

Munich, 26. April 2022

## Press Release

### Start-up Area

## IFAT Munich: setting the stage for innovative newcomers

- Young entrepreneurship as a driver of the transformation
- Almost 50 start-ups from 16 countries
- Networking among science, start-ups and industry majors

**Brilliant minds throughout the world do research on new solutions for the urgent environmental technology challenges of our time. Many young companies with fresh, innovative business ideas emerge from this work. From May 30 to June 3, 2022, the new Start-up Area at IFAT Munich, the world's leading trade fair for the sector, will provide them with a forum for presentation, discussion and networking.**

Climate change and its impact, polluted oceans and water shortages, rising mountains of waste and dwindling natural resources: universities and research institutes around the globe are looking for solutions to today's major environmental problems. Based on the insights gained, many dedicated young entrepreneurs develop innovative business models to find their place in the market. "As the organizer of IFAT Munich, the world's largest trade fair for the environmental technology sector, we have a duty to provide a forum for these promising newcomers—and this year, there are once again considerably more start-ups than at the last edition," emphasizes Philipp Eisenmann, Exhibition Director IFAT Munich.

### Presentation platform for almost 50 international newcomers

Almost 50 emerging companies from 16 nations will present themselves in a separate area, the Start-up Area in Hall B4 at the Munich's trade fair center. Their products and solutions will address key topics at IFAT Munich—from water and wastewater treatment, waste and secondary raw materials to air pollution control and soil protection—for example, sustainable asphalt additives made

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from recycled plastic, separators for microplastics from wastewater streams, a nanotechnological water treatment process and a biotechnological method to bind dusts.

Along with the company booths, the Start-up Area will offer an activity area—the "Innovation Stage"—for exhibitor speeches, presentations by associations and partner institutions on trend topics, as well as science-based discussion panels.

### **Challenger and partner of the well-established companies**

Messe München's strategic partner in planning and organizing the Start-up Area is SusTech Consult, a consulting firm specializing in sustainable technologies. Its Managing Director Bruno Rudnik explains: "The Start-up Area will not only be about making contact with potential users of the new solutions, but above all about putting the up-and-coming companies in touch with the established companies in the industry." According to the market connoisseur, start-ups act as both challengers and potential partners for the latter. This means that young companies could quickly become competitors in the environmental technology sector, which is dominated by small and medium-sized enterprises. However, attractive cooperation prospects could also open, for example through production and sales partnerships. "We are expecting a particularly high level of momentum from the Start-up Area, not least considering this background," enthuses Philipp Eisenmann.

**For more information about IFAT Munich, please visit [www.ifat.de](http://www.ifat.de)**



Nearly 50 start-ups from 16 countries will come to IFAT Munich 2022.

### **About IFAT Munich**

IFAT Munich 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,

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divided among 18 halls and an outdoor area. The next IFAT Munich will be held at the exhibition center in Munich from Mai 30 to June 3, 2022.

**IFAT worldwide**

Messe München not only demonstrates its considerable expertise in organizing environmental technology trade shows with the world's leading trade fair IFAT Munich. Other international events include IE expo China in Shanghai, IE expo Chengdu in Chengdu, IE expo Guangzhou in Guangzhou, IE expo Shenzhen in Shenzhen, IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, and 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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. 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.