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Press Release

Supported by international partners and leading companies Positive response to launch of IFAT Eurasia

- **Premiere from April 16 to 18, 2015 in Ankara**
- **Eight pavilions in planning: including from Germany, Italy and Switzerland**
- **Deadline for receipt of applications to exhibit: December 1, 2014**

IFAT Eurasia will be celebrating its premiere from April 16 to 18, 2015 at the Congressium International Convention & Exhibition Centre (CICEC) in Ankara. This trade fair for environmental technologies is being supported by government and businesses in both Turkey and abroad. Important companies such as ASTİM, BHS Sonthofen, DENİZ MÜHENDİSLİK, EBRO, Endress+Hauser, KROHNE, STANDART POMPA and WILO will be represented at the show.

Tolga Özkarakaş, Managing Director of MMI Eurasia, explains: "There is strong demand for IFAT Eurasia. As an international trade fair located in Turkey, it brings suppliers and users together under one roof from east and west. With the support of the international partners, IFAT Eurasia will play a substantial part in promoting the development of the Turkish environmental technology sector." This is also underlined by Ozgur Ucas, Technical Director at DENİZ MÜHENDİSLİK: "We have already exhibited at IFAT in Munich and we know that this trade fair has a worldwide reputation. It is exciting to now experience the premiere of IFAT Eurasia in our country; we are confident that it will be a real support for the presentation of the local market and the market participants."

IFAT Eurasia is being supported not only by the Ministry for Forestry and Water Affairs and the Turkish Ministry of Environment and Urbanization, but also by

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the Union of Municipalities of Turkey and the Bavarian State Ministry of the Environment and Consumer Protection.

Rüdiger Heidebrecht, Head of Department Training & International Cooperation at the German Association for Water, Wastewater and Waste (*Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall – DWA*), sees IFAT Eurasia as a sensible addition to the further internationalization of the parent event, IFAT: "Turkey is an up-and-coming country, it has very close connections to the Turkic states of Central Asia and it has some catching up to do in the environmental field. In wastewater technology, the DWA has worked closely with the Turkish union of municipal authorities; a joint specialist dictionary on water and wastewater has already been produced. We will therefore be actively supporting IFAT Eurasia."

Already eight pavilions are in planning for the premiere of IFAT Eurasia. As well as Austria, China, France, Germany, Italy, Switzerland and the US, German Water Partnership (GWP) has also announced their participation. Christine von Lonski, Head of Operative Business at GWP, explains: "IFAT Eurasia and German Water Partnership are a perfect pairing for successfully ensuring the operative implementation of the new GWP strategy 'Global Market Campaign Water' on the extremely important target market of Turkey. We will be putting on a large joint presentation of well known firms."

Dr. Armin Vogel, Chairman of German Recycling Technologies and Waste Management Partnership (German RETech Partnership), also emphasizes the benefits of a partnership with the trade fair for the Eurasian market, because "IFAT Eurasia helps us, as part of the RETech objectives, to support and promote exports by German firms from the recycling segment. We are confident that this cooperation will also be additional advertising for IFAT, the parent fair in Munich."

Companies interested in exhibiting can apply up until December 1, 2014.

Further information: www.ifat-eurasia.com.



About IFAT Eurasia

Messe München International is further expanding its international network for the environmental technology sector by introducing this new event in Turkey: the first IFAT Eurasia takes place from April 16 to 18, 2015 at the Congressium International Convention & Exhibition Centre (CICEC) in Ankara. The organizers – Messe München International and its subsidiary MMI Eurasia – are expecting the premiere to attract 200 exhibitors and 7,000 visitors and take up 12,000 square meters of exhibition space.

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.

