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## Press Release

# Messe München International launches IFAT INDIA

- New environmental technology fair for the Indian market
- The first IFAT INDIA takes place from October 24 to 26, 2013 at the Bombay Convention & Exhibition Centre (BCEC)

As part of a re-orientation of its global strategy, Messe München International is further expanding its international network of events to include a new trade show in India for the environmental technology sector: The first IFAT INDIA takes place from October 24 to 26, 2013 at the BCEC (Mumbai). The organizers of the event – Messe München and its subsidiary MMI India – are expecting the premiere of this Indian offshoot to attract around 100 exhibitors and 6,000 visitors, and to take up 6,000 square meters of exhibition space.

Eugen Egetenmeir, Managing Director of Messe München International: "The Indian market for environmental services is set to grow to a total volume of 3.2 billion euros by 2013. Increasing urbanization and greater environmental consciousness in India are leading to a growing demand for modern environmental technologies and services. This is what our new event is focusing on."

Messe München already organizes two established events for the sector: IFAT ENTSORGA in Munich, the world's largest environmental technology trade fair, and IE expo in Shanghai. IFAT INDIA now provides an additional international platform in an up-and-coming market.

Further information: [www.ifat.de/ifatindia](http://www.ifat.de/ifatindia)

### Messe München International

Messe München International is one of the world's leading trade-show companies. It organizes around 40 trade shows for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events at the Messe München exhibition center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

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In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East, South America and South Africa. With twelve affiliates abroad – in Europe and in Asia – and over 60 foreign representatives actively serving over 90 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.

### **Messe München International**

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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 in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

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