



Munich, April 23, 2015
Press Release

Even closer cooperation between Messe München and the GreenTec Awards

- Cooperation extended on these prestigious environmental and business awards
- In 2016 and 2018, the GreenTec Awards will again be presented in a gala ceremony at the start of IFAT, the world's leading environmental technology show, in Munich
- In 2015 and 2017, Messe München to be a platinum sponsor in Berlin

Munich—It is Europe's most prestigious prize for environmental technology and business: The GreenTec Awards. In 2014, the presentation ceremony for these awards formed the opening gala to IFAT, the world's leading exhibition for environmental technology. This successful cooperation is now being continued: IFAT takes place every two years, and at these events (2016 and 2018) the GreenTec Awards will be presented in Munich. In the intervening years—2015 and 2017—the awards will be presented in Berlin, where Messe München will be acting as a platinum sponsor.

"For Messe München sustainability has been a core theme for many years," commented Klaus Dittrich, Chairman & CEO of Messe München, "Back in the 1990s sustainability was already a key criterion in the design and construction of our own exhibition center. Since then, this venue has been a model for other such facilities around the world. Also, the subject of sustainability is reflected in several of the events in our portfolio, but above all of course in the world's leading environmental technology trade fair, IFAT. The philosophy of the GreenTec Awards, and in particular the achievements of the winners, just fit very well with our company and the standards upheld at IFAT."

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Marco Voigt, one of the initiators of the GreenTec Awards, is also pleased with this partnership: "IFAT is the optimum event at which to present the GreenTec Awards. It is the right context for us, as regards content, and it is a place where we can reach out directly to an international target audience that is interested in actively promoting innovative environmental technologies."

On May 29 this year the 2015 GreenTec Awards will be awarded in the Tempodrom in Berlin. In 2016, there will again be a gala award ceremony to kick off IFAT, which takes place from May 30 to June 3, 2016 at the Messe München exhibition center.



BU:

One of the winners in 2014: Olaf Westermann, Managing Director of Lichtblick, flanked by meteorologist Karsten Schwanke (l.) and Carsten Cramer, Head of Marketing at Borussia Dortmund.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone, it organizes some 40 trade shows for capital and consumer goods and key high-tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in events held at the Messe München exhibition center, the ICM – International Congress Center München, and at the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa and has a global business network with affiliates in Europe, Asia and Africa as well as over 60 foreign representatives actively serving more than 100 countries.

IFAT

IFAT is the world's leading trade event for environmental technology. A total of 3,081 exhibitors from 59 countries, and 135,288 visitors from 168 countries took part in the last event. IFAT is held every two years; the next edition takes place from May 30 to June 3, 2016 in Munich. Messe München International'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 IE expo in Shanghai, IFAT Eurasia in Ankara, IFAT India in Mumbai and the IFAT Environmental Technology Forum in Johannesburg.

About the GreenTec Awards

Europe's largest environmental and business prize will be awarded for the eighth time on May 29, 2015. This year yet again the traditional Green Carpet will be rolled out for 1,000 invited guests at Tempodrom in Berlin. The GreenTec Awards are organized to support environmental and economic involvement as well as fascination for technologies. The initiators and organizers Marco Voigt and Sven Krüger enthusiastically support this cause. More than 100 partners, over 60 ambassadors, and 30 exhibitors support this extraordinary event.