

Closing Report
Munich, September 18, 2015
Press Release

Impressive premiere

IFAT Environmental Technology Forum Africa—strong performance on a new continent

- **Exhibitor and visitor numbers exceed expectations**
- **Exhibitors impressed with the high quality of visitors**
- **Forum program a resounding success with high-caliber speakers and themes**

IFAT Environmental Technology Forum Africa, which celebrated its premiere from September 15 to 18, 2015 in the Johannesburg Expo Centre, has positioned itself strongly in the African market: with 116 exhibitors from 13 countries, over 2,000 visitors from 42 countries, 4,500 square meters of exhibition space and a high-caliber forum program.

Stefan Rummel, Managing Director of Messe München, was delighted with the premiere: “This result clearly shows what enormous potential there is in the African market. The event has certainly exceeded all our expectations.” Elaine Crewe, CEO of the organizing company MMI South Africa, was equally satisfied: “This first IFAT Environmental Technology Forum Africa was truly tremendous in terms of quality. The support of our partners and forum participants was unique.” Professor Oliver C. Ruppel, Professor of Law at the University of Stellenbosch, shares her view: “The possibilities opening up here for companies are unlimited. The forum in this format featured an outstanding line-up of the right participants from the water and mining sectors and from the relevant institutions.”

90 percent of the visitors came from South Africa, five percent from other African countries and a further five percent from outside Africa. The top ten visiting countries were (in this order): South Africa, Germany, Botswana, China, Lesotho, Namibia, Zimbabwe, Nigeria, Italy and Zambia. Ronny Lapke, Area

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Sales Manager at Hammel South Africa, is convinced that “IFAT Environmental Technology Forum Africa was excellent for our networking. We had new contacts from Namibia, Zambia, Angola, Mozambique – in fact from all over Southern Africa.”

IFAT Environmental Technology Forum Africa also proved to be an ideal presentation platform, as confirmed Danitta Touche, Marketing at WILO Pumps South Africa: “Our lead books are full. We generated many new leads from South Africa and the surrounding states. We definitely will join the show in 2017.”

Further information on the IFAT Environmental Technology Forum Africa:

www.ifatforum-africa.com

IFAT worldwide

Messe München 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

Messe München is one of the world’s leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

