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Press Release

IFAT Africa strengthens networking with the environment sector

- **Second IFAT Africa in Johannesburg from September 12 to 14, 2017**
- **Advisory board of industry experts formed**

IFAT Africa plans to work even closer with the African environment market in the future: The trade fair for the segments water, sewage, waste and recycling now has support from an advisory board that will actively help shape its orientation in terms of both strategy and content. Christian Rocke, Exhibition Group Director IFAT, Messe München GmbH, states: "We are delighted to have gained environmental experts from the industry for IFAT Africa. With their practical experience and knowledge of the African market, we will be able to provide valuable suggestions which will offer advantages for exhibitors and visitors of the 2017 trade fair."

Among the members of the new advisory board are representatives of key companies and associations in the industry. These include, among others, Endress+Hauser (Pty) Ltd, WEC Projects (Pty) Ltd, Wilo Pumps SA and Xylem Water Solutions South Africa (Pty) Ltd. Alongside the trade fair, the forum program will also benefit from the expertise of the advisory board. At its premiere in 2015, the forum provided an integral part of the event.

The next IFAT Africa will be held at the Johannesburg Expo Centre (JEC) from September 12 to 14, 2017. Exhibitors can apply now:

<http://www.ifat-africa.com/application-documents.php>

Additional information on IFAT Africa is available online at www.ifat-africa.com

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IFAT Africa

IFAT Africa is one of the leading environmental technology trade fairs in the African market. The premiere of IFAT Environmental Technology Forum Africa, which took place in September 2015, was attended by 116 exhibitors from 13 countries and more than 2,273 visitors from 38 countries, with the trade fair occupying a total exhibition area of 4,500 square meters in the process. The next event will take place from September 12 to 14, 2017 at the Johannesburg Expo Centre (JEC).

IFAT worldwide

Messe München'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 IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, and IE expo in Shanghai. With IE expo Guangzhou there is now also a regional edition of the trade fair, focusing on the market in South China.

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 organizes trade shows in China, India, Turkey, South Africa and Russia. 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.

