

No. 04/e
Munich, September 23, 2014
Press Release

Second IFAT India: Broader international spectrum among the exhibitors

- **Forecast: Rise in Indian GDP by 2015**
- **Higher proportion of international exhibitors at IFAT India**
- **Specialist conferences by DWA, GWP and GIZ**

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The Indian government under Prime Minister Narendra Modi has presented its ten-point agenda for economic reform in the country. Based on this the International Monetary Fund (IMF) is forecasting a rise in Indian GDP to more than six percent by 2015. This confidence in India's economy is reflected, too, in the increase in the number of foreign companies exhibiting at this year's IFAT India. The leading environmental technology trade show for the Indian subcontinent will be taking place for the second time from October 9 to 11, 2014 in the Bombay Exhibition Centre (BEC) in Mumbai.

Rise in international spectrum, exhibition space remains constant

In comparison to 2013, this second edition of IFAT India is seeing a further rise in the international spectrum among its exhibitors: 65 percent (2013: 62 percent) of the total of around 100 companies exhibiting at the show come from 15 different countries outside India; these include Italy, the UK and the US. As well the German pavilion, sponsored this year for the first time by the German Federal Ministry of Economic Affairs and Energy, China and Switzerland have also announced they will be organizing pavilions of exhibitors from their respective countries. A new national pavilion this year is one from Austria. In total IFAT India will again be taking up around 5,000 square meters of exhibition space at the BEC.

Scientific supporting program on practical themes

This year, for the first time, trade visitors to IFAT India will have the benefit of a technical and scientific supporting program in addition to the trade exhibition

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itself: In the Innovation Exchange Forum and an additional conference room, international experts will be presenting the latest developments and practice-oriented solutions from research and development.

For example, the DWA (*Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall*), will be giving lectures throughout the show on themes such as "Urban Planning in Water and Waste", "Green Jobs – Blue Water" and "Wastewater Treatment Technology for Industry and Cities".

In addition to this, on the second day of the show, GWP (German Water Partnership) will be presenting its program entitled "German Solutions to Indian Challenges". This comprises lectures on the themes of "Protection of local Water Bodies", "Monitoring of domestic Water Supply Quality" and "Industrial Water & Waste Water Treatment".

Also featured in the supporting program to the show are trade sessions organized by the GIZ (*Deutsche Gesellschaft für Internationale Zusammenarbeit*) focusing on "Environment Regulation & Enforcement in India and Germany" and "Water4Crops – Integrating Bio-Treated Wastewater Reuse and Valorization with Enhanced Water Use Efficiency to Support Green Economy in Europe and India".

Another highlight at IFAT India 2014 is the presentation of the awards to the winners of the "All India Environmental Journalism Competition", taking place on the first day of the show. The prize in the category "Clean Ganga Award" will be presented by Michael Steiner, the German Ambassador in India.

Further information on IFAT India: www.ifat-india.com.

IFAT India

Messe München International, together with its subsidiary MMI India, expanded its international network of trade events for the environmental technology sector by launching IFAT India in 2013. The second edition of India's Leading Trade Fair for Water, Sewage, Refuse and Recycling takes place from October 9 to 11, 2014, in the Bombay Exhibition Centre in Mumbai. The premiere attracted 131



exhibitors from 17 countries and 4,934 visitors. The show took up around 5,000 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.

