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Press Release

IFAT India 2019

IFAT to export future platform experience.science.future. to India

- From Munich to Mumbai: new innovation hub for IFAT India
- Offer aimed at start-ups, NGOs and universities
- Expert: “Promising conditions for the introduction of new technologies and business models in India.”

It was successfully established at the world's largest environmental technology trade fair IFAT in Munich in 2018 and will celebrate its premiere in Mumbai from October 16 to 18, 2019: experience.science.future.—the future platform for founders and pioneers in the field of environmental technologies—will for the first time also pool start-ups, universities and NGOs at [IFAT India](#).

Bhupinder Singh, CEO of Messe Muenchen India says: “To turn creative ideas into concrete solutions for India we need to give particular assistance to young entrepreneurs, researchers and non-profit organizations. That is exactly our intent by integrating experience.science.future. into IFAT India.”

The new, prominently positioned special area enables start-ups, universities and NGOs to take part in IFAT India 2019 at a heavily discounted rate. But that is not all: the package also includes various networking and presentation options, including the participation in VIP tours, if required in the technical supporting program and in the buyer-seller meetings where the trade fair organizers bring exhibitors into contact with potential customers.

The timing for the implementation of such a platform in India could not be better, Bruno Rudnik, Managing Director of the consulting agency SusTech Consult and partner of IFAT thinks: “The combination of market demand, political will to act and the increasing availability of investment capital creates promising conditions for the introduction of innovative technologies and business models. And India is also open to pilot projects as a preliminary step for subsequent scaling.”

While start-ups in the Indian environmental technology sector have so far been

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primarily active in agriculture or renewable energies, there are currently more opportunities in the industrial sector, according to the expert. These also include water and waste technologies—the core areas of the IFAT trade fairs.

The workshops and learning programs of the Active Learning Centre (ALC) that address pupils, students and trainees will remain in place and be merged with the new future platform.

Christian Rocke, Exhibition Group Director of the worldwide IFAT network at Messe München is convinced: “At IFAT 2018, experience.science.future. has already proved itself as innovation hub and pool of ideas for the global industry. I am sure that this will also succeed in India.”

Start-ups, universities and NGOs interested in the participation can retrieve further information on the IFAT India website: ifat-india.com/experience_science_future.php.

More information is available on the website: ifat-india.com.

About IFAT India

IFAT India is India's leading environmental technology fair for the water, sewage, waste and recycling segments. With an exhibition space of around 11,000 square meters, the last event witnessed 242 exhibitors from 25 countries and 7,449 visitors from 32 countries. The annual trade fair takes place in the Bombay Exhibition Centre (BEC) in Mumbai—the next time from October 16 to 18, 2019 in Hall 1.

IFAT worldwide

In addition to the world's leading trade fair IFAT, Messe München has profound competencies in the organization of further international trade fairs in the field of environmental technologies. These include: IE expo Chengdu in Chengdu, IE expo Guangzhou in Guangzhou, IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul as well as IFAT India in Mumbai. All IFAT trade fairs are the world's leading network for environmental technologies.

Messe München

With more than 50 proprietary trade fairs for capital goods, consumer articles and New Technologies, Messe München is one of the world's leading trade fair organizers. Every year, more than 50,000 exhibitors and about 3 million visitors come to the over 200 events on the Munich fairground, the ICM (International Congress Center Munich), the MOC (Veranstaltungszentrum München) and abroad. Together with its affiliates, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Having a network of holding companies all over Europe, Asia, Africa, and South America and about 70 agencies abroad working for more than 100 countries, Messe München is present all over the world.