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## Press Release

### IFAT India 2017: Focus on air pollution control

- **Fifth edition of IFAT India from September 26 to 28, 2017 in Mumbai**
- **Topic of air pollution control for the first time focus of the supporting program**
- **Air pollution in India has serious consequences**

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In September 2017, the Bombay Exhibition Centre (BEC) in Mumbai will once again be the venue for environmental technologies and solutions tailored specifically to the needs of the Indian market. In light of the current situation, the focus of the supporting program at the fifth edition of IFAT India, India's leading environmental technology trade fair, will be on the topic of air pollution control. According to a recent study by the Indian branch of Greenpeace, smog is assuming serious proportions on the subcontinent.

It is not just the capital New Delhi that is affected by massive air pollution. The study has shown that fine particulate pollution in the 168 cities studied exceeds the limit defined as harmless. Looking at the average annual concentration of fine particulate matter of under 10 micrometers in size, no single city in India complies with the international standard of 20 µg/m<sup>3</sup> considered by the World Health Organization (WHO) to be harmless. Alongside its effects on health, polluted air also results in economic costs totaling three percent of gross domestic product – according to an estimate by the World Bank.

From September 26 to 28, 2017, IFAT India will bring together all the market players in the areas of water, sewage, refuse, and recycling in Mumbai. For the first time, the topic of air pollution control will be part of the supporting and conference program: At the *Environmental Technologies Conference* organized by the Indian cooperation partner *The Energy and Resources Institute (TERI)*, high-ranking representatives from politics and business will discuss possible

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solution approaches and regional strategies for reducing pollutant emissions. Instruments for monitoring and forecasting the air quality in congested urban areas will be presented in a workshop by the SDG Foundation.

More than 150 exhibitors are expected at the 2017 edition of IFAT India, including Andritz Group, Endress+Hauser, Excel Industries, Kilburn, Kirloskar Brothers, LG Chem, Ramky, Tata Projects and Xylem.

**For more information:** [ifat-india.com](http://ifat-india.com)

#### **About IFAT India**

IFAT India is India's leading environmental trade fair for technology and services in the water, sewage, refuse and recycling segments. The last event, covering approximately 6,100 square meters of exhibition space, attracted 143 exhibitors from 16 countries and 5,187 trade visitors from 44 countries. The trade fair takes place annually at the Bombay Exhibition Centre (BEC) in Mumbai—the dates for the next event are September 26 to 28, 2017.

#### **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 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.