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**Press Release**

## **Legislation gives new impetus for air-pollution control in China Good prospects for exhibitors at IE expo 2015**

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**The Chinese government is introducing tighter environmental legislation in a bid to tackle the significant environmental problems facing the country. Among the main aims is a rapid improvement in air quality. Suppliers of the necessary technology and services required to achieve this—from China and around the world—are expecting business to improve still further. IE expo, Asia's leading environmental technology show, is bringing together the supply and demand sides of this sector between May 6 and 8, 2015 at the Shanghai New International Expo Centre (SNIEC).**

### **Impact of the new environmental policy**

In January this year tighter environmental legislation came into effect in China. One of the core objectives is to combat air pollution. Industrial companies are now obliged to publish their emission values. Companies that do not adhere to the environmental regulations will be subject to successive fines and may even face the threat of production shutdown. In addition, non-governmental organizations will have the right to bring legal action against any companies that infringe the legislation. One other measure, which will have a wide-ranging effect, concerns local governments—they will have greater responsibility for ensuring the implementation of the national environmental goals at local level. Failure to do so will incur legal sanctions.

Ralph Büchele, GreenTech expert at Roland Berger Strategy Consultants, is confident that "stricter limit values, de facto implementation of the planned measures and tougher sanctions can have a strong impact on the Chinese

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environmental technology market in the coming years." Demand will be diverse and comprehensive, he says. "Following a phase during which the emphasis will be on analysis and consultation, attention will then focus on choosing the right solutions. One of the options could be to upgrade existing plant by retrofitting systems to clean emission gases. With new facilities, however, there will be a demand for process-integrated solutions with high engineering performance", adds Büchele.

### **Opportunities for IE expo exhibitors**

IE expo is an excellent opportunity for bringing together both sides of this market: the worldwide suppliers of environmental services and technology and potential customers in China. The exhibitors in the segment on air-pollution control have particularly high hopes: "The new legislation presents excellent business prospects for companies offering solutions to combat environmental pollution", says, for example, Leon Xu, Chief Executive Officer of BioMintec Environment (Shanghai). His company, which originates from Finland, manufactures environmentally-friendly bonding agents, used for example in mines, stone quarries, power stations and ports to prevent dust emissions. For two years now one of the Chinese government's top-priority environmental goals has been to tackle the problem of dust with particle sizes of under 2.5 micrometers.

As well as fine-particle dust and carbon dioxide, other harmful substances for which China needs urgently to find solutions are sulfur dioxide, nitrogen oxide and ozone. The manufacturers exhibiting at IE expo in Shanghai that are offering technologies to combat these and other forms of air pollutants include Heraeus Noblelight GmbH, Huerner Funken Environmental (SuZhou), KURIYAMA (Shanghai) CORPORATION, Purafil, SHIMADZU (China) and the Tianyi Group.

With many industrial air-cleansing systems it is necessary to collect the air polluted with harmful substances and then transport it. This mostly occurs by

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means of industrial fans. "Environmental awareness in China, now strengthened with the new legislation, is also turning the spotlight on the energy-efficiency of the equipment used", says Malcolm Staff, Chief Executive Officer of Halifax Fan. The company describes itself as the leading manufacturer of industrial fans in the United Kingdom. "In Chinese companies we are seeing too often systems that do not cater to the actual needs. At IE expo we will show that by using the right designs, the energy consumption of industrial fans in China can be halved on average", Staff affirms.

### **Scientific supporting program on the subject of air-pollution control**

Alongside the presentations of the exhibitors in the relevant section at IE expo, the supporting program, too, will be focusing on aspects of the growing field of emissions and air cleansing and on preventing air pollution. During the show there will be a "China Home Air Purifier Industry Summit Forum" and "The 2nd Seminar for Pollution Control and Monitoring Technology for VOCs in Key Industries". Further information on this and the entire supporting program can be found online at [www.ie-expo.com/conference](http://www.ie-expo.com/conference).

**For further information on IE expo go to [www.ie-expo.com](http://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 MMI-ZM Trade Fairs Co. Ltd – a joint venture between MMI (Shanghai) Co. Ltd. and Shanghai ZM International Exhibition Co. Ltd. IE expo 2014 attracted 880 exhibitors from 23 countries and 38,097 visitors; the show occupied around 50,000 square meters of exhibition space. The next edition will be taking place at the Shanghai New International Expo Centre (SNIEC) from May 6 to 8, 2015.

### **IFAT worldwide**

Messe München International 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 Shanghai, IFAT Eurasia in Ankara, IFAT India in Mumbai and the IFAT Environmental Technology Forum in Johannesburg.

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million

visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

**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.