

Munich, May 7, 2018

## Press Release

### Final report

## IE expo China 2018: Successful prelude to the IFAT month

- 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, drew 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 China Mainland. After China Mainland, the most important countries and regions of origin were (in that order): Korea, Taiwan, Malaysia, Japan, Germany, Thailand, India, the USA, Singapore and Russia.

### China: Driving force of the environmental industry

Peng Bin, Deputy Secretary General of Chinese Society for Environmental Sciences commented: “IE expo China meets the needs of the environmental market and explores the trends in the industry in China and abroad. It has become the biggest and most influential environmental trade show in Asia.” Lijun Zhao, President of China Environment Chamber of Commerce said: “The growth

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made by IE expo China is a reflection of the growth of environmental technology.” Pan Yonggang, Vice President and Secretary General of China Resource Recycling Association expressed: “We cooperate again to build the best exchange platform for the industry of China resource recycling and environmental protection.” The exhibition grows rapidly for the increasing Chinese environmental market under the positive national policies. For instance, after first import restrictions earlier this year, China recently targeted further types of waste. Next year, 16 types, including scrap vehicles and ships, will be excluded from import; in 2020, 16 others will follow.

Hence, there were a large number of visitors to the booths related to recycling at IE expo China, as confirmed by Wang Tao, Vice President of Infore Environment Technology Group: “This year we have expanded our space a lot and it is by far the biggest booth we ever had. We met a lot of visitors, including partners, customers and peers.” Also the suppliers of water and sewage technologies expressed their satisfaction. Xu Xiaojun, Sales Director, Huber Environmental Technology (China) Co., Ltd., “IE expo China is big and influential. Through the exhibition, we promote our brand and exhibit new products. It also provides a chance to meet and talk to our customers.”

Besides, many companies far from China participated in IE expo China for new opportunities. Silvia Massimi, International Affairs Coordinator of Italian Ministry for Environment gave the high evaluation: “IE expo China is now an important business platform for Italian companies in China. The visitor quality was very good in terms of quality and frequency at our Italian Pavilion. ”

### **Exhibition extends its lead in Asia**

The trade show also witnessed new records with regard to exhibitors and floor space: the 1,762 companies coming to exhibit, the 128,000 square meters of exhibition space an expansion by 28 percent. “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

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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.

### **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, the world's largest and leading innovation platform in the environmental sector, which will remarkably increase in exhibitors and visitors as expected.

**More information at [www.ie-expo.com](http://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 GmbH**

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 and regions, Messe München has a global presence. For further information also see: [www.messe-muenchen.com](http://www.messe-muenchen.com)

### **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.