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## Press Release

### Planned environmental tax in China boosts demand

### IE expo China 2017 continues to expand

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**The next edition of IE expo China takes place in Shanghai from May 4 to 6, 2017. In response to the ongoing growth and success of Asia's leading trade fair for environmental technologies, the show will be taking up two additional halls in 2017. Among the main drivers of demand for environmental technologies are the current efforts by the Chinese government: An environmental tax is being introduced to reduce polluting emissions.**

In a drive to encourage companies to shift towards environmentally friendly, sustainable production, China is planning to introduce an environmental levy. Draft legislation for this was recently submitted to the Standing Committee of the National People's Congress. The new tax could replace the lower pollution charges introduced in 2003 and target those businesses which directly contribute to air, water, solid waste and noise pollution.

### Trade show continues to grow

Demand for solutions and technologies for the challenges facing water, waste water, air and soil management in Asia is higher now than ever before. That was abundantly clear at the last IE expo China in May 2016. With 1,303 exhibitors (a rise of 20 percent), 42,408 visitors (+5 percent) and 72,000 square meters of exhibition space (+20 percent), that event was another record-breaker. In order to provide more space to accommodate this growth, there will be two more exhibition halls available for the show in 2017. IE expo China will therefore be taking up a total of eight exhibition halls at the Shanghai New International Expo Centre.

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### **New name: “IE expo China”**

Another new development is the name: From now on the show is called “IE expo China”. The addition of “China” to the name underlines the relevance of this show for the Chinese environmental market. It also distinguishes it more clearly from its sister event IE expo Guangzhou, which specifically caters to the region of South China.

### **About IE expo China**

IE expo China – 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 Messe München Shanghai Co. Ltd. and Shanghai ZM International Exhibition Co. Ltd. IE expo 2016 attracted 1,303 exhibitors from 30 countries and 42,208 visitors; the show occupied around 72,000 square meters of exhibition space. The next edition will be taking place at the Shanghai New International Expo Centre (SNIEC) from May 4 to 6, 2017. 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’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.

### **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.