

POST SHOW REPORT 2014

IFAT INDIA 2014 EXHIBITOR TESTIMONIALS

"The decision to have a larger booth space proved fruitful as we got a good number of quality visitors and VIP buyers from the state pollution control boards, Municipal bodies and many more. We will definitely come again."

- Philippe Anstötz, Director Global Business Unit Water, Bilfinger Water Technologies GmbH

"It's the second time that we exhibit at IFAT India. The quality of visitors has improved and the number of leads have increased this year."

- Alexander Bormann, PHOENIX CONTACT Electronics GmbH

"We were overwhelmed by the energy shown by the visitors, fellow exhibitors and the organizers. The knowledge and enthusiasm shown by the local visiting community is highly regarded."

- Gary Brown, Managing Director, Becon Watertech Business Unit Group

"We participated in IFAT India for the first time and were really happy with the quality of visitors. The trade fair met our expectations. We would again participate in 2015."

- Sham Chaudhari, Director, Sales & Marketing, Xylem Analytics South Asia

"We already could initiate more than 100 potential business relations."

- Manfred Endt, Managing Director, Agru Plastic Technology Pvt. Ltd.

"IFAT India provides the right platform for companies to showcase their technologies related to waste and wastewater. It has the right mix of technology and business. India is the right place and that's why we were participating the second time in a row and hope to continue this every year."

- Tejas A. Gathani, Vice President, Organica Biotech

"India has a lot of potential, therefore we are here at IFAT India. We already had some really good talks."

- Alfred Weber, Director of Sales, BHS-Sonthofen GmbH

"People that came last year to our booth came again this year to visit us. Besides that we have made new interesting contacts – that makes IFAT India the right show to explore the Indian market."

- Sandra Kloft, Sales Manager, Haas Recycling Systems

"Congrats to Messe Muenchen International to a successful second edition of IFAT India. The quality of visitors again increased, our members had many good talks and are very confident with IFAT India 2014. We are already looking forward to next year's edition."

- Christine von Lonski, German Water Partnership

"We are looking forward to exhibiting again next time and would like to enlarge our stand size in 2015."

- Tobias Löffelsend, Sales Manager, QMB, Brock Kehrtechnik GmbH

"We are satisfied with the results of IFAT India. The number and quality of visitors were good. IFAT India gives us an easy access to our customers. We would participate in 2015 again."

- Mathias Meyer, Project Engineer, Körting Hannover AG

"We were satisfied with IFAT India, we met a lot of potential customers."

- Jimmy Sööder, Sales Manager, Broddson

"IFAT India provides a perfect platform for the exchange of knowledge and ideas. We as the host of several conference sessions appreciate its unique combination of conference and trade fair as well as its many international exhibitors and professional character. The All India Environmental Journalism Competition is attracting journalists from all over India and is headed to become an annual event at IFAT India."

- Dr. Dieter Mutz, Director, Indo-German Environment Partnership Programme, GIZ

"This is the second year that we have participated in IFAT India 2014 and we are happy with the turnaround of the visitors this year. It is a great platform to showcase our products and considering that more than 62 percent of the exhibitors are global companies, it throws open opportunities for all participants to witness new products and emerging technologies."

- Kiran Pande, Senior General Manager, Godrej & Boyce Mfg. Co. Ltd.

"We have been associated with IFAT for many years in the international arena and now are participating in IFAT India 2014 and it has really benefited us. Trade fairs such as IFAT India are a great platform for bringing international key decision makers, customers and solution providers under one roof."

- Poonam Poladia, Senior Manager Marcom, Endress+Hauser (India) Pvt. Ltd.

"The event is a unique platform for waste management and allied technologies. It is also a great opportunity for us since every sector or industry values environment, even the Prime Minister Narendra Modi has initiated the 'Clean India Mission'. Events like IFAT India 2014 give us a base to share our knowledge and also to expand business opportunities with clients."

- Ajay Popat, Executive Vice President, ION Exchange

"We had a lot of visitors at our stand. These visitors were focussed and highly interested in our products. We will take part in the next show."

- Armin Rock, Business Development Manager/ International Sales Manager, HSM GmbH

"It is really surprising that water, as a sector has not been taken seriously till recently by the industry and policy makers at large. We are really happy to see focus going up, thanks to IFAT India 2014. Our aim is to introduce products that promote Zero Liquid Discharge, right from grassroots to look at sustainable growth. We are happy to see participation of both buyers and sellers in the water trade in this show."

- Anand Sathya, Director, Geofluid Processors Pvt. Ltd.

"After the new policy initiatives which have been framed by the Indian Government, there seems to be focus towards environmental waste management and green technologies. This year the visitor's turnaround was more specific, more professional and related to the target industry. IFAT India 2014 has been very useful in terms of knowing and gathering information about the market, giving us an opportunity to develop new customers."

