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## Press Release

### Final report

## IFAT India 2018: Indian environmental market in motion

- India in search of environmental solutions
- Trade fair saw a strong surge in the number of exhibitors and visitors
- Successful premieres: *Innovation Pavilion* and *Buyer Seller Forum*

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**Relieving landfills, winning drinking water, making greater use of waste water—from October 15 to 17, at IFAT India 2018 in Mumbai, the environmental technology industry devoted itself to the challenges of the Indian subcontinent. The focus was on water, sewage, solid waste and recycling. The record attendance of 7,449 visitors (2017: 6,765) proves: the demand for environmental solutions in India is increasing.**

Stefan Rummel, Managing Director of Messe München states: “The Indian environmental market is gathering momentum. Topics such as seawater desalination, treatment of industrial wastewater and the expansion of the waste disposal systems drive the industry in the country.” Bhupinder Singh, CEO of the organizer Messe Muenchen India speaks of an excellent trade show result: “On a total of 11,000 square meters of exhibition space, 242 exhibitors (2017: 184) unveiled their latest solutions and technological developments for the environmental technology industry. The growth of IFAT India demonstrates India’s potential with regards to environmental technologies.”

### International springboard

A potential that also international companies have discovered. Anne-Marie Kervran, Sales Manager at COPEX S.A. confirmed: “We are already in discussion with Indian companies for future representations of our much-needed products in the Indian market.” The countries with the most exhibitors in the Bombay Exhibition Centre – besides India – included: Germany, USA, China, the

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Republic of Korea and Switzerland. IFAT India's new Innovation Pavilion, a joint booth for international environmental projects, offered "the ideal platform for international technology transfer and for establishing contacts to potential customers," said Mark Carey, Chief Executive Officer at Hydro-dis.

Another premiere at the show was the Buyer Seller Forum with the aim to bring together technology providers and buyers. The forum was an ideal framework for individual business meetings that the IFAT India organizers had arranged. Pravin Singh, Marketing Manager at Andritz Technology Ltd was enthusiastic: "The Buyer Seller Forum is an exceptional platform to meet, interact and understand potential customers. It creates a win-win situation for buyers and sellers."

### **Exchange at expert level**

The industry not only exchanged information at the booths, but also in the supporting program. How can India solve the acute lack of water? How can the public and the informal sectors work together more closely in waste disposal? The topics were tailored to the market requirements of the subcontinent. The workshops, panel discussions and specialist presentations were conducted by many partner associations of IFAT India and its parent trade fair IFAT in Munich, Germany. A large number of new supporters, including national and international associations, participated in the show. Claus R. Mertes, Managing Director of Deutsche MeerwasserEntsalzung GmbH (German Association for Desalination) expressed: "IFAT India is an excellent opportunity to get a deeper insight into the current developments in the desalination market of India."

Also for the first time, the city of Mumbai with the Municipal Corporation of Greater Mumbai (MCGM) was co-host of this event. Rajeev Kuknur, Deputy Municipal Commissioner, MCGM: "We were glad to be co-hosting IFAT India 2018 as it is one of the most effective trade fairs for environmental technologies and one of the best ways to choose the latest technologies for our future needs."

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### **IFAT India 2019 in Mumbai and in Delhi**

Due to the great industry demand there will be two editions of IFAT India in 2019: from October 16 to 18 in Mumbai and from December 5 to 7 in Delhi.

Bhupinder Singh: “IFAT India 2018 demonstrated again that India not only urgently needs, but also seeks for environmental technology. With the additional event in Delhi, we aim to satisfy this demand as well as to achieve closer proximity to the north Indian industry and to politics.”

**More information on IFAT India is available at [www.ifat-india.com](http://www.ifat-india.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. With IE expo Guangzhou there is now also a regional edition of the trade fair, focusing on the market in South China.

#### **Messe München**

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, Messe München has a global presence.