

Guangzhou/Munich, September 17, 2021

## Press Release

### Final Report

## IE expo Guangzhou 2021: finally closed successfully with positive feedback

IE expo Guangzhou  
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- VIPs' gathering to show the importance to the industry
- 437 exhibitors showcasing their latest environmental solutions
- Upgraded supporting programs to drive industry by technologies

, From September 15 to 17, the 7th edition of IE expo Guangzhou was successfully held in the China Import and Export Fair Complex. Mr. Jianbo MAI, the President of Guangdong Environmental Protection Industry Association, said: "Despite the impact of several rounds of epidemics in Guangzhou, Nanjing, Putian and other places during the preparatory period, this edition of IE expo Guangzhou still attracted 437 enterprises and 18,155 trade visitors to participate in the exhibition, with a total exhibition area of 33,000 square meters. It is really not easy. As an excellent platform for sharing experience, gathering business opportunities, expanding benefits and seeking cooperation, the show played a positive role in guiding and enhance the environmental protection industry cooperation between Guangdong Province, Greater Bay Area and Pan Pearl River Delta. "

### VIPs' gathering to show the importance to the industry

With the support of Department of Ecological Environment of Guangdong Province, Department of Industry and Information Technology of Guangdong Province and Department of Housing and Urban Rural Development of Guangdong Province, this edition of IE expo Guangzhou has received extensive attention from all industries. During the exhibition, there were many VIPs who were present at the opening ceremony and visited the show. For example, Min

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CHEN, the counselor of Guangdong Provincial Government and Former Deputy Secretary General of the Standing Committee of Guangdong Provincial People's Congress, Zhen HE, the Deputy Director of Environment and Resources Protection Committee of Guangdong Provincial People's Congress, Mr. Volker BASCHE, the Consul of Consulate General of Germany in Guangzhou, and etc.

Jiyong DENG, the Secondary Inspector of the Department of Ecological Environment in Guangdong Province, delivered a speech at the opening ceremony, "During the 13th Five-Year Plan period, Guangdong's eco-environmental protection objectives and tasks were completed at a high standard. Environmental protection enterprises have made important contributions in the battle to combat pollution. Look forward to the 14th five-year plan and the future, the environmental protection industry has broad prospects. The province's eco-environmental system will always give great support to the continuous development and growth of the environmental protection industry."

The 4th edition of the CEO Gala dinner of IE expo shows was held on the opening night of the exhibition, which invited more than 60 leaders of environmental protection pioneer enterprises to attend, such as Haiyi environmental protection, Welle, ZHONGDA BRIGHT, GUANGDONG XINHUAN and SHANGHAI TECHASE. This event provided a high-level social platform for upstream and downstream enterprises in the industrial chain such as engineering companies, equipment manufacturing and material R&D.

### **437 exhibitors showcasing their latest environmental solutions**

With the development of the Greater Bay Area, the growth of population will undoubtedly bring a lot of market development potential for traditional environmental protection industries (such as municipal sewage, urban sanitation, waste incineration, etc.). The local enterprises, industry leaders or even cross-border enterprises are all focusing at these opportunities, with fierce competition in various fields.

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Based in Guangzhou and covering the Greater Bay Area, the IE expo Guangzhou attracted 437 well-known environmental protection enterprises this year, actively displaying the whole industrial chain solutions and innovative technologies of environmental protection in municipal, industrial and rural areas, such as water, solid waste, air and soil, so as to inject source power into the ecological coordinated development of Guangdong-Hong Kong-Macao Greater Bay Area.

Ming ZHU, the Sales Manager of HARDEN MACHINERY LTD. informed us: "Affected by the epidemic, although the flow of visitors of this year's exhibition has decreased a little bit, but the quality of visitors is high. Many visitors come to negotiate with us with projects. Thanks to the effort of organizers, and we are ready to participate in this show in Shenzhen."

### **Upgraded supporting programs to drive industry by technologies**

This year, the main subject of the supporting programs has been upgraded to "South China Environmental Technology Conference". With "technology" as the core topic, 14 high-quality industry forums and conferences were held. The supporting program was discussing topics in various sub-fields such as water pollution control, VOCs control, solid waste treatment and disposal, soil ecological technology, environmental monitoring, and environmental protection data. Representatives of policy-making departments, well-known industry experts and leading environmental protection entrepreneurs were invited to share innovative technologies and application cases.

Maoqiang TANG, the Executive Director of Guangzhou Pure Link Environmental Investment Co., Ltd., said in an interview at one forum: "the topics of the supporting programs are relatively rich, so it attracted many of our audience in our industry to study and exchange together."

Haoquan HE, the Director of Guangzhou Overseas Chinese Chamber of Commerce, also spoke highly of the quality of the conference at the same time:

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"today's conference room was very full. I think the main reason is that it has good content, attractive subject and professional speakers."

### **The next IE expo show in South China will move to Shenzhen in 2022!**

With the implementation and promotion of the Guangdong-Hong Kong-Macao Greater Bay Area policy, as China's two first tier cities, Guangzhou and Shenzhen, which are only about 100 kilometers apart, are playing a "multiplier effect" to drive the high-quality development for Greater Bay area. In order to further tap the development potential of environmental protection industry in these 2 areas, we plan to move next year's IE expo South China show to Shenzhen. It will be held in Shenzhen World Convention & Exhibition Center from September 21 to 23 in 2022. It means that starting from next year, IE expo South China show will be held in Shenzhen and Guangzhou alternatively every year.

### **IFAT worldwide**

IFAT in Munich is the leading trade fair and heads a global network of seven other trade fairs. Three of them are in China alone: IE expo China in Shanghai, IE expo Chengdu and IE expo Guangzhou. India hosts IFAT India in Mumbai and IFAT Delhi. The other two events are IFAT Africa in Johannesburg and IFAT Eurasia in Istanbul/Turkey.

### **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.