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Press Release

IFAT 2020—three questions to Managing Director Stefan Rummel "The European Green Deal is a major opportunity"

- Circular economy an important element giving leverage to climate protection
- World's largest trade fair for environmental technologies continues to grow
- Career prospects for Fridays for Future supporters

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A global network for circular economy, climate protection and climate resilience: IFAT in Munich and its spin-offs in China, India, Africa, Brazil and Turkey are drivers of sustainable development. Three questions to Stefan Rummel, Managing Director of Messe München, on the highlights of IFAT held in May in Munich:

The European Green Deal is an ambitious climate and economic program—what role will it play at IFAT?

The European Green Deal is a major opportunity to reconcile climate protection with economy. An important lever here is the circular economy, that is to say that resources, be they plastics, building materials or water, are used repeatedly. At IFAT, municipalities and the industry find the technologies they need to make products sustainable over the entire life cycle.

In addition, initiatives such as the Sustainable Development Goals (SDGs) of the United Nations or the upcoming five-year plan of the Chinese government are driving sustainable development more strongly than ever. At IFAT, we can see that the People's Republic is playing an ever-greater role, both as buyer and producer of environmental technologies. And many companies are aware of their contribution to achieving the SDGs, which for the first time will also be indicated in our list of exhibitors.

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The environmental industry is booming—IFAT too?

IFAT will occupy all 18 halls of Messe München and an even larger outdoor area, with the total area growing by 4 percent to 270,000 square meters. Many international joint stands contribute to this. Several European countries as well as China, Japan, Canada, South Korea and the U.S. will be represented. And this year, we are also receiving a particularly large number of inquiries from Russia, the largest country in the world—both from the business and the political world. The number of exhibitors remains at a consistently high level, with almost 50 percent coming from abroad. Every day, we receive new inquiries—but we are already completely booked up.

Considering the shortage of skilled workers: Could the environmental industry benefit from the Fridays for Future movement?

Well, that would be a great effect if the Fridays for Future movement motivates young people to explore the career prospects in the environmental industry. In our case, we offer the "experience.science.future." platform—including a classic CareerDay—precisely designed for this purpose. This is where we bring companies, research institutions, start-ups and young professionals together. Also impressive are the many live demonstrations, for example the VDMA Crushing Zone showing the recycling of construction and demolition waste—a great opportunity for the raw material shift and climate protection. Thanks to so-called urban mining, many of the sought-after raw materials used in our cities could be recycled after demolition. Many forums also deal with topics such as clean drinking water, the fight against microplastics and climate-resilient urbanization.

More information on IFAT is available at [ifat.de](https://www.ifat.de).



"The European Green Deal is a major opportunity." Stefan Rummel, Managing Director of Messe München

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The world's largest trade fair for environmental technologies continues to grow.

About IFAT

IFAT is the world's largest and leading environmental technology trade fair. Every two years, the world-leading trade show presents solutions for water, sewage, waste and raw materials management as well as solutions to make maximum use of resources and to close raw material cycles. The 2018 edition attracted 3,305 exhibitors from 58 countries and 142,472 trade visitors from 162 nations. The event occupied a completely booked space of 260,000 square meters, divided among 18 halls and an outdoor area. The next IFAT will be held at the exhibition center in Munich from May 4 to 8, 2020.

IFAT worldwide

Messe München not only demonstrates its considerable expertise in organizing environmental technology trade shows with the world's leading trade fair IFAT. Other international events include IE expo China in Shanghai, IE expo Chengdu in Chengdu, IE expo Guangzhou in Guangzhou, IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai as well as IFAT Delhi in New Delhi. Together, the eight IFAT events form the world's leading network for environmental technologies.

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.