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## Press Release

### Final Report

## IE expo Guangzhou 2018 in South China reached new heights

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After IE expo China 2018's record results in May, the southern Chinese subsidiary fair [IE expo Guangzhou](#) held 1,500 kilometers further south continued the upward trend. 505 companies from 15 countries—and thus almost 20 percent more than last year—presented themselves from September 18 to 20, 2018 in the China Import and Export Fair Complex in Guangzhou. Also attendance-wise the trade show has grown: 26,493 trade visitors mean a plus of 7 percent.

The increasingly strict statutory requirements in China continue to drive the national environmental market and innovations—this was noticeable on the three days of the exhibition in South China. Yuezhou Ou, President of the Guangdong Association of Environmental Protection Industry and organizer of IE expo Guangzhou 2018 says: “Currently, with the severer environmental supervision, environmental technology has gradually highlighted its importance to solve environmental issues. The solutions to prevent and control pollution that were showcased during IE expo Guangzhou will help the South China environmental protection industry move forward.”

Collin Davis, Executive Director of Capital Goods Shows of Messe München adds: “If we want to solve the environmental challenges of the modern world, we need technology and knowledge transfer across continents. I am therefore delighted of the outstanding results of IE expo Guangzhou 2018, the southern Chinese version of our show in Shanghai, IE expo China. They are proof of the worldwide success of our IFAT network.”

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### **Leading environmental gathering in South China**

On 31,000 square meters of exhibition space, IE expo Guangzhou covered all aspects of the environmental industry—water, waste, air and soil. Being the leading trade fair for environmental technology in South China, the 2018 edition was highly valued by local environmental protection authorities and industrial end users in South China. There were 26 buyer delegations from the Guangdong Province, among them the Environmental Protection Bureau, Housing Construction Bureau, Environmental Associations as well as associations from the textile, furniture, chemical, paint or ceramics industry.

### **Business matchmaking connects supply and demand**

Business matchmaking was also on the top of the agenda of the supporting program. For example, the “Trade Buyer's Business Matchmaking” brought nearly 30 trade buyers from China and Cambodia together with around 60 exhibitors. For Gang Jiang, Managing Director of Messe Muenchen Zhongmao Co., Ltd. it is clear: “As the event organizer, our aim is to help enterprises seize business opportunities by establishing precisely matching business contacts. Both, the business talks at the exhibition booths and the discussions in the supporting program of IE expo Guangzhou 2018 underlined the market vitality of the environmental protection industry in South China.”

And the region is promising: the economically powerful Guangdong Province is home to the country's largest environmental industry; its gross domestic product (GDP) grows by around seven percent per year and thus exceeds the GDP of Spain. South China also attracts international companies. One of them is ALLU FINNLAND OY. Baojian Wang, Vice President of Sales, states: “Our company is paying more and more attention to the South China market and IE expo Guangzhou was the perfect promotion channel for our products. We met a lot of potential customers and key trade buyers which have been attracted by IE expo's reputation. It is really a very professional exhibition.”

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The date for IE expo Guangzhou 2019 has been released: it will again be held from September 18 to 20 at the China Import and Export Fair Complex in Guangzhou.

**Pictures are available on request. For further information on IE expo Guangzhou please visit [guangzhou.ie-expo.com](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, as well as IE expo in Shanghai and Guangzhou.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

#### **Messe Muenchen Zhongmao Co., Ltd. (MM-ZM)**

Messe Muenchen Zhongmao Co., Ltd., a joint venture of Messe München and Shanghai ZM International Exhibition Co. Ltd., is founded as a professional company organizing large-scale international exhibitions. As the organizer of the IE expo shows, Messe Muenchen Zhongmao Co., Ltd. has good professional experience and customer resources and also integrates resources of buyers, associations and media to build a business-to-business platform for environmental industry.