Closing Report
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Press Release

Sabine Wagner
Trade Fair PR Manager
Tel. +49 89 949-21478
sabine.wagner@
messe-muenchen.de

IE expo 2013: Further Remarkable Growth

- **More than 30,000 visitors from 67 countries (+25%)**
- **834 exhibitors from 28 countries (+11%)**
- **Biggest ever conference program with over 3,900 delegates**

IE expo 2013, which was held in the Shanghai New International Expo Centre (SNIEC) from May 13 to 15, once again underlined its position as the number one environmental technology show for China and Asia.

More than 30,000 visitors from 67 countries attended the show, a 25-percent increase compared to last year. Eugen Egetenmeir, Managing Director of Messe München International, is convinced that “the steadily rising visitor numbers and the high internationality prove impressively that IE expo is the most important meeting place for the Asian environmental market.” Furthermore, this year IE expo occupied 42,000 square meters of exhibition space and attracted 834 exhibitors from 28 countries. Of those exhibitors 67 percent – which is more than 560 exhibitors – were from China.

The importance of this event was also underlined by the presence of high-profile representatives from governments and industry associations, e.g. Wang Yuqing, Chairman of the Chinese Society for Environmental Sciences, Feng Changgen, Vice Chairman of the China Association for Science and Technology and Dr. Marcel Huber, the Bavarian State Minister of the Environment and Public Health. Chairman Wang Yuqing spoke highly of IE expo: “To solve the pollution issues, the environmental technology and industrial development are crucial. In this context, IE expo provides a high-level communication platform to promote policy

dialog, joint research and business development. The show integrates a large amount of advanced environmental technologies and products from China and abroad, serving the Chinese environmental course well and making a valuable contribution to building a 'Beautiful China'."

In addition to the high-ranking involvement, the level of interest from international companies was also very satisfying. In total there were joint pavilions from 12 countries and regions, among them Austria, Denmark, Germany, Japan, Korea, Switzerland, Taiwan and the US. "IE expo is our key show in the Far East. This is justified by the growing weight of the show in this market in terms of increasing exhibitor and visitor numbers," said Urs Heutschi, CEO of Swissenviro.ch.

Furthermore, IE expo 2013 attracted first-class visitors from all continents. The top ten visitor countries and regions were – in this order – China, Korea, Germany, Taiwan, Turkey, Japan, Hong Kong, India, Austria and Russia. Wengang Zhao, Chief Representative of the Shanghai office, Shandong Jingjin Environmental Protection Equipment Co., Ltd. commented: "The quality and quantity of IE expo visitors this year are very satisfying. We have 30 employees at the booth, where everyone is busy meeting customers." And Jiang Gang, General Manager of MMI-ZM Trade Fairs (Shanghai) Co. Ltd., stated that "IE expo 2013 gave evidence of its strong expertise in environmental technologies, which received positive feedback from our worldwide visitors."

This year's show also featured its biggest ever supporting program, supported by the Chinese Society of Environmental Science (CSES), the Ministry of Environmental Protection of the People's Republic of China, the German Association for Water, Wastewater and Waste (DWA) and further government ministries and associations from China and abroad. More than 200 high-caliber speakers provided comprehensive and informative lectures on the environmental markets in China for over 3,900 delegates. Dr. Helge Wendenburg, Director-General of the German Federal Ministry for the

Environment, Nature Conservation and Nuclear Safety observed: “We were completely surprised by the huge interest of IE expo visitors in our projects. The interest was so high that we even ran out of our brochures after the first day. IE expo is indeed the platform in China and Asia for experts and decision-makers regarding innovations and solutions in the environmental field.” Dr. Hans G. Huber, Chairman of Huber Technology added: “No other environmental show in China can compete with IE expo.”

The next IE expo will take place from May 20 to 22, 2014 in Shanghai.

More information is available at www.ie-expo.cn and www.ie-expo.com.

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 Veranstaltungscenter München. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for total exhibition space are collected in line with unified standards and independently audited. In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 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.

About MMI-ZM Trade Fairs (Shanghai) Co., Ltd.

MMI-ZM Trade Fairs (Shanghai) Co., Ltd is the joint venture between Messe München International and Shanghai ZM International Exhibition Co., Ltd. It is a professional exhibition company with experience in organizing large-scale exhibitions and conventions. As the organizer of IE expo, MMI-ZM Trade Fairs (Shanghai) Co., Ltd. has the extensive expertise in exhibition and customer resources. In addition, it builds up the B2B platform for environmental protection sector by taking advantage of buyer resources, associations and media network.