

Munich, April 19, 2018  
**Press Release**

## **IFAT 2018's supporting program to address topics of the future**

- Hot topics: resource efficiency, digitization, changed markets
- Opening panel: "Rethink – reduce – recycle plastic"
- Action in the outdoor area: disassembly of a vehicle and much more

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**More than 3,100 exhibitors and over 135,000 visitors are expected to attend IFAT from May 14 to 18, 2018. But the World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management held at Munich's exhibition center offers much more than great figures: its extensive supporting program that comprises panel discussions, specialist presentations and live demonstrations will examine future topics of the environmental technology sector at expert level.**

### **Rethink – reduce – recycle plastic**

This year, the program's subjects are as diverse as the trade show itself. However, there is one aspect which runs through all IFAT sections: plastics. In the waste and recycling sector, plastic waste increasingly requires efficient separation and sorting methods; the water and sewage industry for example deals with plastic microparticles in waters and treatment plants. Right at the start of the exhibition on May 14, under the banner "[Rethink – reduce – recycle plastic](#)", stakeholders from NGOs and research institutes will discuss with technology experts as well as representatives from the plastics industry and product manufacturers. For Stefan Rummel, head of IFAT, it is clear: "As world's leading trade show, we bring together start-ups, key industry players and medium-sized companies and thus promote the innovative exchange of such socially relevant topics. So, we offer the ideal platform to open a solution-oriented expert dialog."

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### **Water & Sewage: drinking water monitoring and digitization**

The [Forum Water & Sewage](#) in Hall B2 will focus on “Recent developments in water policies”. At the event’s core are strategies, current research results and technical possibilities to reduce trace substances and micropollutants, including pharmaceutical residues. Analytical methods for drinking water monitoring will also be discussed, on Wednesday for instance.

And representatives from industrial production will also benefit from the forum.

Background: water is a central resource in most industry sectors, from the food and beverage industries to the chemical and pharmaceutical industries. On May 16 and 17, the event’s major topic digitization will shape the program, including Industrial Water 4.0, Export Opportunity Water 4.0 and the energy efficiency of treatment plants.

The Day of Municipalities in the [Session Area Water](#) on May 14 in Hall B2 specifically addresses cities and communities with a presentation series on flood water and heavy rain prevention.

### **Waste & Secondary Raw Materials: resource efficiency and changed markets**

The field of waste and secondary raw materials is dominated by the central question of how to close raw material cycles in the long term. Example: at the [2<sup>nd</sup> European Resource Conference](#) held on Wednesday in conference room B11, top-class experts will introduce their ideas on a sustainable resource policy and eco-design.

The new special area “Best practice circular economy – the material flow of aluminum” in Hall B4 will demonstrate how to complete a material flow cycle. A 360-degree film will take visitors on a virtual journey through aluminum recycling. Also the [Forum Waste & Secondary Raw Materials](#) will discuss new ways of the industrial circular economy. The series “Perspectives of the industrial society” will for example examine the question of how to introduce electric mobility to public services. StreetScooter GmbH, a subsidiary of the Deutsche Post DHL Group will demonstrate that this is possible: in Hall A6, the company will present their own-produced electric vehicles.

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This year's IFAT will devote many discussion opportunities to the current law changes, including the Circular Economy Package and Plastic Strategy of the EU (Tuesday) and the German packaging law (Wednesday), and to the changed market conditions, for example with the series "Open markets for waste for recovery" on May 15 or with the Country Special China on May 17 (Forum B2).

### **Outdoor Area: machines and vehicles in action**

A total of seven live demonstrations in the two outdoor areas of IFAT promise some spectacular insights. Visitors to the Truck in Action show in the Outdoor Area F7 in the eastern part of the exhibition center will have the opportunity to discover new models of waste collection and winter road service vehicles, trucks or sweeper devices. Here, spectators will also learn how a complete vehicle is dismantled to individual parts and prepared for recycling. In the Outdoor Area F3 in the north of the trade fair venue, a live demonstration will show how contaminated water can be turned into drinking water in crisis situations to save lives.

### **All program items included in entrance price**

These are just a few examples from the extensive presentation and demonstration program that involves many ministries, the [conceptual partners](#) and the partner associations of IFAT. The [entrance fee](#) includes the access to all events. A complete overview is already available now on the [IFAT website](#) and will be retrievable in the [IFAT app](#) end of April.

For the visitors to reach their destinations fast on the [exhibition site](#) that has been expanded by two halls, the organizers changed the layout: all Water & Sewage program items and exhibitors will be located in the western part of the site, accessible via the West Entrance; the section Waste & Secondary Raw Materials can be found in the eastern part (East Entrance).

**More information on IFAT is available at [www.ifat.de/en](http://www.ifat.de/en). Already seen the film on the [new hall layout](#)? Feel free to use it for your report.**

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**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.