria that counted about 40,000 people. The scientific and technological auditoria has grown after the conference – thousands of new people got in contacts with the presented results. Video presentations on YouTube and Vimeo are especially popular.

This trend will continue this year: professional video teams and journalists are preparing to the conference, it will be again widely covered in mass media and social networks. According to organizers, this event has a certain political value, since Bulgaria possesses large water reserves. The research and usage of water, especially mineral waters, has an importance for the whole country.

However, a new feature of the conference in 2017 will be a simultaneous exhibition with presentations. Participants, in addition to oral presentation or posters, will be able not only to talk about some technologies or experiments, but also to perform a live demonstration of concrete results or even devices. About 50 exhibition places are allocated, this number is comparable with the number of speakers. Many teams, involved into the past conferences, are preparing demonstrations of different unconventional technologies. The opportunity to learn first from presentations, and then to try some developments or devices in real time – this is a new stage in unconventional research. In a sense, public demonstrations represent an essential breakthrough for the entire community.

This point is of interest for investors and potential customers. In recent years an international capital has indicated a growing interest for applied aspects of unconventional research. These issues were actively discussed during the last conference, concrete steps were undertaken to implement the achieved agreements. The post-conference program in the last year gave a great impulse to the development of technologies, we hope to continue these contacts this year as well.

III. SPA AFTER THE CONFERENCE

The organizers asked us to share the impression about SPA after the conference in 2016. We visited the city of Velingrad – the sister city of the Russian resort of Kislovodsk, these cities indeed have a certain similarity. Velingrad is located in one of the most beautiful areas of the Rhodope Mountains, in the intermontane basin at the altitude of 750-850m. above sea level. The mountains surrounding the resort are covered with a dense pine forest, there are several sources of sulfide and rhodonic waters in the city. Organizers provided a transfer from the conference to the hotel and in the opposite direction,

from the hotel to the airport. The travel takes about one hour and is very picturesque, it passes through the wine-growing region, which is reflected in the landscape of this area. Hotel was of excellent quality and meet all international standards, we were very impressed by traditional Bulgarian cuisine. The city is small, about 25,000 people, but the infrastructure is well developed, primarily for recreation and medical treatment. The language problem is practically non-existent, the staff speaks excellent English. The prices are moderate and there is a potential for savings – the products on local markets are pretty cheap (the city is located in the agricultural region). Most of all, the cozy and quiet of this city are very attractive – 3-4 days are an excellent rest after a tense conference.

REFERENCES

- [1] S.Kernbach. Short overview of the conference on physics, chemistry and biology of water 2016. *IJUS*, 12-13(4):168–171, 2016.