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## Press Release

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### High demand

## Exhibition area at IFAT Environmental Technology Forum Africa in Johannesburg extends to outdoors

- **Key players signed up**
- **National and international support from associations and government ministries**

Exhibitor allocation for IFAT Environmental Technology Forum Africa has begun and the organizers are very positive about the stand confirmations to date: The exhibitor target for this trade fair, premiering in Johannesburg from September 15 to 18, 2015 at the Johannesburg Expo Centre has already been exceeded. Among the applicants are key players in the sector, among them Endress + Hauser, Festo, Grundfos, Hammel Recyclingtechnik GmbH, Netzsch Southern Africa (Pty) Ltd, Wilo Pumps SA (Pty) Ltd and Xylem Water Solutions.

Elaine Crewe, CEO of the organizers, MMI South Africa (Pty) Ltd, is delighted: "The level of response has exceeded our expectations. Now, due to special requirements by some exhibitors wishing to exhibit larger machinery, we have made some of the outdoor exhibition area available. This was of course not part of our original plan but is something we are very excited about. The fact that exhibitors are looking at large areas of exhibition space reinforces the strength of the IFAT global brand."

The importance of an environmental technology trade fair for the African market, is highlighted by the strong support from national and international government ministries and industry associations: Alongside the Construction and Mining Equipment Suppliers' Association (CONMESA), the supporters of this first edition of IFAT Environmental Technology Forum Africa include the German

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Federal Ministry of Economic Affairs and Energy, the German Society for International Cooperation (GIZ), the Geosynthetic Group of South Africa, the National Recycling Forum, the Southern African Alternative Energy Association and the German Engineering Federation (VDMA).

The organizers are expecting the trade fair to take up 4,000 square meters of exhibition space and attract around 2,000 visitors. IFAT Environmental Technology Forum Africa is co-located with BAUMA CONEXPO AFRICA, Africa's largest trade fair for construction and mining machinery.

**Further information on IFAT Environmental Technology Forum Africa:**

[www.ifatforum-africa.com](http://www.ifatforum-africa.com).

**IFAT Environmental Technology Forum**

Messe München is expanding its international network in the environmental technology sector and is starting with the premiere of the "IFAT Environmental Technology Forum – Water, Sewage, Refuse and Recycling – Solutions for the Mining and Construction Industry" in Johannesburg from September 15 until 18, 2015. The event is organized by Messe München International and its subsidiary MMI South Africa (Pty) Ltd.

**IFAT worldwide**

Messe München International'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 IE expo in Shanghai, IFAT Eurasia in Ankara, IFAT India in Mumbai and the IFAT Environmental Technology Forum in Johannesburg.

**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.



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Feel free to contact me in case of further questions.

Kind regards,

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