

No. 6/e
Munich, April 21, 2015
Final report

Liza Paul
Press contact
Tel. +49 89 949-21502
liza.paul@messe-muenchen.de

Impressive launch of IFAT Eurasia in Ankara

New hub for Turkish environmental technology industry

- **Approximately 11,000 visitors from 75 countries**
- **Strong interest of visitors and exhibitors confirms Turkey's function as bridge to surrounding markets**
- **243 exhibitors representing 400 companies from 19 countries**
- **Strong demand for professional supporting program**

IFAT Eurasia, which took place at the Congressium International Convention & Exhibition Centre in Ankara from April 16 to 18, celebrated its successful conclusion with 11,000 visitors. Overall, 243 exhibitors from 19 countries participated in the premiere of the new environmental technology trade fair for the Eurasian market. The industry's positive response confirmed the organizers' expectations: IFAT Eurasia is the new leading business platform for environmental technologies in an upcoming market.

Stefan Rummel, Managing Director at Messe München, is satisfied: "We are pleased with these extremely positive results over the last three days. IFAT Eurasia is the second event that Messe München has held in Turkey, and its premiere proved that taking a step into this new market was the right decision. An entirely new center for the environmental technology industry has been established here."

Osman Bayazit Genç, Managing Director of MMI Eurasia, elaborates: "Our exhibitors and partners are enthused: IFAT Eurasia already is an international brand. In particular, we are very pleased about the many visitors from the Eurasian region."

Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de



This also confirm Michael Zabelt, International Area Sales Manager, and Heidi Dorner, Marketing and Event, at NETZSCH Pumpen & Systeme GmbH: “The premiere of IFAT Eurasia was very successful for us. In the beginning, we had doubts about the location in Ankara, which turned out to be the perfect place. So far, IFAT Eurasia is a complete success for our company. Compared to other shows in Turkey, we can definitely say that the quality of the show is very high and we are looking forward to participating again in 2017.”

Highly professional visitors

Moreover, the premiere showed that choosing to hold the fair in Ankara, the seat of the Turkish government, was also the right decision. Delegations from a number of countries, including several neighboring states, attended IFAT Eurasia, underscoring how significant this event is for Turkey and the Eurasian region. Amongst others, delegations came from Greece, Iran, Israel, Kazakhstan, Kyrgyzstan, Lithuania, Rumania, the Russian Federation and Tunisia—and some were led by prominent officials such as secretaries, mayors and lord mayors.

One of them is Gratiela Leocadia Gavrillesco, Romanian Minister of Environment, Water and Forestry, and she is impressed by the trade fair: “IFAT Eurasia meets an important bridge between Romania and Turkey. Such an event has been missing.”

Already in his opening speech Prof. Dr. Veysel Eroğlu, Turkish Minister of Forestry and Water Affairs, pointed out the high international attention of the trade fair: “IFAT Eurasia in Ankara shows the strong interest of international investors in Turkey. It underlines impressively the importance of the Turkish environmental sector. We thank everyone involved for making IFAT Eurasia possible.”

Exhibitors emphasized concrete demand as well as the professionalism of the visitors. The show served as a forum for new business contacts, sales talks and actual transactions. This also emphasizes Melis Öner, International Marketing Coordinator at Wilo (Turkey): “The first IFAT Eurasia became the meeting point



of the Eurasian market. Numerous industry professionals attended the trade fair. We are sure that IFAT Eurasia will gain in importance in the next years and already look forward to participating again in 2017.”

The IFAT Eurasia supporting program, which featured a number of conferences, lectures and panel discussions, was also very popular. For the first time, German Water Partnership (GWP) presented their GWP Award Turkey, which honors the outstanding work of Turkish engineers in the field of sustainable wastewater management.

International industry gathered in Ankara

On the exhibitors' side, too, the international industry gathered in Ankara. A total of 243 exhibitors from 19 countries showcased the latest solutions and products for the environmental technology sector on 12,000 square meters of exhibition space indoors and 3,500 square meters outdoors. 62 percent of the exhibitors were from countries other than Turkey such as (in this order) Germany, Austria, the Czech Republic, France, Switzerland, Italy, China, Greece, the Netherlands and Spain.

The fair's international character was further underscored by a total of six pavilions from Austria, China, the Czech Republic, France, Germany and Switzerland.

Several exhibitors also presented machines and oversized exhibits at the outdoor exhibition site, which was very well received. This is also proven by Erkan Yeğencik, Sales Manager at EFE Endüstri ve Ticaret A.Ş: “Thank you IFAT Eurasia 2015. We have completely achieved our target by reaching many new customers. We will meet again at IFAT Eurasia 2017.”

The next IFAT Eurasia takes place in the spring of 2017. Additional information is available at www.ifat-eurasia.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.

