

Munich, May 9, 2017

## Press Release

### Final report

## IE expo China 2017 sets new records

- **55,000 visitors (+28%), 1,637 exhibitors (+26%), 100,000 square meters of floor space (+39%)**
- **Highest international participation ever**
- **IE expo China as a springboard into Asia's environmental market**

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**From May 4 to 6, 2017, IE expo China once again demonstrated its flagship role for the Asian region. This year, Asia's leading trade fair for environmental technologies achieved growth in every area: visitors, exhibitors and floor space. During three days, the industry experts had the opportunity to discover the latest innovations and solutions for water, waste, air and soil at the Shanghai New International Expo Centre (SNIEC).**

Stefan Rummel, Managing Director of Messe München, drew a positive conclusion: "This year's IE expo China impressively demonstrated that the demand in the field of innovative environmental technologies is higher than ever before. The record numbers underscore that our trade fair is unquestionably the number one meeting point for the industry in Asia and within the IFAT family the most successful spin-off." Jiang Gang, Managing Director of Messe Muenchen Zhongmao, added: "Increasing environmental awareness among the population and the growing government initiatives have given a boost to IE expo China. The waste management and recycling sector, which was twice as large as in the previous year, proved to be a growth driver."

### Substantial growth rates

Over 55,000 visitors from 60 countries and regions came to Shanghai over the three days. This equals a 28 percent increase compared to the previous year. IE expo China also saw an increase in exhibitors and floor space: 1,637 exhibitors

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represent a rise of 26 percent and 39 percent more floor space (three additional exhibition halls) at the Shanghai New International Expo Centre.

Ren Guanping, Deputy President of the Chinese Society for Environmental Science, said: "IE expo China 2017 has set new records. We discovered a lot of new technologies, equipment and products. It is a successful trade show for the environmental industry." Zhao Lijun, Chairman of Poten Environment Group, also stated: "IE expo China is a forerunner of the environmental technology exhibitions in Asia and a platform that enables leading environmental companies to efficiently display their strength."

### **Increasingly international**

As one of the biggest and most successful shows of the IFAT network, IE expo China is not only a must for the Asian market, but also attracts many international companies from outside of Asia. After China, the highest number of exhibitors came from Germany, the USA, Italy and South Korea (in that order). Qi Qiang, General Manager of Zenit Pumps (Suzhou) in Italy, emphasized: "IE expo China has become a fixed item on the agenda in our annual calendar. There are many high-quality exhibitors and products here and clearly more visitors to our booth than the last time." Rüdiger Dalhoff, Head of Sales Support of Putzmeister Solid Pumps noted: "IE expo China sets itself apart from other events in the industry through the high quality of the visitors related to the environmental industry."

Among other factors, the high level of participation from Europe can be attributed to the many country pavilions. There was also a joint European pavilion for the first time, which was funded by the European Commission as part of the SME Instrument's Overseas Trade Fairs Program. Pedro Gómez, CEO of Apria Systems, explained: "Our participation in the European pavilion was a fantastic experience. We met a lot of potential clients from Asia."

### **Innovation and business platform**

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Not only at the exhibition booths was there a lively exchange between exhibitors and visitors. The International Buyers' Business Matchmaking Program, being offered for the first time, provided an attractive setting for business talks with perfectly matched contacts. In the matchmaking program, nearly 200 participants joined in the expert discussions organized in the run-up to the fair. To promote particularly innovative and promising technologies, selected companies were given the opportunity to present their new products in the Innovation Pavilion and accompanying forum in front of a specialist jury of international industry experts and investors.

In addition to the trade fair itself, over 300 specialist presentations, seminars and workshops provided the participants insight into market trends and their requirements. The program ranged from air pollution control and the current planning and implementation status of Sponge Cities to waste disposal in various sectors such as the automotive, medical or food industry.

The next IE expo China will take place from May 3 to 5, 2018, at the Shanghai New International Expo Centre (SNIEC). In the fall of this year, from September 20 to 22, 2017, its spin-off IE expo Guangzhou will present products and solutions for the South China market at the China Import and Export Fair Complex.

**More information on IE expo China can be found 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**

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.

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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.

