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## Presseinformation

# IFAT strategically partners up with Waste Expo Brasil 2018 in São Paulo

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- **Second cooperation of IFAT in Brazil for 2018**
- **Focal points: internationalization and strategic consulting**
- **Colocation of Waste Expo Brasil and FENASAN in 2018**

**IFAT, the World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, is launching what is now its second cooperation in Brazil. From now on, it will be the strategic partner of Waste Expo Brasil, the leading trade fair for waste management in the country.**

Stefan Rummel, Managing Director of Messe München, explains: "As the most populous country in South America, Brazil faces major challenges when it comes to waste management. Modern technologies can help here. Through the cooperation with Waste Expo Brasil, we are offering our IFAT exhibitors the opportunity to strengthen their activities in the Brazilian market."

Jesus Gomes, Managing Director of Samba Eventos and organizer of Waste Expo Brasil, is equally pleased: "With IFAT we have gained a strong partner for our event in 2018. Together, we will strengthen the position of Waste Expo Brasil in Brazil while increasing its visibility at the international level."

The internationalization of Waste Expo Brasil is one of the focal points of the cooperation. IFAT will also participate in the strategic development of the trade fair in the future.

## Second cooperation in Brazil

This is not the first partnership for IFAT in Brazil: back in September of this year, Messe München announced the cooperation with FENASAN, Brazil's largest

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trade fair for water technologies. As part of this collaboration, Waste Expo Brasil and FENASAN will be colocating in the future. The first time will be at the Expo Center Norte in São Paulo, from September 17 to 21, 2018. Together, the two events will cover all core topics of IFAT: water, sewage, waste and raw materials management.

**More information on IFAT can be found at [www.ifat.de](http://www.ifat.de) and further details on Waste Expo Brasil are available at <http://www.wasteexpo.com.br/eng-home.html>.**

#### **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.