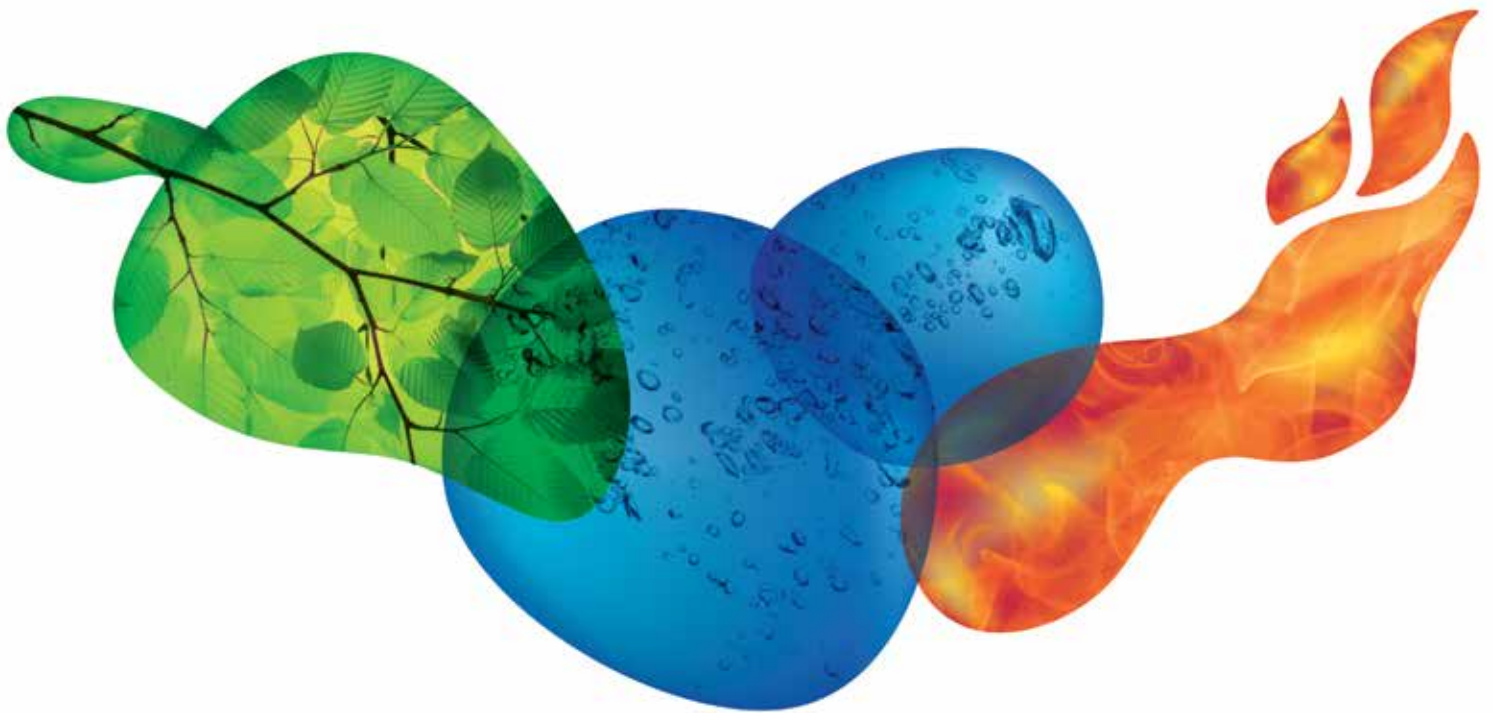


Information for Exhibitors

# Eurasia's leading platform for environmental technologies

March 28-30, 2019

Hall 9-10-11, Istanbul Expo Center (IFM), Turkey



Eurasia's leading trade fair  
for environmental technologies

**IFAT**  
Eurasia

# IFAT Eurasia strengthens its position as leading environmental trade fair in the region.

## About IFAT Eurasia

IFAT Eurasia, Eurasia's leading trade fair for environmental technologies, will open its doors for the third time on **March 28-30, 2019 at Istanbul Expo Center (IFM)**. Once again, the exhibition will feature a comprehensive range of products and solutions designed to tackle the ever increasing environmental problems the world is facing today. A first class supporting program with interactive panel discussions and workshops as well as program elements aimed specifically at young

professionals will offer the ideal opportunity to gain new insights into the latest ideas and technologies, engage in inspiring discussions and network with established industry experts and ambitious young talents alike!