- Charif Lafiqir, Regional Sales Director, ATARFIL

"Our companies are very satisfied exhibiting here. The quality of the visitor is excellent. They came with concrete projects, asked the right questions and were looking for real solutions, both technological and economical. The new government has set high priority on the environment, especially on providing clean water to all Indians. This policy has led to increased demands in solutions at this year in IFAT India. We look forward to return in 2015."

- Urs Heutschi, CEO, Swissenviro.ch

POST SHOW REPORT 2014

ACCOMPANYING PROGRAMME

For the first time IFAT India offered its trade visitors an extensive technical and scientific supporting program: Indian and International experts from science, universities and pollution control boards presented the latest developments and practical solutions. As well as talks given by the German Association for Water, Wastewater and Waste (Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall – DWA), there were also presentations by German Water Partnership (GWP) and the German Society for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit – GIZ).

In 2014, as in the previous year, the GIZ "All Environmental Journalism Competition Awards" were presented on the first day of the fair. As well as winners in the categories of Print, TV, Radio, Internet and Photography, an award was also presented to the best contribution on the subject of the rejuvenation of the Ganges. Michael Steiner, the German Ambassador to India, presented the "Clean Ganga Award" to Nitin Sethi, Associate Editor from Business Standard.

Steiner further underlined that "Prime Minister Narendra Modi's Ganga rejuvenation priority is an excellent example that India is thinking big. The Clean Ganga Fund is a brilliant idea."



Organized by



Messe München International

Supporters



* As per survey commissioned by MMI India

For further information, please contact

India

Daphne Fernandes, Executive Project
Tel: +91 22 42554700
Email: daphne.fernandes@mmi-india.in

International

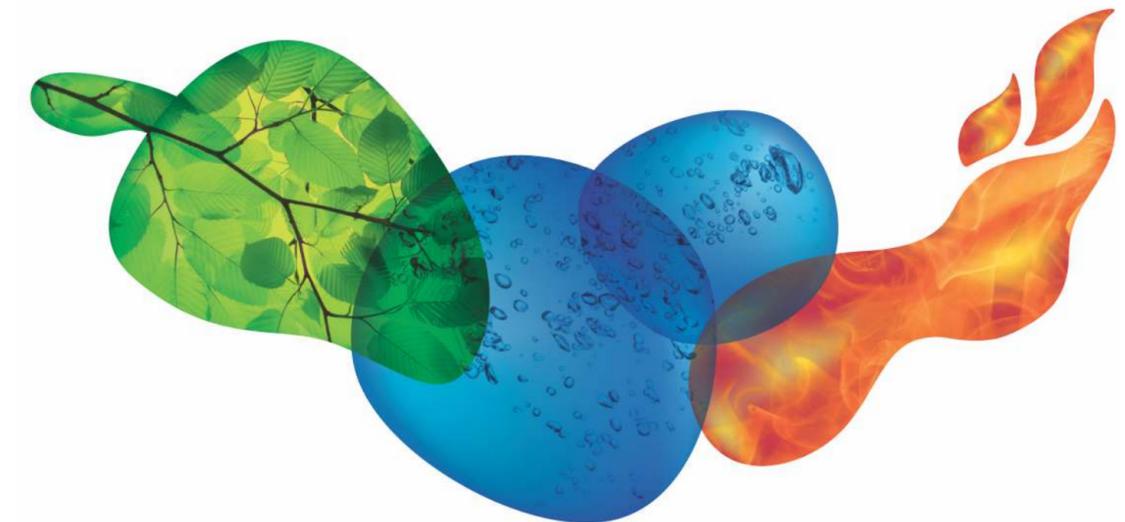
Andrea Graf, Senior Exhibition Manager
Tel: +49 89 949 20297
Email: mail@ifat-india.com



Messe München International



India's Leading Trade Fair for Water, Sewage, Refuse and Recycling



Post Show Report 2014

October 9 - 11, 2014

Hall 5, BOMBAY EXHIBITION CENTRE, MUMBAI



India's Leading Trade Fair for Water, Sewage, Refuse and Recycling



October 13-15, 2015

Hall 5, BOMBAY EXHIBITION CENTRE, MUMBAI

www.ifat-india.com

POST SHOW REPORT 2014

AT THE SECOND EDITION OF IFAT INDIA INR 338 CRORES* OF BUSINESS WAS NEGOTIATED, THIS MAKES IFAT INDIA THE PERFECT PLATFORM FOR ENVIRONMENT TECHNOLOGY

- 5000 trade visitors
- Strong demand for environmental technology for the Indian market
- 123 exhibitors from 18 countries
- Highlight: Conference and Innovation Exchange forum

The second edition of IFAT India – International Trade Fair for Water, Sewage, Refuse and Recycling – concluded successfully, underlining itself as the leading platform for environmental technology in India. Exhibitors and visitors were equally satisfied and confirmed the importance of this trade fair for the highly promising Indian market.

