

Istanbul / Munich, October 28, 2021

## Press Release

### Final report

## IFAT Eurasia 2021: environmental issues high on the agenda—despite COVID-19

- International environmental technology trade fair attracted 9,258 visitors from 63 countries to the Istanbul Expo Center
- 106 exhibiting companies represented 145 brands
- Supporting program provided information on important market drivers

**On October 23, the new edition of IFAT Eurasia—held at the Istanbul Expo Center (IFM) in Turkey—ended. Due to the COVID-19 pandemic the exhibitor field of 106 companies was much more compact than in 2019 (215). However, in terms of visitors, the international environmental technology show came close to pre-coronavirus levels with 9,258 attendees (2019: 10,467).**

“The coronavirus pandemic is still affecting the markets around the globe—and our social lives. But the trade fair events here on the Bosphorus made clear that the existential need for resource and climate protection, reliable drinking water supplies as well as clean soils, rivers and seas remains at the top of the international agenda,” says Osman Bayazit Genç, Managing Director of the organizer MMI Eurasia, summing up his impressions of IFAT Eurasia 2021. The new edition of the environmental technology show at the interface between Europe and Asia was held at the Istanbul Expo Center (IFM) from October 21 to 23, 2021.

### Attendance almost at pre-pandemic level

A total of 9,258 visitors came to the exhibition center in the Turkish metropolis. In addition to the naturally dominant host country, 1,032 visitors came from 62 other nations. “With this level of—pleasingly international—popularity we are at

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**Press Release** | October 28, 2021 | 2/2

least close to the pre-coronavirus level,” Katharina Schlegel, Exhibition Director of the international environmental technology trade fairs within the IFAT-network is satisfied. Visitors included high-ranking representatives of Turkish municipalities and country delegations from Greece, northern Iraq and Syria. Additionally, there was a mixed delegation from Egypt, Lebanon and Jordan that came to Istanbul. Standing for 145 brands, 106 companies and institutions from six nations presented themselves. Germany, Austria, and Switzerland were represented with joint pavilions.

### **Exhibitors praise the quality of contacts**

Even though 2021 saw slightly fewer visitors than two years ago, many exhibitors explicitly praised their expertise. For example, Oliver Gumpert of Bertsch Energy who said: “The majority of our talks with a competent audience were very high quality.” The project manager continued: “Turkey is a very interesting market. IFAT Eurasia serves as a platform for us to build long-term partnerships here and we will definitely be back next time.”

For Kaan Koncagül, Assistant General Manager at Teksin Container, the Turkish specialist for large waste containers, it was already clear that they will participate in IFAT Eurasia 2023. He reported: “We are very pleased with the results of this first show after the break due to the COVID-19 pandemic. Our visitor portfolio had quite an international structure, with interested parties mainly from Israel, Bulgaria, Romania, Greece, Belarus, Uzbekistan and Russia.”

### **Finally, face-to-face contacts again**

Among the delegation members, Raji Maasri, General Manager at the Lebanese consulting company MORES was very impressed: “It was just great to be able to exchange ideas personally again, as well as to maintain existing contacts and generate new ones.” Similar comments were made by Ahmed Tawfik from the Egyptian company Nahdet Misr: “I was especially excited about the European technologies presented here—and the opportunities that opened up for targeted collaborations.”

**Press Release** | October 28, 2021 | 3/3

### **For the first time: complementary digital event platform**

To also bring together potential business partners who, for example, could not be on site in Istanbul due to travel restrictions, this year MMI Eurasia offered the so-called Hybrid Experience for the first time. The digital event platform was frequently used—to access company profiles, products and services, to hold B2B meetings and to network.

### **Supporting program on current major topics**

“The quality features of IFAT trade fairs always also include a top-class supporting program,” says Exhibition Director Katharina Schlegel. “At IFAT Eurasia, we were once again able to offer professionals cutting-edge—and thus very well-attended—events.” Example: the plans to combat a huge environmental problem practically “on the doorstep” of Istanbul, a city of millions, met with great interest: caused by global warming and the discharge of large quantities of insufficiently purified wastewater, algae slime blankets of unprecedented dimensions formed in the Marmara Sea this year. The Turkish government intends to counteract the impending environmental catastrophe with a comprehensive action plan, which will also offer significant impetus for environmental technology suppliers.

And the supporting program was used to examine the Green Deal from various perspectives as another possible driver for the industry. This European growth strategy aims to transform the EU into a modern, resource-efficient, and competitive economy and society.

### **Synergies with IREMCON**

Many visitors enjoyed the valuable thematic synergies that were created by combining the date and location with the International Environmental Conference (IREMCON). The leading environmental conference in Turkey and the entire Balkan region was held adjacent to IFAT Eurasia at the WOW Conference Center, following this year’s guiding theme of “Combating global climate change and promoting international cooperation in waste management.”

Press Release | October 28, 2021 | 4/4

### **Optimistic outlook for IFAT Eurasia 2023**

From the organizers' point of view, this year's trade show days were a complete success considering the current pandemic situation. Namik Sarigöl, Deputy Managing Director of MMI Eurasia and responsible for IFAT Eurasia in Turkey, summarizes: "In any case, the event gave more than enough reason to look forward to the next edition—which will be held again in Istanbul in 2023—with further optimism."

More information on the event can be found at [www.ifat-eurasia.com](http://www.ifat-eurasia.com).



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#### **About IFAT**

IFAT is the world's largest and leading environmental technology trade fair. Every two years, the world-leading trade show presents solutions for water, sewage, waste and raw materials management as well as solutions to make maximum use of resources and to close raw material cycles. The 2018 edition attracted 3,305 exhibitors from 58 countries and 142,472 trade visitors from 162 nations. The event occupied a completely booked space of 260,000 square meters, divided among 18 halls and an outdoor area. The next IFAT will be held at the exhibition center in Munich from May 30 to June 3, 2022.

#### **IFAT worldwide**

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

#### **Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence", Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors. Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, it is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.