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Press Release

IE expo Guangzhou

New regional edition of IE expo in southern China

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- **First IE expo Guangzhou from November 24 to 26, 2016**
- **Regional spin-off of IE expo is a new environmental hub for South China**
- **Organizers are MM-ZM and Guangdong Environmental Protection Industry Association**

IE expo, Asia's leading trade fair for environmental technologies, has expanded its network in China: Between November 24 and 26, 2016, the first IE expo Guangzhou will be taking place in the China Import & Export Fair Complex in Guangzhou. The aim of this regional spin-off is to showcase solutions for water, waste, air and soil management in the South China region.

The event was held for the first time in autumn 2015, as the "Guangzhou International Environmental Protection Exhibition & IE expo Innovation Conference" (GIEPE). The organizers were MM-ZM and the Guangdong Environmental Protection Industry Association. At that event, the name IE expo featured in the title of the conference which accompanied the exhibition. As of 2016, the official title for the whole event is "IE expo Guangzhou". This clearly identifies it as a member of the IFAT brand family, the world's most important network for environmental technology trade fairs.

"With this second edition in Guangzhou, we want to strengthen the presence and brand name of IE expo in China," says Stefan Rummel, Managing Director of Messe München. "Already in 2015, the IE expo Innovation Conference and its high-caliber program was a great success. Now, with the renaming of the whole event as 'IE expo Guangzhou' we have created an excellent basis for further positive development in the future."

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Jiang Gang, Managing Director of MM-ZM, is convinced Guangzhou is the ideal location for the spin-off of IE expo: “The province of Guangdong—home to the provincial capital of Guangzhou—has the biggest environmental industry in the whole of China. There is tremendous potential here for all participants from the sector.”

201 exhibitors from 13 countries and 15,148 visitors took part in the Guangzhou International Environmental Protection Exhibition & IE expo Innovation Conference in 2015. Most of the visitors came from China, followed by South Korea, Japan, Singapore, the US, France, the UK and Germany. IE expo Guangzhou will take place annually in autumn.

For further information on IE expo Guangzhou go to: guangzhou.ie-expo.com. For more on IE expo in Shanghai: ie-expo.com.

About IE expo

IE expo – presented by IFAT CHINA + EPTEE + CWS – is Asia’s Leading Trade Fair for Environmental Technology Solutions: Water, Waste, Air and Soil. The organizer of the event is MM-ZM Trade Fairs Co. Ltd – a joint venture between MMI (Shanghai) Co. Ltd. and Shanghai ZM International Exhibition Co. Ltd. IE expo 2015 attracted 1,085 exhibitors from 27 countries and 40,046 visitors; the show occupied around 60,000 square meters of exhibition space. The next edition will be taking place at the Shanghai New International Expo Centre (SNIEC) from May 5 to 7, 2016. With IE expo Guangzhou there is now also a regional edition of the trade fair, focusing on the market in South China.

IFAT worldwide

Messe München supports the environmental technology sector by organizing not only IFAT, the world’s leading trade fair for the sector, but also a range of other international environmental trade fairs at locations around the globe. These comprise IE expo in China, IFAT Eurasia in Istanbul, 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 and abroad. 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.

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About Shanghai ZM International Exhibition Co. Ltd (ZM)

Shanghai ZM International Exhibition Co. Ltd is a professional company with experience in organizing large-scale exhibitions and conventions nationally and abroad, highly valued in the business community. Established in February 2000, Shanghai ZM International Exhibition has set up Domestic Departments, an International Department and MP Zhongmao International Pte Ltd, a new joint-venture with Singapore MP Group. With a proven record of success in organization and planning, Shanghai ZM International Exhibition has held numerous professional exhibitions in the environmental protection industry sector, water industry, petrochemicals, fluid and electric power, pharmaceuticals, food and beverages, auto parts, etc.