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**Final report**

## **More visitors, more exhibitors, more exhibition space Overall growth of IE expo 2015 reflects the environmental turnaround in China**

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**IE expo 2015, which took place at the Shanghai New International Expo Centre (SNIEC) from May 6 to 8, 2015, has again come to a successful end: On a total of 60,000 square meters of exhibition space, 1,085 exhibitors from 27 countries and 40,151 visitors participated in Asia's leading trade fair for environmental technologies.**

Stefan Rummel, Managing Director of Messe München, is very delighted: "The overall growth of IE expo reflects the prospects of the environmental technology sector in China, continued growth in market demand and increasing awareness about environmental protection. We are very excited about these positive results, which once more underscore the position of IE expo as the number one industry event in Asia."

### **New visitor record**

IE expo 2015 established a new record by attracting 40,151 highly professional trade visitors (2014: 38,554) from various industrial sectors. The top ten visitor countries besides China were – in this order – Korea, Taiwan, Japan, Russia, Hong Kong, Germany, Malaysia, the United States, Thailand and Mongolia.

Exhibitors in particular confirmed the visitors' interest in specific topics and their professionalism. "The flow of visitors at our booth is satisfying. We met many customers and investors from the coastal areas. They are our exact targets. The visitor quality of IE expo is always good. This year, many foreign customers

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came to us with specific projects, seeking cooperation", stated Lin Bingqiang, Director of Shanghai Shenjia Sanwa Co., Ltd.

### **Number of exhibitors exceeds 1,000 mark for the first time**

Altogether, 1,085 exhibitors from 27 countries presented their latest solutions and technologies in the water, waste, air and soil sectors. It was the first time that the number of exhibitors exceeded the 1,000 mark. 27 percent of the participating companies were from countries other than the People's Republic of China.

Jiang Gang, General Manager of MMI-ZM Trade Fairs, explains that "the increased number of exhibitors by almost 18 percent compared to the last time that the fair was held corresponds to the increase in participation in the sectors for air purification as well as refuse disposal and recycling. Among other things, those industrial sectors have recently increased in importance due to the new environmental reforms of the Chinese Government."

In addition, IE expo 2015 featured fourteen joint pavilions representing Austria, France, Germany, Japan, Korea, the Netherlands, Switzerland, Taiwan, the United States as well as five organizations and institutions. One of the new attractions at this year's fair was the "Innovation Pavilion", a showcase platform for business opportunities addressing innovators and investors.

### **One more hall added to serve exhibitor demand**

Due to increased exhibitor demand, the amount of exhibition space at the fair was extended by adding one more hall. As a result, IE expo 2015 occupied a total of five exhibition halls covering 60,000 square meters of floor space. This is a considerable increase of 20 percent compared to the last show.

According to Miao Shenling, CEO of Avian Machinery Group, "the show is becoming bigger and bigger. Several years ago, the booth we booked was only 12 square meters in size. This year's stand had 168 square meters, making it

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the biggest in Hall N5. IE expo has given us a very good platform for finding our target customers and exploring new markets.”

### **Interest in supporting program again high**

The IE expo supporting program featured some 190 speakers who held lectures and panel discussions on the industry’s hot topics and presented practical solutions for specific environmental challenges. Once again, the interest in the program was high: Over 5,000 visitors—an increase of more than 20 percent—attended a total of 190 sessions.

The conference program was supported by government ministries and associations from China and abroad such as the Chinese Society for Environmental Sciences (CSES), the China Environment Chamber of Commerce (CECC), the German Association for Water, Wastewater and Waste (DWA—*Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall e. V.*) as well as German Water Partnership (GWP).

For the first time, IE expo 2015 also hosted the GreenTec Award in the category Urbanization. Dr. Stefan Franzke, Managing Director of Berlin Partner for Business and Technology, presented the award to the Sino-German project "Semizentral," which is a joint venture between the IWAR Institute at the Technical University of Darmstadt and the National Engineering Research Center for Urban Pollution Control (NERC) at Tongji University in Shanghai.

The overall growth of IE expo 2015 reflects the booming environmental market in China. IE expo is the most important platform when it comes to grasping business opportunities and getting the latest information about the industry's development trends.

**The next IE expo takes place in Shanghai from May 5 to 7, 2016. Additional information is available online at [www.ie-expo.com](http://www.ie-expo.com).**

### **IFAT worldwide**

Messe München International supports the environmental technology sector by organizing not only IFAT, the world's leading trade fair for the sector, but also a range of other international environmental trade fairs at locations around the globe. These comprise IE expo in Shanghai, IFAT Eurasia in Ankara, IFAT India in Mumbai and the IFAT Environmental Technology Forum in Johannesburg.

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 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 the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

### **About Shanghai ZM International Exhibition Co. Ltd (ZM)**

Shanghai ZM International Exhibition Co. Ltd is a professional company with experience in organizing large-scale exhibitions and conventions nationally and abroad, highly valued in the business community. Established in February 2000, Shanghai ZM International Exhibition has set up Domestic Departments, an International Department and MP Zhongmao International Pte Ltd, a new joint-venture with Singapore MP Group. With a proven record of success in organization and planning, Shanghai ZM International Exhibition has held numerous professional exhibitions in the environmental protection industry sector, water industry, petrochemicals, fluid and electric power, pharmaceuticals, food and beverages, auto parts, etc.