**Join IFAT Eurasia 2019 and be part of our extensive industry network!**

## Key reasons to attend IFAT Eurasia

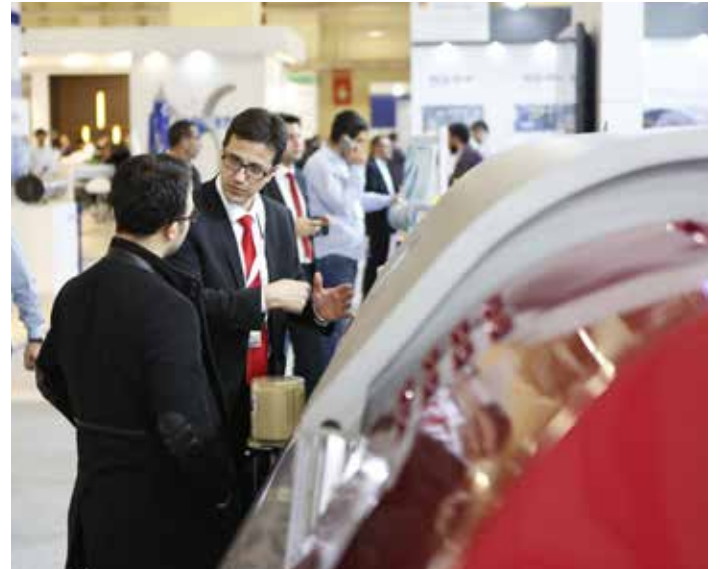
- **Eurasia's leading trade fair for environmental technologies**  
IFAT Eurasia 2017: 11,326 trade visitors, 412 exhibitors and represented brands from 18 countries, 6 country pavilions, exhibition area of over 17,000 sqm
- **High caliber supporting program**  
Workshops and panel discussions for interesting networking opportunities and knowledge transfer.
- **Comprehensive product range**  
Find an extensive scope of product segments including water extraction, sewage treatment, waste management and recycling - all under one roof.
- **Meeting hub for decision makers**  
Meet the industry's decision makers and sell your products and solutions directly to purchasing officials of national and local authorities and to a wide range of industrial and commercial users.
- **Gateway to the Eurasian region**  
Istanbul's geographic location made it into the business hub of the region, linking trade between East and West and offering unique opportunities to explore new markets.
- **IFAT - world's leading brand for environmental technologies**  
Benefit from being part of our worldwide environmental network with trade fairs in Germany, China, India, South Africa and Turkey.



# Environmental solutions for growth and sustainability

## Product / Service index

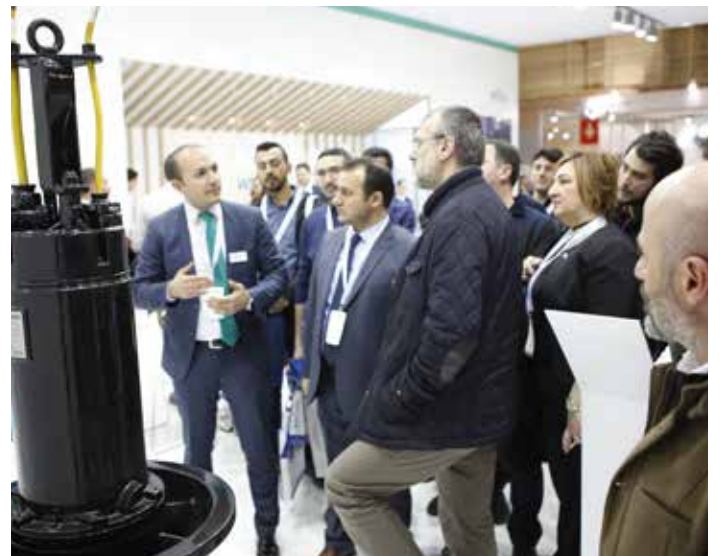
- Water Extraction and Treatment
- Water and Wastewater Treatment
- Water Distribution and Sewers
- Flood Prevention and Waterbodies Control
- Waste Management and Recycling
- Generating Energy from Waste Materials
- Urban Environmental Cleaning Vehicles and Equipment
- Soil, Air, Noise - Pollution / Control
- Measuring, Control and Laboratory Technology
- Services
- Accident Prevention, Work Safety and Risk Management
- Science, Research, Technology Transfer



## Exhibitor Satisfaction\*

Completeness of product range	86%
Quality of exhibition services	82%
Supporting program	81%
Quality of visitors	79%
Leading fair in the region	77%

\*Exhibitor Survey



## Exhibitor Statements

### Melis Öner, Marketing Coordinator, Wilo Pompa A.Ş., Turkey:

"IFAT Eurasia is an important platform that adds value to the environmental technology sector. After the participation in 2015, this year we again took our place in the fair. Our booth was among the most visited booths at the fair. IFAT Eurasia 2017 has been quite successful for us. We also had a good exhibition experience in terms of observing the effect of Wilo in the sector. We are planning to participate also in the coming years in this great meeting that gives direction to the sector."

### Tobias Steinhauser, Sales Manager, BHS-Sonthofen, Germany:

"The IFAT brand stands for professionalism and quality. That's why we followed IFAT to Turkey. The event has really exceeded our expectations."

### Özden Gözlüklü, Marketing Manager, HA-US, Turkey:

"We were already satisfied with the interest in our booth at IFAT Eurasia 2015 in Ankara. But now, after moving to Istanbul, the show becomes even more effective for the Eurasian market."

# Knowledge transfer, capacity building, networking

## High caliber supporting program

IFAT Eurasia's supporting program offers a platform for leading industry experts, government representatives, trade associations as well as young professionals to come together and exchange knowledge, discuss innovative ideas and to establish and foster new and existing business contacts.