**Messe Muenchen Zhongmao Co., Ltd. (MM-ZM)**

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, 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.

## **Exhibitor Statements IE expo China 2017**

*- in alphabetical order -*

***Ivano Battaglia, Managing Director, Lab Service Analytica, Italy***

“At IE expo China, we present our latest technology, which has been awarded and financed by the European Commission. We scheduled many business meetings with potential partners at the trade show and we are happy about the many contacts to Chinese authorities and companies.”

***Haizhen Cai, Deputy Office Director, China Recycling Development Corporation, China***

“IE expo China is a very big and extensive exhibition. It covers a wide range of product categories attracting visitors from different fields. As a result, we were able to get in touch with customers from different industries and could promote our corporate and brand image.”

***Liang Chen, Director, Ministry of Environmental Protection International Cooperation Center, China***

“This year, IE expo China was very popular and successful. With a combination of technological discussions, exhibition and business-matching opportunities, IE expo China is a global platform for innovation, cooperation and communication. I wish IE expo China success in the future!”

***Gongbi Cheng, President, Jiangsu Gaiya Environmental Science and Technology, China***

“It is the third time that we have exhibited at IE expo China. In this time, our booth has also grown from one standard booth to 120 square meters. All the industry experts are here to discuss and exchange ideas. IE expo China ensures the best results within a very limited time, so it is a very good investment.”

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***Maojing Cheng, Vice General Manager, Safbon Water Service, China***

“IE expo China is an important event for the environmental industry in Asia. It is the third time that we have exhibited here and it is obvious that the exhibition is becoming more important to the exhibitors. The forum we co-organized was also successful with a great audience. IE expo China facilitates the communication in the industry.”

***Rüdiger Dalhoff, Head of Sales Support, Putzmeister Solid Pumps, Germany***

“It is a pleasure to attend IE expo China due to the top organization and assistance. We had a lot of positive talks with high potentials for new business. IE expo China sets itself apart from other events in the industry through the high quality of the visitors related to the environmental industry. We will definitely participate again in 2018!”

***Herbert Decker, Managing Director, Maschinenfabrik Liezen und Gießerei GmbH, Austria***

“At IE expo China, we wanted to check if our high-tech products and development capacities are interesting for Chinese plant manufacturers. The trade fair provided us with promising ideas and relevant information that are very useful for our marketing strategies.”

***Christian Eichhorst, Managing Director, Weber Entec, Deutschland***

“The Chinese environmental market is a very ambitious one tending to modernize. IE expo China is an excellent event to present our high-tech products to this promising market. There were numerous visitors of high quality.”

***Royal Eijkelkamp Barry Leuerman, Sales Manager, The Netherlands***

“The environmental and remediation market is growing fast in China due to regulations and legislation. Therefore, high-quality soil and water sampling, data acquisition and management are needed for soil and water challenges. We are really pleased with the new contacts that have been made and contracts that will be closed soon.”

***Birgit Fröhlig, Business Development, EEW Energy from Waste GmbH, Germany***

“The Chinese market is developing and many companies are entering the market or are already active. We have a very good impression of IE expo China 2017 with very interesting exhibitors, many visitors and a good organization.”

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***Qiang Fu, Vice General Manager, Shanghai Golden Bridge, Germany***

“We are exhibiting at IE expo China for the first time. We have faith in the high quality of IE expo China because our company has exhibited at several IFATs in Germany. Through this platform, we wanted to find customers, promote our brand and corporate image.”

***Pedro Gómez, CEO, Apria Systems, Spain***

“It is a fantastic experience for presenting our products and meeting many potential clients as well as the most important exhibitors in the environmental business. We believe this trade fair is the reference in the Asian region.”

***Jiansong Han, Marketing & Export Manager, SID Machinery (Beijing), China***

“We have exhibited at IE expo China, the most important environmental exhibition in China, for seven years now. All our key accounts are here. We come every year because IE expo China is our best choice.”

***Lukas Heer, Business Development Director, Hitachi Zosen INOVA, Switzerland***

“IE expo China is a bustling exhibition, providing plenty of opportunities to meet both potential clients and local equipment suppliers. The Swiss Pavilion of IE expo China 2017 offered us a valuable platform to introduce our innovative energy from waste technology to the very dynamic Chinese market.”

