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## Press Release

**Increase of 50 percent in exhibitors and 32 percent in visitors**

# IE expo Guangzhou 2016 exceeded expectations

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- **Huge potential in the environmental market in South China**
- **301 exhibitors and 19,923 trade visitors**
- **High-quality supporting program**
- **Business matching to support demand and supply**

IE expo Guangzhou 2016 has come to an end on November 26 at the China Import and Export Fair Complex in Guangzhou—and set new records. This year, the trade fair attracted 301 exhibitors—a rise of 50 percent—from 15 countries and regions to present their products and services on 19,000 square meters of exhibition space. And at 19,923, the number of trade visitors also increased, by 32 percent compared to 2015.

The strong growth of IE expo Guangzhou in all its areas—water, waste, air and soil—is proof of the rapid development of the environmental protection industry in South China. Stefan Rummel, Managing Director of Messe München, says: “IE expo Guangzhou 2016 has exceeded all our expectations. The result clearly underlines the enormous potential of the environmental market in South China and shows that we made the right decision in expanding our network.” Mr. Yuezhou Ou, President of Guangdong Association of Environmental Protection Industry evaluated IE expo Guangzhou 2016 as follows: “It has been the second time that we organized the show together with Messe Muenchen Zhongmao. It has improved very much in terms of scale, range of exhibits, trade visitor quantity and quality, supporting program professionalism as well as technology innovation.”

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During the period of China's 12th Five Year Plan (2011 to 2015), not only did Guangdong Province's economy continue to expand, the environmental quality in the region was also promoted. The rapid development of the environmental protection industry in South China has been an important factor in reducing pollution and improving environmental quality in the Pan Pearl River Delta, especially as regards providing technological support. Mr. Gang Jiang, General Manager of Messe Muenchen Zhongmao, says: "The development of IE expo Guangzhou 2016 shows the increasing demand of environmental protection in South China. The region urgently requires a high quality platform to seek new products and technologies, and to exchange ideas for best solutions and development experience in the environmental industry."

The great success of IE expo Guangzhou not only rests upon the huge potential of the environmental market in South China, but also on the extensive experience of IE expo in general. As a spin-off of IE expo China in Shanghai, the Guangzhou edition benefits from a strong brand name and the global resources of Messe München as a trade fair organizer.

Mr. Jiming Li, Executive Vice President for Guangdong Xinhuan Environmental Industry Group, says: "After the good results in 2015, we participated with a larger booth this year. The quality and the quantity of visitors were very good. We not only received many valuable contacts, but also discussed business for some projects with many new customers. The market in the environmental protection industry in South China is enormous." Also Xiaoming Xu, Managing Director of Jiangmen Sanqing Environmental Technique China, expressed his satisfaction: "This year was the first time that we attended the exhibition. We chose IE expo Guangzhou as it is the leading and high-level environmental show in South China. The results were as good as we expected. We received a lot of high-quality visitors from Guizhou, Guangxi and Jiangxi. Besides, we met trade visitors from the environment protection bureau and end users from the Vietnam delegation. We also plan to participate in next year's IE expo China in Shanghai."

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This year there has been an increase in international exhibitors and professional visitors. The Korea Trade-Investment Promotion Agency, together with the Korean Environment Preservation Association organized for the first time a Korean Pavilion comprising of 19 Korean enterprises showcasing their advanced product technology and solutions to attract visitors for new business cooperation. Besides, the exhibition received many international trade visitors from countries such as Vietnam, the Philippines, Australia, Malaysia, Brazil, India, Albania etc.

In addition, the supporting program was one of highlights of IE expo Guangzhou 2016. Fifteen forums and seminars focused on the hot topics and latest trends in the environmental protection industry in South China, among them the South China Water Pollution Prevention and Control Summit Forum, the Guangdong Key Industries Volatile Organic Compound (VOCs) Control and Monitoring Technology Seminar, the Academic Seminar of Nationwide Sewage Treatment and Upgrading in Industry Parks 2016 and the Environmental Measurement Devices Technology Roadshow in Guangzhou China. More than 100 professionals and key players took part in the program and shared their experience with the audience.

Another advantage of this year's exhibition: IE expo Guangzhou 2016 was being held in conjunction with WasteMET Asia 2016, which brought together nine waste management associations from the Asia Pacific Waste and Environment Alliance (APWEA). The co-location created major synergies in the waste management and recycling sector for both exhibitors and visitors alike. WasteMET Asia 2016 was organized by SingEx and WMRAS.

Moreover, with the support of the Environmental Protection Department of Guangdong Province and the Science and Technology Department of Guangdong Province, many matchmaking events were offered during the show time. More than 50 end users attended the meetings, and over 100 exhibitors helped the end users to find more effective and economic solutions to solve their environmental protection challenges.

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Mr. Pengcheng Cai, General Manager of South China's Branch Company of HSJ Environment Protection, sums up: "Along with the release of the new environmental policy in Guangdong province, IE expo Guangzhou 2016 promoted further development in South China's environmental market. We brought our latest key products to the exhibition and for the first time here to South China. The show attracted many important clients in the painting, automobile or packaging industry. There were not only many but also the right visitors at our booth. In addition, we appreciated the matchmaking events which made the discussions with our target customers more effective and fruitful."

**The next IE expo Guangzhou takes place from September 20 to 22, 2017 at the China Import & Export Fair Complex.**

**Pictures are available on request.**

**For further information on IE expo Guangzhou go to: <http://guangzhou.ie-expo.com/>**

#### **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 and Guangzhou.

#### **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.