- **Comprehensive supporting program** with sessions that cover all segments from water and waste water to waste management and recycling
- **High class panel discussions and round tables** where solution providers, practitioners and decision-makers share knowledge, experience and innovative technologies for metropolitan, industrial and rural regions alike
- Events specifically aimed at young and aspiring professionals to facilitate **career and skill development** and provide unique **networking opportunities** with industry experts
- **Interactive elements and live demonstrations** such as the University Challenge Eurasia or Products in Practice sessions
- Organized in close cooperation with numerous **notable local and international partners**, organizations, universities and associations such as Republic of Turkey Ministry of Environment and Urbanization, the German Water Partnership (GWP), International Solid Waste Association (ISWA), Turkish ISWA National Committee on Solid Waste, The German Association for Water, Wastewater and Waste (DWA).

## Speaker statements

**Prof. Dr. Günay Kocasoy, Head of KAKAD, the Turkish ISWA National Committee on Solid Waste, and Professor at Boğaziçi University, Turkey:** "IFAT Eurasia is not just focused on one subject but covers all aspects of environmental technologies. The highlight of IFAT Eurasia is having scientific panels and sessions parallel to the exhibition."

**Christine von Lonski, General Manager, German Water Partnership, Germany:** "The second IFAT Eurasia in Istanbul has far exceeded our expectations. The size as well as the number of trade visitors show that the trade fair is recognized and very important for the sector. The expert discussions at our booth as well as the forum contributions were well received and future cooperations were addressed. We are already looking forward to the third IFAT Eurasia in 2019."



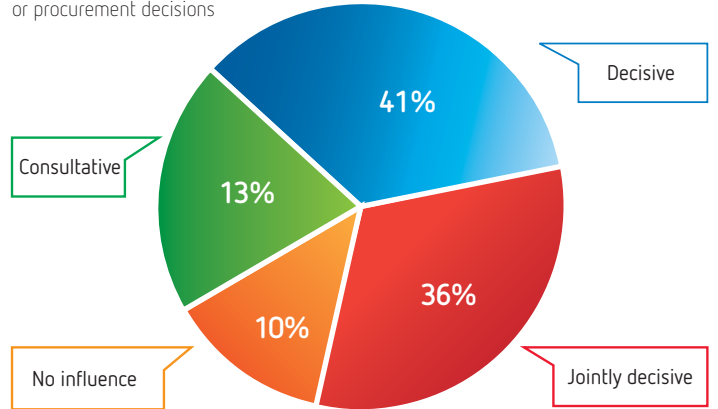
# The ideal platform for great networking opportunities

## Visitor Profile: Key Sectors

Government agency, municipality	20%
Industrial body (factory, waste creating body etc.)	16%
Commercial enterprises, service provider	15%
Planning and engineering office	15%
Public and private city cleaning company	10%
Expert, scientist and engineer	9%
Investors	8%
Research and education organization	7%

## Meet the decision makers

Influence on purchasing or procurement decisions



## Visitor ratings

Planning to visit the next edition of IFAT Eurasia

79%

Would recommend IFAT Eurasia to others

82%

Benefited greatly from visiting IFAT Eurasia

78%



# Book your booth at IFAT Eurasia now!

**For online application, please visit**

[www.ifat-eurasia.com/application](http://www.ifat-eurasia.com/application)

## Venue



**Istanbul Expo Center**  
Yesilkoy / Istanbul  
(Opposite Ataturk Airport)

## Dates and Opening Hours

28 -29 March 2019, Thursday, Friday 10:00-18:00  
30 March 2019, Saturday 10:00-17:00

## For further information, please contact

### Turkey

#### **Namık Sarıgöl**

Deputy Managing Director

#### **MMI Eurasia Fuarçılık Ltd. Şti.**

Halaskargazi Cad. No: 51 Mısırlı Plaza K-7 D-8

34371 Şişli - İstanbul, Türkiye

Tel : + 90 (0) 212 241 81 71

Fax: + 90 (0) 212 241 81 70

[www.ifat-eurasia.com](http://www.ifat-eurasia.com)

[info@ifat-eurasia.com](mailto:info@ifat-eurasia.com)

[sarigol@mmi-eurasia.com](mailto:sarigol@mmi-eurasia.com)

### International

#### **Gesine Hübner**

Senior Exhibition Manager

#### **Messe München GmbH**

Messegelände,

81823 München, Germany

Tel: +49 89 949 - 20298

[gesine.huebner@messe-muenchen.de](mailto:gesine.huebner@messe-muenchen.de)

## About MMI Eurasia

MMI Eurasia Fuarçılık Ltd. Şti. was established in 2013 as a subsidiary company of Messe Munchen, Germany. It's one of the leading organizers of trade fairs in Turkey. With an experienced team of professionals from the trade fair industry, MMI Eurasia is committed in providing high quality service to the global trade fair market. The company works closely with industry stakeholders to deliver well researched and professional trade fairs keeping in mind the priorities of the customers. MMI Eurasia is acting as a bridge and central point of meeting between experts from all over the World and Turkey with its surrounding countries.



[ifat-worldwide.com](http://ifat-worldwide.com)