

## Press Release

### IFAT trade fair network expands to Latin America

April 25, 2023

- IFAT Brasil will take place in São Paulo Expo from April 24-26, 2024
- Environmental technologies for an emerging market
- Co-located with M&T Expo for construction and mining

**IFAT's international network, with events in Europe, Asia and Africa, is expanding to Latin America: IFAT Brasil will be held in São Paulo from April 24-26, 2024, in parallel with the established M&T Expo, the largest trade fair for construction and mining machinery in Latin America. The new trade fair will drive the emerging market for environmental technologies in Brazil and the entire region.**

For the next decade, Brazil's sanitation sector will experience rapid development due to the government's privatization strategy. Private investments will drive massive market growth for environmental technologies such as water catchment, treatment and distribution, as well as sewage and waste collection and treatment. "In this dynamic environment, IFAT Brasil will be the central platform for networking all market players and promoting the widespread use of environmental technologies in Brazil and the entire region. The trade fair and the market will benefit from IFAT's international industry network with its events in Europe, Asia and Africa," as both of Messe München's managing directors Stefan Rummel and Dr. Reinhard Pfeiffer explain.

IFAT Brasil will also benefit from the established M&T Expo taking place in parallel, the region's leading trade fair for construction and mining machinery. This will be the case in particular with regard to the construction of sanitation installations and infrastructure. "IFAT Brasil is part of a unique industry network and will be crucial to achieving the Brazilian government's goals for drainage, waste management, water and sewage management by year 2033," says Rolf Pickert, CEO of Messe Muenchen do Brasil, the organizer of both events in São Paulo. "The market potential is impressive: Private concessions already raised investments for more than 16.5 billion euros from 2020 to 2022."

Following the IFAT's principles and goals of achieving circular economy worldwide, the venue location is an important task. "For us it was also important for the venue itself to meet central requirements for sustainability," as Katharina Schlegel, Head of IFAT trade fairs abroad at Messe München, explains. "For example, the site has its own natural gas cogeneration plant, its lightning is provided by high-capacity LEDs, and the sanitary system is supplied by water from rainwater."

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Covering a complete thematic to achieve the expected guidance of the Latin American market for development of business with environmental technologies, the exhibition areas of IFAT Brasil will be Water and Sewage Management, Drainage and Infrastructure for Sanitation, Waste Management and Energy Recovery Solutions. The energy sector is focused on energy recovery from waste, dried sludge and liquid waste materials.

The in-depth sector breakdown is focused on connecting everyone involved in the development of the local environmental technologies sector, establishing a one-stop-shop event, with financial instruments, solutions, innovations, intelligence content and regulatory agency representation. IFAT arrives in Brazil to be the Leading Trade Fair for Water, Sewage, Drainage and Waste Recovery Solutions.

To find out more:

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#### **IFAT worldwide**

Messe München not only demonstrates its considerable expertise in organizing environmental technology trade shows with the world's leading trade fair IFAT Munich. Other international events include IE expo China in Shanghai, IE expo Chengdu in Chengdu, IE expo Guangzhou in Guangzhou, IE expo Shenzhen in Shenzhen, IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, and IFAT Delhi in New Delhi. Together, the eight IFAT events form the world's leading network for environmental technologies.

#### **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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the Trade Fair Center Messe München, at the ICM – International Congress Center Messe München, the CCN – Conference Center North Messe München and the MOC – Event Center Messe München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.

#### **Messe Muenchen do Brasil**

As part of the international expansion strategy, the subsidiary Messe Muenchen do Brasil was founded in 2017 with the purpose of bringing to the national market the levels of excellence and innovation established at Germany headquarters and support the development of business fairs in a specialized direction. Since 2018, Messe Muenchen do Brasil organizes M&T Expo, the leading trade fair of Latin America for Mining and Construction, with presence of exhibitors and visitors from several countries of Latin America and Worldwide.