

Munich, September 30, 2016

Final Report

Water shortages in India a key theme

Fourth edition of IFAT India sets new records

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- **More space, more exhibitors, more visitors**
- **Growth reflects increasing demand for environmental technology in India**
- **High-caliber supporting program very well received**

Boasting 23 percent more exhibition space, the fourth—and so far largest—IFAT India has now closed its doors. Between September 28 and 30, 2016, more than 5,000 trade visitors (which is 23 percent more than last year) came to the Bombay Exhibition Centre in Mumbai to see the latest products and services for water, sewage, refuse and recycling. One of the key themes at this year's event was the acute water crisis on the subcontinent.

Stefan Rummel, Managing Director of Messe München, explains: "Especially at the current time, water shortage is an acute theme in the environmental sector, in particular in India. At IFAT India 2016 the exhibition space dedicated to water and wastewater management has risen by 71 percent. And the interest in solid waste management has increased remarkably, too. This upswing underlines just how important our event is, as a showcase for solutions to the current challenges being faced in the country, and as a forum for bringing together supply and demand."

Dr. Uttam Kumar Sinha, fellow at the Institute for Defence Studies and Analyses in New Delhi, points out how serious the effects of water shortages are: "The water crisis in India not only endangers life, it holds tremendous conflict potential and threatens internal security. Water management in India is also linked to the regional policies and diplomacy. Innovative technologies will be urgently needed in India for smart and effective water management policies. IFAT India offered

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the ideal opportunity to successfully engage with technology suppliers in the sector.”

Strong international participation

Covering 6,100 square meters of exhibition space—a rise of 23 percent—IFAT India 2016 was bigger than ever before. Also in terms of visitors, the numbers exceeded expectations: For the first time, more than 5,000 trade visitors participated in the event. Once again IFAT India had a very strong international component. Of the 143 exhibitors, over half, i.e. 54 percent, came from outside India. After India the biggest contingents of exhibitors came from Germany, China, Switzerland, Italy and the US (in this order).

The exhibitors praised the strong footfall of the visitors at their booths and their high professional level. Vikas Agarwal, Associate Vice President of Kirloskar Brothers, noted: “At IFAT India you always meet the suitable persons for your business. This year was especially crowded and the visitors were of high quality.” Also Ninad Kelkar, Business Team Leader at REHAU, was pleased: “We have been exhibiting at IFAT India since its inception. The trade fair helps us showcase our products to the right audience. It is a platform where we get to meet government officials, experts and discuss solutions for contemporary issues in this industry.”

Top-class supporting program

Igor Palka, Chief Operating Officer of Messe München India, is more than satisfied with the final result: “The feedback from the exhibitors and visitors was overwhelming. The audience liked in particular the high-caliber supporting program.” Many new items featured this year in the program, among them the Active Learning Centre, a training platform for young talent and skilled workers in the Indian environmental sector, and the Sino-Indian Environmental Technology and Industry Dialogue, aimed at promoting bilateral exchange between China and India. In the Innovation Exchange Forum the focus was not only on water management but also on waste processing. In particular IFAT India highlighted modern processing techniques, such as the potential offered by biogas plants in

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India, and by waste-to-energy solutions. The supporting program featured a high-ranking line-up of speakers from India and abroad—from politics, business and science and research.

Further information: 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 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. 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.