

Final Report  
Munich, October 17, 2014  
**Press Release**

**Participants in IFAT India 2014:**

**"India's environmental technology sector is confident"**

**On October 11, the second edition of IFAT India – International Trade Fair for Water, Sewage, Refuse and Recycling – concluded successfully, underlining itself as the leading platform for environmental technology in India. Exhibitors and visitors were equally satisfied and confirmed the importance of this trade fair for the highly promising Indian market.**

Shankar Aggarwal, Secretary of the Ministry of Urban Development of the Government of India, said: "We looked for a platform that provides a good stage for the stakeholders to understand more about the new opportunities and weave their future plans to make advantage of the same. It should also provide municipal and government authorities the opportunity to witness the solutions for environment technology under one roof and we look forward to IFAT India to assist in this endeavor."

Gerhard Gerritzen, Deputy Managing Director of Messe München, commented: "As regards to environmental technology, there is much potential in India; with the new government and the investment in the environmental sector that is being planned, the sector can look to the future with confidence". Bhupinder Singh, Deputy CEO of MMI India, added: "This year the quality of visitors was much appreciated by the exhibitors. There are already several projects on environment that are undertaken with the involvement of the private sector and the government. IFAT India serves an important market and we felt this clearly in the last three days."

Once again around 5,000 trade visitors took part in India's leading environmental technology trade show; and again this year the exhibitors made particular mention of the professional quality among the visitors.

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Raja Bhujle, Managing Director of Sovereign Tech, said: “IFAT India 2014 has been much more productive in terms of responses than last year. We hope that the authorities and regulators take the benefit of selecting and deploying proven technology that is being exhibited this year.”

In total 123 exhibitors presented their products and solutions at the show. Hall 5 at the Bombay Exhibition Centre (BEC) in Mumbai was again well filled, as the exhibition took up 5,000 square meters of exhibition space. Around 63 percent of the exhibiting firms came from outside India – for example from Italy, the UK and the US. International interest in the event was also reflected in the national pavilions from Austria, China, Germany and Switzerland.

S. Sundararaj, Customer Relations Manager of NETZSCH, stated that “IFAT India creates a wonderful environment to conduct business. Events such as IFAT India 2014 are appealing for visitors and are more beneficial for the exhibitors as well.”

For the first time IFAT India offered its trade visitors an extensive technical and scientific supporting program: Indian and International experts from science, universities and pollution control boards presented the latest developments and practical solutions. As well as talks given by the German Association for Water, Wastewater and Waste (*Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall – DWA*), there were also presentations by German Water Partnership (GWP) and the German Society for International Cooperation (*Deutsche Gesellschaft für Internationale Zusammenarbeit – GIZ*).

Sachin Rasal from ROOTS Multiclean Ltd. noted: “In comparison to last year, there is an increase in the number of visitors. We are also looking forward to a good response from both the industry and the government. Trade fairs like IFAT India 2014 primarily help to get connected with new prospective customers and to benefit from emerging opportunities.”



In 2014, as in the previous year, the GIZ “All Environmental Journalism Competition Awards” were presented on the first day of the fair. As well as winners in the categories of Print, TV, Radio, Internet and Photography, an award was also presented to the best contribution on the subject of the rejuvenation of the Ganges. Michael Steiner, the German Ambassador to India, presented the "Clean Ganga Award" to Nitin Sethi, Associate Editor from Business Standard.

Steiner further underlined that "Prime Minister Narendra Modi's Ganga rejuvenation priority is an excellent example that India is thinking big. The Clean Ganga Fund is a brilliant idea."

**The next IFAT India takes place from October 13 to 15, 2015 in Mumbai.**

**Further information: [www.ifat-india.com](http://www.ifat-india.com).**

#### **Messe München International**

Messe München International is one of the world’s leading trade show companies. In 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 at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 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.



## IFAT India 2014 exhibitor testimonials

- in alphabetical order -

**Philippe Anstotz, Director Global Business Unit Water, Bilfinger Water Technologies GmbH:**

“The decision to have a larger booth space proved fruitful as we got a good number of quality visitors and VIP buyers from the state pollution control boards, Municipal bodies and many more. We will definitely come again.”

**Alexander Bormann, PHOENIX CONTACT Electronics GmbH:**

“It’s the second time that we exhibit at IFAT India. The quality of visitors has improved and the number of leads have increased this year.”

**Gary Brown, Managing Director, Becon Watertech Business Unit Group:**

“We were overwhelmed by the energy shown by the visitors, fellow exhibitors and the organizers. The knowledge and enthusiasm shown by the local visiting community is highly regarded.”

