

Munich, 18. August 2020

## Press Release

### Final report

## IE expo China 2020—a strong trade fair performance in turbulent times

- Asia's leading trade fair for environmental technologies: an outstanding success
- Keen interest: 1,851 exhibitors on site
- International attendance via local partners

**It was clearly noticeable in the exhibition halls: the great desire to revive business after the COVID-19 crisis in China, get information and network efficiently. The leading platform for environmental technologies in Asia proved its importance despite all the uncertainties in the run-up to the event: 73,176 visitors traveled to Shanghai to learn about products and solutions from 1,851 companies as well as market prospects.**

“The success of IE expo China sends a positive signal to our entire IFAT trade fair network and the entire exhibition sector around the globe,” explained Stefan Rummel, Managing Director of Messe München. “The strong response from both visitors and exhibitors in these turbulent times reflects the growing demand for environmental technologies in China and reaffirms the position of IE expo China as the leading trade fair in the Asian market.”

Despite the special circumstances, international joint booths from Germany, the U.S., Switzerland and France were represented—realized via local partners. Some of the individual—international—exhibitors also used this opportunity, among them KAESER Kompressoren SE and Eggersmann GmbH from Germany, OWAC from Italy and Cross Wrap Oy from Finland. In addition, in a special area, around three dozen international companies presented themselves with posters.

“IE expo China integrated a new exhibition area that addressed a growing need in the Chinese market: the inspection and maintenance of urban sewage pipelines,” said Jiang Gang, Managing Director of Messe Muenchen Zhongmao. “The trade fair covered a total of 150,000 square meters. Due to the pandemic,

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the trade fair mainly had a national focus and counted 1,851 exhibitors and 73,176 visitors.”

### **The Chinese market is stabilizing**

The Chinese government has taken numerous measures to strengthen the economic development—with first successes becoming apparent. According to the government, the gross domestic product grew again by 3.2 percent in the second quarter—after the coronavirus-related upheavals in the first quarter. A relaxed monetary policy and strong investments in the infrastructure (especially linked to the 5G mobile communications standard), consumption and health care are aimed at stable economic activity for the rest of the year. Therefore, the demand on water, sewage and waste treatment is gradually increased, which is also confirmed by the success of IE expo China.

“The opening of IE expo China 2020 reflects the confidence of all environmental companies in improving the capability of pollution prevention and control. This trade fair promotes the high-quality development of environmental protection industry by showcasing the technological innovation,” Peng Bin, Vice Secretary-General of Chinese Society for Environmental Sciences pointed out.

### **Satisfied exhibitors**

The exhibitors were relieved that IE expo China could once again serve as efficient platform. “At this year’s edition, we have also met lots of senior professionals and experts in the industry, and got in touch with many customers, both old and new, ranging from integrated eco-environment solution providers, large state-owned enterprises, private enterprises to equipment and component suppliers,” commented Lv Yonghong, Deputy General Manager of CGN Environmental Protection Industry Co., Ltd.

“Business in China has already picked up strongly again. We are pleased that IE expo China is a pioneer in organizing a trade fair under coronavirus conditions and are impressed by the strong participation of Chinese visitors,” explained Andreas Schweitzer, General Sales Director of Hermann Sewerin GmbH. Markus Dicke, CEO of German Bio Energy Technology (Beijing) Co., Ltd. confirmed: “We are delighted that, after a long wait, we were able to celebrate the first major event in Shanghai—and that we have finally been able to exchange information personally again.”

### **Outlook for global platform: IFAT impact Business Summit**

The future market China and the developments there will also be part of the program at the digital IFAT impact Business Summit from September 8 to 10, 2020. The event will bring together the global environmental industry and its

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customers, is densely packed with B2B networking, product presentations and a top-level conference program. Participation is free of charge for visitors; the platform will go live at the end of August. More information at [www.ifat.de](http://www.ifat.de).



IE expo China 2020: a positive signal

#### **About IE expo China**

IE expo China—presented by IFAT—is Asia’s Leading Trade Fair for Environmental Technology: Solutions for Water, Waste, Air and Soil. The organizer of the event is Messe Muenchen Zhongmao Co., Ltd.—a joint venture by Messe München Shanghai Co. Ltd. and Shanghai ZM International Exhibition Co. Ltd. The next event will take place from April 20 to 22, 2021 at the Shanghai New International Expo Centre (SNIEC). With IE expo Guangzhou and IE expo Chengdu there are also two regional editions of the trade fair, focusing on the markets in South and West China.

#### **About IFAT**

IFAT is the world’s largest trade fair for environmental technologies. This is where the global water, sewage, waste and raw materials management industry presents its solutions for industry and municipalities—with the aim of keeping valuable resources in circulation, from plastics and building materials to the “blue gold.” The last edition attracted 3,305 exhibitors and 142,472 visitors, half of them from international markets throughout the world. IFAT is held every two years at the exhibition center in Munich; the next time from May 30 to June 3, 2022.

#### **IFAT worldwide**

IFAT in Munich is the leading trade fair and heads a global network of seven other trade fairs. Three of them are in China alone: IE expo China in Shanghai, IE expo Chengdu and IE expo Guangzhou. India hosts IFAT India in Mumbai and IFAT Delhi. The other two events are IFAT Africa in Johannesburg and IFAT Eurasia in Istanbul/Turkey.

#### **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.