***Shuwan Huang, CEO, Dongjiang Environmental, China***

“As a first-time exhibitor, we found that IE expo China far exceeded our expectations. The quality of visitors and exhibitors is the best among the exhibitions we have attended so far. It proves that IE expo is the biggest, most influential environmental exhibition in Asia.”

***Jochen Kamm, Manager Product Group Recycling, Dieffenbacher, Germany***

“IE expo China is an international, well-organized trade fair. We definitely met our target group here. The number of visitors was higher than expected and the average customers were qualified as well. We will participate again next year.”

***Dr. Hans-Anton Keserue, CEO, rqmicro-rapid quantitative microbiology, Switzerland***

“We met diverse suppliers in environmental and water technologies at IE expo China 2017. It is a good starting point for SMEs to explore the Chinese market and make contact with suppliers and customers alike.”

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**Christian Klingsberger, Head of Sales New Markets, E. Hawle  
Armaturenwerke, Austria**

“We attended the trade fair in China for the first time and our goal was clear: We wanted to present Hawle’s premium products as beneficial, appropriate and available for the water supply industry in China. We were able to fully reach our goal and the market positioning we aspired.”

**Klyf Kong, Regional Sales Manager, Aeration Industries International, USA**

“IE expo China helped us explore the environmental market in Asia. There were many visitors, so we were really busy. We are very satisfied with the results and will definitely exhibit again.”

**Deane Little, PhD, CEO, New Sky Energy, USA**

“The Innovation Pavilion at IE expo China 2017 attracted some of the world's most promising environmental technology companies. New Sky Energy is proud to have won the Isle Innovation Award China at IE Expo 2017 and we look forward to identifying partners and investors that will help us commercialize our wastewater treatment technologies in China and Asia.”

**Nan Lu, Vice General Manager, Southwest General Manager, Shanghai  
Aojia Ecology and Environment Technology, China**

“As a barometer for the industry, IE expo China is a very good reflection of new developments. We have always put great emphasis on such a high-quality and influential exhibition as IE Expo China. We obtained great results and met many target customers and potential customers.”

**Michael Markus, Export Manager, HOMA Pumps, Germany**

“IE expo China 2017 is an important exhibition for water and wastewater with many professional visitors. What sets IE expo China apart from other events is that it is much larger and more comprehensive than others. The Chinese environmental market will develop in the next 50 years and new technologies from everywhere around the world will be implemented. Of course, we will participate again in 2018.”

**Silvia Massimi, International Affairs Coordinator, Italian Ministry of the  
Environment, Italy**

“Within the framework of cooperation initiatives promoted by the Italian Ministry of the Environment, the Italian pavilion at IE expo China 2017 was an effective platform for the presentation of 30 Italian exhibitors, both for the quality of the

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displayed technologies and for the levels of attendance and interest by several Chinese operators.”

***Juan Pi, Deputy General Manager, Tianyi Environmental Technology, China***

“It is the fourth time that we have participated in IE expo China. Compared to its counterparts, IE expo China is clearly superior in organization, promotion and visitor invitation. This year we made contact with many high-quality upstream and downstream customers. I believe that the Chinese environmental industry will enjoy a golden decade.”

***Qiang Qi, General Manager, Zenit Pumps (Suzhou), Italy***

“After years of participation, we are convinced of the global brand recognition of IFAT. Therefore, its Chinese edition, IE expo China, has become a regular place for our market promotion. The organization of IE expo China is very efficient. The conferences are great complements to the exhibition.”

***Dr. Yunhe Qu, China UV Sales Director, Heraeus Noblelight Group, Germany***

“I am really impressed with IE expo China. A lot of potential customers from water treatment, air pollution treatment and environmental monitoring visited our booth. With a synergy of exhibition and conferences, our chances of making contact with potential partners and finding out about new development were increased. The conferences were inspiring for our future strategy.”

***Guanpin Ren, Deputy President, Chinese Society for Environmental Science, China***

“IE expo China 2017 has made new records in nearly all aspects: the exhibition space, number of exhibitors and visitors. There are a lot of new technologies, equipment and products. The conference programs, including Environmental Technology Conference and other forums, complement the exhibition in a very successful way. IE expo China 2017 is not only a large trade show with a wide category range and comprehensive activities, but also very well organized and enjoys a lot of visitors. It is a successful trade show for the environmental industry.”

