

Shanghai/Munich, May 8, 2018

Press Release

Final report

Successful prelude to the IFAT month: Record number of visitors at IE expo China 2018

- 66,580 visitors – plus 21 percent
- The event extends its lead in Asia
- China: “driving force of the environmental industry”

This year's May is marked by the IFAT trade fairs – that is what IE expo China, IFAT's Chinese spin-off, demonstrated from May 3 to 5, 2018 in Shanghai. During these three days, 66,580 visitors from 59 countries and regions came to the Shanghai New International Expo Centre (SNIEC) to catch up on the latest environmental technologies and solutions for the Asian market.

Stefan Rummel, Managing Director of Messe München, draws a positive conclusion: “I could not have imagined a more successful prelude to the IFAT May. The outstanding record figures of this year's IE expo China emphasize that this trade show is ready to follow in the footsteps of its parent exhibition.”

The 66,580 visitors to IE expo China 2018 equal a 21 percent increase compared to the previous year. The majority of guests came from the China mainland itself. Thereafter, the most important countries and regions of origin were (in that order): South Korea, Taiwan, Malaysia, Japan, Germany, Thailand, India, the US, Singapore and Russia, respectively.

China: Driving force of the environmental industry

Zhao Lijun, President of the China Environment Chamber of Commerce, said:

“The growth witnessed by IE expo China reflects the enormous economic power behind the Chinese market for environmental technologies.” Peter Kurth, President of the Federation of the German Waste, Water and Raw Materials

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Industry (BDU), concurred: "China is increasingly developing into a driving force of the environmental sector. The numerous governmental initiatives currently in the works underscore the will of the country to establish a sustainable circular economy. The best example is the latest waste import ban. Interest in German-Chinese cooperation for the sustainable recycling economy has been distinctly noticeable at IE expo China." The import also was a big issue of discussion at the exhibition: after first import restrictions earlier this year, China recently targeted further types of waste. Next year, 16 types, including e-waste and industrial plastic waste, will be excluded from import; in 2020, 16 others will follow.

Hence, interest in the topic of recycling was large, as confirmed by Wang Tao, Vice President of Infore Environment Technology Group: "This was the third year in a row that we exhibited at IE expo China. But this year, the amount of interest was enormous. We met a lot of visitors, including partners and customers." The suppliers of water and sewage technologies expressed their satisfaction equally. According to Xu Xiaojun, Sales Manager at Huber Environmental Technology (China), "IE expo China is big and influential. Through the exhibition, we strengthen our brand and present new products to the market."

Exhibition extends its lead in Asia

The trade show also witnessed new all-time highs with regard to exhibitors and floor space: the 1,762 companies presented their solutions for water, waste, air and soil in an exhibition space of 128,000 square meters. "Under the circumstance of stricter environmental policies, there are urgent demands on high-quality environmental solutions. As the leading environment trade show, IE expo China gets much attention and support of the governments, which reflects its significant role played in the industry", Jiang Gang, Managing Director of Messe Muenchen Zhongmao Co., Ltd. commented. IE expo China also has improved in terms of knowledge exchange: with 400 events the supporting program was more extensive than ever before.

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Next industry get-together: IFAT in Munich

The date of the next IE expo China is already clear: from April 15 to 17, 2019 in the Shanghai New International Expo Centre. But first, the industry will meet at the parent event IFAT in Munich from May 14 to 18, 2018. Attracting more than 3,300 exhibitors, it is the world's largest and leading innovation platform in the environmental sector.

More information at www.ie-expo.com.

IFAT worldwide

Messe München's competence in organizing environmental-technology events is demonstrated not only in the world's leading trade fair for the sector, IFAT, but also in a range of other international trade exhibitions around the world. The spectrum encompasses IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, and IE expo in Shanghai and Guangzhou.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

Messe Muenchen Zhongmao Co., Ltd.

Messe Muenchen Zhongmao Co., Ltd., a joint venture of Messe München and Shanghai ZM International Exhibition Co. Ltd., is founded as a professional company organizing large-scale international exhibitions. As the organizer of IE expo China, Messe Muenchen Zhongmao Co., Ltd. has good professional experience and customer resources and also integrates resources of buyers, associations and media to build a business-to-business platform for environmental industry.