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**Press release**

## **Messe München: Joint Venture with Chinese Partner Creates Leading Environmental Trade Show in China**

- **IE expo supplements the leading world trade show IFAT ENTSORGA in the rapidly expanding Asian market for water, sewage, waste and raw materials management**
- **Messe München further expands its activities in international growth markets**

Munich, November 8, 2011. Messe München International and Shanghai ZM International Exhibition Co. Ltd. are intensifying their cooperation. The two partners have announced a joint venture formed to operate and expand the leading trade fair for environmental technologies in China – IE expo. The new brand name of IE expo replaces the event's previous name of IFAT CHINA + EPTEE + CWS. The first IE expo takes place from March 7-9, 2012 at the Shanghai New International Expo Center (SNIEC).

Eugen Egetenmeir, Managing Director of Messe München GmbH: "By setting up this company together with our Chinese partners we are underlining the great potential we see for this sector in the growth market of China. Strong economic and population growth, combined with the megatrend of urbanization will be core themes for the future particularly in Asia, but also in Africa and South America. According to UN calculations, by 2030 two-thirds of the world's population will be living in cities. In order to create a good living environment and ensure sustainable urban development in the megacities and conurbations of tomorrow, significant investment will be needed in sewer systems, waste disposal, air quality and supplies of fresh water and drinking water. Egetenmeir: "With IE expo we are offering the sector a highly specialized platform for their products and services in one of the most dynamic regions of the world; and this is all combined with the high quality of service that Messe München is renowned for."

In the coming years Messe München will be consistently expanding its market position in the international trade show business, through cooperations and acquisitions abroad. Klaus Dittrich, Chairman & CEO: "Our goal is by 2016 to significantly increase the portion of our Group sales that is generated by our trade shows outside Germany. By utilizing our sector competence in dynamic growth markets around the world, we can generate additional income and at the same time secure the importance of our leading trade shows held in Munich."

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The example of bauma China illustrates this effect particularly well. Since the first bauma China in 2002, the number of Chinese exhibitors at bauma in Munich has risen from eight to 280 most recently. Following a phase of initial investment, we are now seeing considerable flows of income coming back to Munich from our international business, and this income can be used to further expand our infrastructure here. Dittrich: "Our successful activities outside Germany are attracting more and more international exhibitors and visitors to our events in Munich, and this is boosting further growth in our world-leading trade fairs. At the same time we are seeing a sharp rise in the number of German companies taking part in the trade shows abroad. For companies of any size – not only large industrial concerns but above all small and medium-sized businesses – wishing to enter new markets, Messe München is an ideal partner."

#### **About Messe München International**

Messe München International is one of the world's leading trade-fair companies. In Munich alone it organizes around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year more than 30,000 exhibitors and over two million visitors take part in the events held at Messe München, the ICM – Internationales Congress Center München, and the MOC Veranstaltungszentrum. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 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.