***Roberto Sancinelli, President & CEO, Montello SpA, Italy***

“IE expo China 2017 was a major opportunity for our company to approach the Chinese market and we recorded strong interest not only for our technology, but mostly for our industrial and management know-how. It has been a very positive experience.”

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***Uwe Schlick, Project Manager, UTV, Germany***

“IE expo China is THE trade fair to get an impression of the Chinese market. You get to meet your target group and the accompanying conferences were also highly relevant and well attended.”

***Jianqiang Tian, Executive Assistant, Director of Strategy Marketing Dept., Techase, China***

“IE expo China is undeniably the biggest environmental exhibition in Asia and we have been taking part in the trade fair since the establishment of our company. IE expo China is a very good opportunity to release new products and to meet new contacts and partners. This year, the size of the exhibition has grown again, with obviously more visitors.”

***Michèle Villiger, Solution Consultant, Villiger Entsorgungssysteme AG, Switzerland***

“To get a first experience of the Asian market, IE expo China, the IFAT in Shanghai, was a good experience, and together with Swissenviro, it was perfect.”

***Mr. Bernd Vollmer, Sales Manager, KMU Loft, Germany***

“There is a lot of potential in the Asian environmental market, especially in the field of industrial waste treatment. Being the biggest, most important environmental trade fair in China, IE expo China 2017 was very busy with numerous visitors. It is a very well-organized, professional exhibition.”

***Qian Xu, CEO, Biomintec Environment (Shanghai), China***

“We have exhibited at IE expo China four consecutive times. From the new expanded halls, we can tell that IE expo China is developing very fast. The top-quality visitors came from areas that need waste gas treatment technologies, such as printing, packaging, automotive, furniture, pharmacy, iron & steel, cement and municipal administration.”

***Xin Xu, Marketing Analysis Manager, Xylem, USA***

“The organization, services and promotion of IE expo China 2017 were amazing. We have strong faith in this exhibition and have taken part four years in a row. As the biggest environmental exhibition in Asia, IE expo China has built a bridge between exhibitors and customers, as well as between the exhibitors themselves. The supporting programs are also valuable for exhibitors to promote their corporate image and products.”

***Mengxing Yao, General Manager, KSB Shanghai Pump, Germany***

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“IE expo China is a leading exhibition in China. Many innovative exhibitors are here and showcase the frontiers of the industry. By interacting with professional visitors, we have acquired a lot of target customers. The conferences and forums held along with the exhibition offer very good opportunities for discussions and exchanging ideas.”

***Xiaoguo Yuan, Vice General Manager, Beijing ENSA Engineering, China***

“IE expo China 2017 is great. This is our second time here as exhibitor and our booth is already three times bigger. There are a lot of visitors and the quality is very good. The visitors have also expressed strong intention to make orders. The results have met our expectations. IE expo China is very satisfactory in both visitor invitation and overall influence in the industry.”

***Guang Zeng, General Manager, Environmental Industry Group, Zoomlion Heavy Industry Science & Technology Development, China***

“This is our first exhibition at IE expo China. We have reached a lot of customers and partners. The combination of conference and exhibition is very helpful, because it makes IE expo China a platform of technological communications, knowledge exchanges and industry development. We are confident in the future of IE expo China and we are certain that it will grow bigger in the future!”

***Shenghai Zhang, President, Xingyuan Environment Technology, China***

“IE expo China is making constant progress. The exhibition is becoming more influential in the industry. IE expo China is a great event no one can afford to miss. We also get to know new technology and equipment here. We think that everyone in this industry, regardless of their type of business and size, should join in this event.”

***Lijun Zhao, President, China Environment Chamber of Commerce; Chairman, Poten Environment Group, China***

“IE expo China is a forerunner of the environmental technology exhibitions in Asia and a platform that enables leading environmental companies to efficiently display their strength. Here you can find new partners and customers. IE expo China is a very good platform for the industry as China’s demands for more environmental technology and products increase.”