**Sham Chaudhari, Director, Sales & Marketing, Xylem Analytics South Asia:**

“We participated in IFAT India for the first time and were really happy with the quality of visitors. The trade fair met our expectations. We would again participate in 2015.”

**Manfred Endt, Managing Director, Agru Plastic Technology Pvt. Ltd.:**

“We already could initiate more than 100 potential business relations.”

**Tejas A. Gathani, Vice President, Organica Biotech:**

“IFAT India provides the right platform for companies to showcase their technologies related to waste and wastewater. It has the right mix of technology and business. India is the right place and that’s why we were participating the second time in a row and hope to continue this every year.”

**Urs Heutschi, CEO, Swissenviro.ch:**

“Our companies are very satisfied exhibiting here. The quality of the visitor is excellent. They came with concrete projects, asked the right questions and were looking for real solutions, both technological and economical. The new government has set high priority on the environment, especially on providing clean water to all Indians. This policy has led to increased demands in solutions at this year in IFAT India. We look forward to return in 2015.”

**Sandra Kloft, Sales Manager, Haas Recycling Systems:**

“People that came last year to our booth came again this year to visit us. Besides that we have made new interesting contacts – that makes IFAT India the right show to explore the Indian market.”

**Charif Lafiqir, Regional Sales Director, ATARFIL:**

“After the new policy initiatives which have been framed by the Indian Government, there seems to be focus towards environmental waste management and green technologies. This year the visitor’s turnaround was more specific, more professional and related to the target industry. IFAT India 2014 has been very useful in terms of knowing and gathering information about the market, giving us an opportunity to develop new customers.”

**Tobias Löffelsend, Sales Manager, QMB, Brock Kehrtechnik GmbH:**

“We are looking forward to exhibiting again next time and would like to enlarge our stand size in 2015.”

**Mathias Meyer, Project Engineer, Körting Hannover AG:**

“We are satisfied with the results of IFAT India. The number and quality of visitors were good. IFAT India gives us an easy access to our customers. We would participate in 2015 again.”

**Dr. Dieter Mutz, Director, Indo-German Environment Partnership Programme, GIZ:**

“IFAT India provides a perfect platform for the exchange of knowledge and ideas. We as the host of several conference sessions appreciate its unique combination of conference and trade fair as well as its many international exhibitors and professional character. The All India Environmental Journalism Competition is attracting journalists from all over India and is headed to become an annual event at IFAT India.”

**Kiran Pande, Senior General Manager, Godrej & Boyce Mfg. Co. Ltd:**

“This is the second year that we have participated in IFAT India 2014 and we are happy with the turnaround of the visitors this year. It is a great platform to showcase our products and considering that more than 62 percent of the exhibitors are global companies, it throws open opportunities for all participants to witness new products and emerging technologies.”

**Poonam Poladia, Senior Manager Marcom, Endress+Hauser (India) Pvt. Ltd.:**

“We have been associated with IFAT for many years in the international arena and now are participating in IFAT India 2014 and it has really benefited us. Trade fairs such as IFAT India are a great platform for bringing international key decision makers, customers and solution providers under one roof.”

**Ajay Popat, Executive Vice President, ION Exchange:**

“The event is a unique platform for waste management and allied technologies. It is also a great opportunity for us since every sector or industry values environment, even the Prime Minister Narendra Modi has initiated the ‘Clean India Mission’. Events like IFAT India 2014 give us a base to share our knowledge and also to expand business opportunities with clients.”

**Armin Rock, Business Development Manager/ International Sales Manager, HSM GmbH:**

“We had a lot of visitors at our stand. These visitors were focussed and highly interested in our products. We will take part in the next show.”

**Anand Sathya, Director, Geofluid Processors Pvt. Ltd.:**

“It is really surprising that water, as a sector has not been taken seriously till recently by the industry and policy makers at large. We are really happy to see focus going up, thanks to IFAT India 2014. Our aim is to introduce products that promote Zero Liquid Discharge, right from grassroots to look at sustainable growth. We are happy to see participation of both buyers and sellers in the water trade in this show.”

**Jimmy Sööder, Sales Manager, Broddson:**

“We were satisfied with IFAT India, we met a lot of potential customers.”

**Christine von Lonski, German Water Partnership:**

“Congrats to Messe Muenchen International to a successful second edition of IFAT India. The quality of visitors again increased, our members had many good talks and are very confident with IFAT India 2014. We are already looking forward to next year’s edition.”

**Alfred Weber, Director of Sales, BHS-Sonthofen GmbH:**

“India has a lot of potential, therefore we are here at IFAT India. We already had some really good talks.”