

Munich/Mumbai, October 30, 2020

## Press Release

### New digital event

## IFAT India to digitally connect environmental industry— and with other industries

- IFAT India online will take place from December 9 to 11, 2020
- Focus on the Indian market
- Part of an online cross-industry event

**IFAT India online—a new digital platform will offer the environmental industry a unique chance to connect with partners, customers and with other industries—despite these challenging times and the cancellation of IFAT India 2020. The online event will take place from December 9 to 11, 2020 and will be part of a cross-industry platform of Messe Muenchen India, which draws on its extensive Indian trade fair portfolio.**

"IFAT India online will offer the environmental industry an outstanding opportunity to establish business contacts, to promote technologies and solutions, and to reach out for contacts in other relevant industries," emphasizes Bhupinder Singh, CEO of Messe Muenchen India. "The event is intended to combine various digital formats as well as the business networks of all Messe Muenchen India trade fairs." Hence, the organizer expects participants not only from the field of renewable energies and environmental solutions but also from electronics, energy, pharmaceuticals, packaging and beverage—to name a few.

### Buyer-Seller forum, Online exhibition, Conference program

The event's Buyer-Seller Forum will facilitate direct contact between exhibitors and buyers from domestic and international markets—enabling cross-selling of products and services. For this, exhibitors will get a real-time dashboard view on their engagement with buyers. And the opportunity to virtually meet buyers from all over the world and in all time zones will extend the audience reach. For customers, IFAT India online will offer a streamlined exhibiting experience. The supporting program featuring webinars and panel discussions will deliver valuable insights into trending topics.

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### **Perspectives in the Indian market**

“IFAT India online is an attractive opportunity for our international IFAT community to evaluate perspectives in the Indian market and to drive business there,” says Katharina Schlegel, Director IFAT abroad. IFAT India online is not the first digital offer for the IFAT community in this turbulent year: several webinars, a high-level panel discussion and a three-day business summit preceded the new Indian initiative.

More information are available at: [ifat-india.com](https://ifat-india.com).



IFAT India online: new meeting point for the international IFAT community.

### **About IFAT India**

IFAT India is India's leading environmental technology fair for the water, sewage, waste and recycling segments. With an exhibition space of around 11,000 square meters, the last event in 2019 witnessed 242 exhibitors from 25 countries and 7,450 visitors from 32 countries. Usually, the trade fair takes place every year in the Bombay Exhibition Centre (BEC) in Mumbai—the next time from September 28-30, 2021.

### **IFAT worldwide**

IFAT in Munich is the leading trade fair and heads a global network of seven other trade fairs. Three of them are in China alone: IE expo China in Shanghai, IE expo Chengdu and IE expo Guangzhou. India hosts IFAT India in Mumbai and IFAT Delhi. The other two events are IFAT Africa in Johannesburg and IFAT Eurasia in Istanbul/Turkey.

### **About Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.