Once again around 5,000 trade visitors took part in India's leading environmental technology trade show; and again this year the exhibitors made particular mention of the professional quality among the visitors.

In total 123 exhibitors presented their products and solutions at the show. Hall 5 at the Bombay Exhibition Centre (BEC) in Mumbai was again well filled, as the exhibition took up 5,000 square meters of exhibition space. Around 63 percent of the exhibiting firms came from outside India – for example from Italy, the UK and the US. International interest in the event was also reflected in the national pavilions from Austria, China, Germany and Switzerland.

Shankar Aggarwal, Secretary of the Ministry of Urban Development of the Government of India, said: "We looked for a platform that provides a good stage for the stakeholders to understand more about the new opportunities and weave their future plans to make advantage of the same. It should also provide municipal and government authorities the opportunity to witness the solutions for environment technology under one roof and we look forward to IFAT India to assist in this endeavor."



*As per visitor registration feedback form

POST SHOW REPORT 2014

ANALYSIS

Overall rating (from good to excellent)

Visitors	96%
Exhibitors	88%

Would recommend event to others

Visitors	97%
Exhibitors	96%

Competitive advantage over other trade fairs

Visitors	93%
Exhibitors	91%

Exhibitors Analysis

Over 63% of exhibiting companies came from outside India. The overall assessment of the show was excellent. 88% of exhibitors assessed IFAT India 2014 as excellent to good, 99% of the exhibitors will recommend IFAT India to partners and friends and 88% of the exhibitors consider the event offered competitive advantage for their business. 97% of them will exhibit again at IFAT India 2014. This clearly signifies the strong interest of these companies and the potential in this region.

Assessment of IFAT India

Frequency of visitors entering your stand	85%
Your stand allocation	83%
Completeness/ breadth of product range	79%
Clarity of product range/sectionalisation	79%
Quality of visitors	76%
Quality of exhibitor services	75%
Character of a leading trade fair in India	71%

Exhibitors industry representation

Water and sewage treatment	39%
Refuse disposal and recycling	24%
Energy from waste materials	15%
Water extraction, desalination	14%
Environment management and services	13%
Water distribution, sewers	12%
Measuring, control and laboratory technology	11%
Decontamination of old sites/ soil treatment	4%
Science and research	4%
Air pollution control and noise reduction	3%
Other	23%



Participation objectives achieved

Company, product & image presentation \ Promotion	85%
Looking at the market in India	82%
Preparing future business transactions	79%
Building up new business relationships	76%
Maintaining existing business relationships	76%
Studying the competition	68%
Seeking and identifying distributors/new agents/partners	66%
Doing business during the trade fair	47%

POST SHOW REPORT 2014

Visitors Analysis

- 5000 trade visitors
- 56% visitors were decision makers
- 40% visitors were from Government departments and agencies

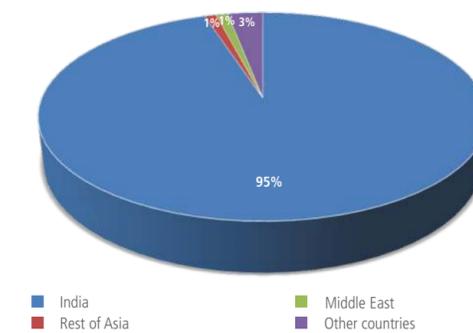
Objectives achieved by visiting IFAT India

Studying the competition	93%
Information about/ looking for new products, novelties	92%
Further education/ increasing professional knowledge	91%
Preparing future business transactions	90%
General market orientation	88%
Building up new business relationships	88%
Maintaining existing business relationships	88%
Doing business during the trade fair	82%
Seeking and identifying distributors/new agents/partners	78%

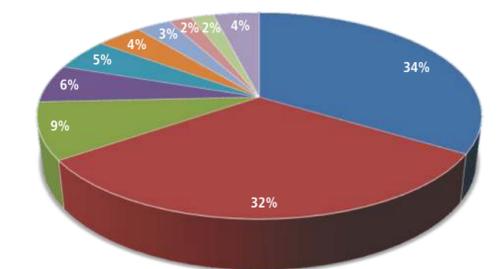
Assessment of IFAT India

Completeness and breadth of product range	89%
Clarity of product range/sectionalisation	87%
Presence of international exhibitors	87%
Quality of visitor information provided by the trade fair company	85%
Character of a leading trade fair	82%
Presence of Indian exhibitors	80%
Matchmaking tool	79%
Presence of market leaders	76%

Geographical Breakdown



Visitor Breakdown



- Industries
- Public/private city cleaning enterprises
- Trade/service companies
- Government officials
- Government agencies
- Planning/engineering services
- Energy supply/energy transport companies
- Experts, scientists, engineers
- Research/Education Institutes
- Other

