

Final Report | September 22, 2025

## IE expo Guangzhou 2025 concludes successfully

- **285 exhibitors from 9 countries and regions on 21,000 square meters**
- **16,570 professional visitors; strong interest in AI-powered environmental solutions**
- **Over 30 visiting groups from the Greater Bay Area; focused municipal and industrial demand**

From September 17–19, 2025, the 9th edition of IE expo Guangzhou took place in Zone B of the China Import and Export Fair Complex. Organized by the Guangdong Environmental Protection Industry Association, Messe München, and Messe Muenchen Zhongmao Co., Ltd., the trade fair addressed the environmental protection market in the Guangdong–Hong Kong–Macao Greater Bay Area. With 285 exhibitors from 9 countries and regions and 16,570 professional visitors, the three-day event offered a concise platform for technology exchange and business matching.

Mr. Jianbo MAI, President of Guangdong Environmental Protection Industry Association, said: “Relying on the regional advantages of the Guangdong-Hong Kong-Macao-Greater Bay Area, IE expo Guangzhou is a link not only for the Pan Pearl River Delta Regional Environmental Protection Industry Cooperation Committee but also for the Belt and Road Environmental Protection Industry Cooperation Alliance between Guangdong, Shaanxi and Gansu province. The trade fair continued to integrate industry resources and build an exchange platform with an open and inclusive attitude. IE expo Guangzhou has become the most influential environmental protection industry event in South China and an important link in promoting regional environmental protection industry cooperation and development.”

### Focus on delivering value and efficient matchmaking

This year's edition of IE expo Guangzhou emphasized quality and matching efficiency between exhibitors and visitors. Over 20 new technologies debuted at the New Product Release Platform and on-site programs. Live negotiations showed clear purchasing intent and highlighted the resilience of the

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environmental protection industry.

Exhibitors from Germany, Italy, Japan, Poland, the United Kingdom, the United States and other regions chose IE expo Guangzhou to launch new products, reach qualified customers, and deepen their presence in South China. Mr. Bixiao FENG, Deputy General Manager of Jiangxi BoCent Environmental Technology Co., LTD. stated: “IE expo Guangzhou has always focused on the environmental protection industry. We have been exhibitors for many years and have participated in both the Shanghai and Guangzhou exhibitions in 2025. We highly recognize the professionalism of the exhibitors and visitors at the trade fair. Guangdong has been vigorously developing the environmental protection industry, and we hope to increase the influence of enterprises in the southern region of China and help expand the Guangdong market by participating in the trade fair. We are also quite satisfied with the on-site effect of the exhibition.”

### **AI-powered environmental protection in focus**

An “AI Smart Environmental Protection” exhibition area showcased practical applications of artificial intelligence in environmental governance, including intelligent monitoring devices, AI visual recognition systems, and smart water platforms. The “AI Empowering Ecological Environment Technology Innovation Forum” brought together 12 experts and company representatives to discuss topics such as applying AI to air pollution tracing and building smart water data security systems. The “2025 AI Environmental Protection Technology Application White Book” was released, summarizing 10 feasible AI pollution-control solutions. Visitors noted that the combination of exhibition areas and forums provided clear views of technological progress and direction.

### **Targeted municipal and industrial demand**

Despite macroeconomic fluctuations, IE expo Guangzhou 2025 attracted 16,570 decision-makers and professionals from government departments, design institutes, engineering companies, major polluting enterprises, and environmental distributors. More than 70 % of visitors came from South China, with 45 % from Guangdong Province, reflecting strong local market penetration. Over 30 visiting groups from the Greater Bay Area arrived with concrete needs and procurement plans, enabling focused, efficient negotiations. Mr. Hua YANG, the Industrial Sales Director of HUBER Environmental Technology (China) Co.,Ltd. said that: “The effect of the exhibition met our expectations. We have contacted many new customers, especially

several groups of foreign customers. IE expo is the leading trade fair brand in the environmental protection industry. Its quality is unmatched. Clients seeking reliable suppliers and innovative technologies place greater trust in this platform.”

### **Supporting programs with practical takeaways**

Concurrent events, including the “Guangdong Province Environmental Protection Industry High-Quality Development Conference,” addressed current priorities such as cost reduction and efficiency improvement, waste-free cities, and carbon neutrality. Expert talks and case studies offered policy interpretation, market insights, and technical solutions, supported by active on-site discussion. Mr. Liqin SUN, Marketing Manager of Fujian Shunchang Hongrun Precision Instrument Co., Ltd., said: “Currently, the environmental protection industry is in a period of deep adjustment. I have followed the supporting programs of IE expo Guangzhou, which are rich in content and highly targeted. They have achieved our expectation in industry exchanges, technology promotion, and cooperation promotion, playing an important role in promoting the development of the environmental protection industry in South China. Participating in IE expo Guangzhou can help the company further expand its market, enhance brand awareness, strengthen communication and cooperation with other enterprises in the industry, and thus promote the company’s sustainable development.”

### **Outlook: IE expo China 2026 in Shanghai**

IE expo trade fairs will continue to support the industry’s development in 2026. IE expo China 2026 is scheduled for April 13–15, 2026 at the Shanghai New International Expo Centre, gathering around 2,400 environmental protection enterprises from around the world. The showcase will cover the full industry chain—water, solid waste, air pollution control, soil, and carbon neutrality—alongside supporting programs such as the China Environmental Technology Conference. Industry stakeholders are invited to meet in Shanghai in April 2026 to explore innovation, pursue cooperation opportunities, and advance high-quality development in China’s environmental protection sector.

**Further details are available at [ifat.de](http://ifat.de) and [ie-expo.com](http://ie-expo.com)**

### **IFAT Worldwide**

In addition to IFAT Munich as the world’s leading trade fair, IFAT now comprises eleven trade fairs around the globe, forming the world’s largest network for environmental technologies. The IFAT network includes IE expo China in Shanghai, IE expo Chengdu, IE expo Guangzhou, and IE expo Shenzhen, as

well as IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, IFAT Delhi in New Delhi, IFAT Brasil in São Paulo, and the Singapore International Water Week (in cooperation with IFAT). Starting in 2026, IFAT Saudi Arabia in Riyadh will join the portfolio. Together, the events of the IFAT network act as a driving force advancing the global transformation toward sustainable technologies.

### **Messe München**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.

### **Messe Muenchen Zhongmao Co., Ltd. (MMZM)**

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 the IE expo trade fairs, Messe Muenchen Zhongmao Co., Ltd. has good professional experience and customer resources and it also integrates resources of buyers, associations and media to build a business-to-business platform for environmental industry.