



Water Stocks Audio Podcast - When Investing in Water, the ETF Approach Makes a lot of Sense

ECON Corporate Services, August 07, 2007

URL: <http://www.pr9.net/business/financial/6070august.html>

Steve Hoffmann, President of WaterTech Capital and co-founder of the Palisades Water Indexes (ZWI; PIIWI) Discusses Index Performance and Market Reaction to Growing Number of Water ETFs

PR9.NET August 07, 2007 - POINT ROBERTS, WA and DELTA, BC – August 3rd, 2007, www.Water-Stocks.com, an investor and industry portal for the water sector, presents an audio investor podcast with Mr. Steve Hoffmann, President of WaterTech Capital and co-founder of the Palisades Water Indexes (ZWI; PIIWI). The Palisades Water Index is tracked by the PowerShares Water Resources ETF (AMEX: PHO) and the Palisades Global Water index is tracked by the PowerShares Global Water ETF (AMEX: PIO). This discussion takes a look at the components and performance of the water indices, the rise in ETFs and overall market opportunity within the global water sector.

There are now several ETFs and indices focused specifically on the water business, which in itself is a statement on the strength and long term prospects of the water industry. As Mr. Hoffmann explains, "It certainly says that there is a tremendous amount of interest in water as a resource. Typically investors when they look at the water sector are confronted with a very large, fragmented and diverse industry and it is very difficult to identify specific companies that might outperform. So when you are interested in investing in water, the ETF approach makes a lot of sense for this sector."

Hoffmann identifies resource management as a key area with significant growth prospects, a segment that represents a large component within the Palisades Water Indexes. "Resource management is a sector that was established to really encompass a forward-looking approach to the water industry with respect to the notion of sustainability. When you are looking at the water challenges that are presented to us, resource management is really going to have to take over looking at the problems through an integrated approach to water management, from the watershed all the way to the tap," describes Hoffmann.

To listen to the interview and other audios from sector experts visit the water podcast: <http://investorideas.com/Podcasts/water.xml>

www.Water-Stocks.com, a portal within the InvestorIdeas.com content umbrella, does not make recommendations but offers investors research, news, blogs, RSS Feeds, online conferences, interviews and links to public companies within the water sector.

The site also features a growing directory of Water Stocks for independent investor research at: http://www.water-stocks.com/Water-Stocks/Stock_List.asp

Additionally, InvestorIdeas.com offers a service for water stocks news and press release submissions at: <http://investorideas.com/NewsUploader/> as well as research and article submissions at: http://investorideas.com/NewsUploader/Submit_Article/

InvestorIdeas.com Disclaimer: www.InvestorIdeas.com/About/Disclaimer.asp

Our sites do not make recommendations, but offer information portals to research news, articles, stock lists and recent research. Nothing on our sites should be construed as an offer or solicitation to buy or sell products or securities. We attempt to research thoroughly, but we offer no guarantees as to the accuracy of information presented. All information relating to featured companies is sourced from public documents and/ or the company and is not the opinion of our web sites. The site is compensated by featured companies, news submissions and online advertising.

For More Information Contact:

Dawn Van Zant 800-665-0411
Email: dvanzant@investorideas.com

Ann-Marie Fleming 866-725-2554
Email: afleming@investorideas.com

Web Site: www.InvestorIdeas.com

Source: Water-Stocks.com

###

About Water-Stocks.com

[Water-Stocks.com](http://www.Water-Stocks.com), a portal within the InvestorIdeas.com content umbrella, does not make recommendations but offers investors research, news, blogs, RSS Feeds, online conferences, interviews and links to public companies within the water sector.

About ECON Corporate Services

InvestorIdeas.com® - www.InvestorIdeas.com is a leading global investor and industry research resource portal specialized in sector investing news, stock directories and research links. The site covers over thirty industry sectors and global markets, featuring: investor newsletters, Blogs, RSS news feeds, investor conferences and forums, audio interviews and Podcasts and exclusive industry articles and financial columnists.

Phone: 800-665-0411
Website: <http://www.investorideas.com>
E-Mail: dvanzant@investorideas.com

[PR9.NET - Your Free Press Release Service](#)