

No. 06/e
Munich, April 14, 2016
Press Release

Positive signs for the environmental fair in Shanghai

IE expo is expanding—strong interest in the section on air pollution control

Bianca Gruber
PR Contact
Tel. +49 89 949-21502
bianca.gruber@messe-muenchen.de

The signs are all looking good for the upcoming IE expo, which takes place from May 5 to 7, 2016 at the Shanghai New International Expo Centre (SNIEC): The organizers are expecting around 1,200 exhibitors to be in the final line-up for Asia's leading trade fair for environmental technology. That's more than ever before. The rise in exhibitor numbers has been especially noticeable in the section on air pollution control—high levels of fine-particulate matter in the air being one of the most serious environmental problems in Asia.

Additional exhibition hall

Lisa Oelze, Exhibition Director of IE expo, is very pleased about this strong interest from exhibitors: "Already, at this point in time, the number of registrations received is higher than the final number of participants from last year. The growth in exhibitor numbers underlines the importance of our trade fair for the Asian environmental market."

In order to meet this strong demand from companies wishing to exhibit, an additional exhibition hall has been opened at the SNIEC—Hall E7. Interest from companies from outside China is especially high. The following countries and regions have announced they will be organizing pavilions of exhibitors at IE expo 2016: France, Germany, Hong Kong, Italy, Japan, Netherlands, South Korea, Switzerland, Taiwan and the US.

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de



Press Release | April 14, 2016 | 2/2

Potential in air pollution control

The exhibition space covered by the section on air pollution control has risen by 50 percent—a trend that was also noticeable at last year's event, not least in view of the current environmental problems in China. In December 2015, for the first time ever, Beijing issued a red alert, the highest category, because of the extremely high levels of particulate matter in the city's air. Taking place again this year in parallel with IE expo is the International Air Purification Industry Expo (CAPE). This generates significant synergies, for both exhibitors and visitors.

High-ranking political representatives

Environmental protection is a core issue at government level, as evidenced by the number of high-ranking politicians taking part. The following representatives are some of those attending the show:

- Michael Clauss, German Ambassador in China
- Wang Yuqing, General-Secretary of the Chinese Society for Environmental Science, and
- Xie Zhenhua, former Deputy Chairman of the National Development and Reform Commission China and head of China's delegation at the last UN climate conferences.

Visitor registration online

Anyone wishing to attend IE expo 2016 can register online by May 1 (at: <http://www.ie-expo.cn/visitors/register.html>). Those who register by this date benefit on all days of the fair from special free counters at the exhibition center and faster entry to the show.

For more on IE expo in Shanghai go to: www.ie-expo.com.

About IE expo

IE expo – presented by IFAT CHINA + EPTEE + CWS – is Asia's Leading Trade Fair for Environmental Technology Solutions: Water, Waste, Air and Soil. The organizer of the event is MM-ZM Trade Fairs Co. Ltd – a joint venture between MMI (Shanghai) Co. Ltd. and Shanghai ZM International Exhibition Co. Ltd. IE expo 2015 attracted 1,085 exhibitors from 27 countries and 40,046 visitors; the show occupied around 60,000 square meters of exhibition space. The next edition will be taking place at the Shanghai New International Expo Centre (SNIEC) from May 5 to 7, 2016. With IE expo Guangzhou

Press Release | April 14, 2016 | 3/3

there is now also a regional edition of the trade fair, focusing on the market in South China.

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 IE expo in China, IFAT Eurasia in Istanbul, IFAT India in Mumbai and the IFAT Environmental Technology Forum in Johannesburg.

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.

About Shanghai ZM International Exhibition Co. Ltd (ZM)

Shanghai ZM International Exhibition Co. Ltd is a professional company with experience in organizing large-scale exhibitions and conventions nationally and abroad, highly valued in the business community. Established in February 2000, Shanghai ZM International Exhibition has set up Domestic Departments, an International Department and MP Zhongmao International Pte Ltd, a new joint-venture with Singapore MP Group. With a proven record of success in organization and planning, Shanghai ZM International Exhibition has held numerous professional exhibitions in the environmental protection industry sector, water industry, petrochemicals, fluid and electric power, pharmaceuticals, food and beverages, auto parts, etc.