

Munich, September 14, 2017

## Press Release

# FENASAN and IFAT agree to a partnership

- **Partnership to begin in 2018**
- **Focus on expert consultancy and knowledge transfer**
- **Brazil as a strategically important market for the IFAT**

**IFAT, the world's leading trade fair for water, sewage, waste and raw materials management is further expanding its international network. From 2018, it will be a strategic partner to FENASAN in São Paulo, Brazil's biggest trade fair for water technologies, which takes place every autumn in the Expo Center Norte.**

Stefan Rummel, Managing Director of Messe München, is convinced: "The latest shortfalls in the water supply have shown how important efficient environmental technologies and the relevant expertise are in Brazil. This is where international knowledge transfer is needed and where we can make an important contribution through IFAT."

The agreement therefore focuses on expert consultancy. Together with its numerous partner associations, IFAT will organize various events including a podium discussion at FENASAN 2018 and will offer support when planning the congress which will take place at the same time. Another aim of the partnership is to internationalize the event.

For Olavo Sachs, President of the AESabesp association and organizer of FENASAN, the new partnership offers numerous benefits for his trade fair: "IFAT has a wealth of experience when it comes to organizing leading environmental technology trade fairs and a reputation which is synonymous with

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professionalism and quality throughout the world. With its help, we will be able to further develop FENASAN on a conceptual and an international level.”

IFAT already has five subsidiary events in China, India, South Africa and Turkey and constitutes the world’s biggest network for environmental technologies. For IFAT, the partnership with FENASAN is its first step into the South American market.

**Further information regarding the IFAT is available at [www.ifat.de](http://www.ifat.de)**

#### **IFAT**

IFAT is the world’s leading trade event for environmental technology. A total of 3,097 exhibitors from 59 countries, and 136,885 visitors from 168 countries took part in the last event. IFAT is held every two years; the next edition takes place from May 14 to 18, 2018 in Munich.

#### **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. With IE expo Guangzhou there is now also a regional edition of the trade fair, focusing on the market in South China.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

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