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**Final report**

## **IE expo 2016—Asian environmental market defies Chinese economic slowdown**

Bianca Gruber  
PR Contact  
Tel. +49 89 949-21502  
[bianca.gruber@  
messe-muenchen.de](mailto:bianca.gruber@messe-muenchen.de)

- **1,303 exhibitors (+ 20 percent) and 43,000 visitors (+ 7 percent)**
- **Growing number of participants underlines event's status as Asia's leading environmental technology show**
- **Demand for environmental technology is still on the rise**

The Asian environmental market is continuing to expand—that was very evident at IE expo 2016, which took place at the Shanghai New International Expo Centre (SNIEC) from May 5 to 7. Stefan Rummel, Managing Director of Messe München, is delighted with the event's success: "The demand for environmental technology is still on the rise, although there is a slowdown in China's economy. Our numbers increased in terms of exhibitors and visitors."

### **New record numbers of exhibitors and visitors**

1,303 exhibitors (2015: 1,085) presented their latest solutions and technologies in the field of water, waste, air pollution control and site remediation at IE expo 2016. Alongside China, the countries most strongly represented among the exhibiting companies were Germany, the US, Japan, Korea and France (in this order). The exhibitors were particularly pleased with the strong footfall of the visitors at their booths and with their high professional level. Wang Yuqing, President of the Chinese Society for Environmental Sciences, noted: "IE expo is a very good platform for the promotion of environmental products and technological communication. This year there are a lot of exhibitors from an extremely wide range of fields. The foreign exhibitors are especially active, which is a reflection of the fast growth and promising future of the environmental industry in China."

Messe München GmbH  
Messegelände  
81823 München  
Deutschland  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



Final report | May 10, 2016 | 2/3

As with the exhibitors, the majority of the 43,000 visitors (2015: 40,046) came from the Asian region. The five countries and regions most strongly represented among the visitors, after China, were: Korea, Russia, Japan, India and Taiwan (in this order). These new records for participation underline the importance of IE expo as Asia's leading trade fair for environmental technology.

### **Biggest demand in water and sewage treatment + air pollution control**

Because of the strong demand for space, it was again necessary to open up an additional exhibition hall—Hall E7. That brought the total number of exhibition halls taken up by this trade fair to six. Jiang Gang, Managing Director of Messe Muenchen Zhongmao, explained: “In terms of exhibition space, we reached a new record this year, at 72,000 square meters. The space taken up by the product section on water and sewage treatment expanded by 25 percent, the section on air pollution control grew by as much as 90 percent. This development quite clearly underlines the potential of the Asian environmental market.”

### **From “Round Table” to “Summit Forum”**

IE expo also featured an important supporting program. In different conferences and accompanying events, the program extended to over 200 sessions, more than ever before. For example, it included an international Round Table on the theme of “Environmental technologies for China”. The Innovation Pavilion, a platform that unites researchers and developers with investors, attracted much attention. Companies like Datang Environment Industry Group, Lonza China Investments and the Shanxi Provincial Research Academy of Environmental Sciences were presenting their new products and innovations to the trade audience in the accompanying Exchange Symposium. The IE expo Summit Forum 2016 was another highlight, and many high-level professionals, experts and authorities in the industry shared new opinions on the hot topics of waste, site remediation, water, air pollution control and air purification.

Final report | May 10, 2016 | 3/3

### **IE expo in South China once again**

“Following the excellent response to this event, we are looking forward to IE expo Guangzhou, a regional spin-off that is oriented specifically to the environmental market of South China,” said Jiang Gang. IE expo Guangzhou takes place from November 24 to 26, 2016 at the China Import & Export Fair Complex.

**The next edition of IE expo in Shanghai takes place from May 4 to 6, 2017.**

**Further information: [www.ie-expo.com](http://www.ie-expo.com).**

### **IFAT worldwide**

Messe München supports the environmental technology sector by organizing not only IFAT, the world’s leading trade fair for the sector, but also a range of other international environmental trade fairs at locations around the globe. These comprise 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 world’s leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

### **Messe Muenchen Zhongmao Co., Ltd. (MM-ZM)**

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, 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.