

Press

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Messe Frankfurt India announces an environmental initiative addressing the four major sectors: water, energy, waste and pollution.

Complete chain of waste monitoring green technologies to be covered through three new launches

Messe Frankfurt India for the third edition of Watertech India 2014 will take up an environmental initiative addressing concerns of the four major sectors in resource conservation and waste management. Drawing from an over-whelming response in the last two editions, the next edition of Watertech India will see the launch of three concurrent shows – **Wastetech India, Cleantech India and Pollutech India**, thus covering the entire chain of waste, water, pollution and energy management.

Scheduled to be held from 10 – 12 September 2014 at Pragati Maidan, New Delhi, Watertech India 2014 will provide an unique opportunity to showcase products and best practices in the control and re-utilisation of waste in these core sectors. **Mr Raj Manek, Managing Director, Messe Frankfurt Trade Fairs India** commented: “The four co-jointlyheld environmental shows will not only create opportunities for the exhibiting companies but also encourage public and private sector professionals to change their outlook on the future by bringing business and sustainability at the forefront.”

Over the last two years, Watertech India has been identified as the leading trade fair, providing innovative products that help businesses reduce pollution generated through their production centers and plants. . Now, with the introduction of the three sector-focused shows, the fair will set the stage for economically viable and green solutions for wastewater treatment, resource recycling, clean energy and pollution management.

Messe Frankfurt Trade Fairs India Pvt. Ltd.
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The previous edition of Watertech India drew to a very satisfying close with over 3,000 sqm of exhibition space, attracting over 1,400 trade visitors. The concurrent conference on Drinking Water, Sanitation, Municipal and Industrial Wastewater Treatment saw active involvement of municipal representatives from 18 states & union territories across India, representing different water supply and sanitation schemes implemented by the Ministry of Drinking Water and Sanitation.

The third edition of the trade fair once again endeavours to unite an intelligent mix of professionals from industries, research organisations, government associations along with a display of innovative technologies and best practices. Looking forward to the 2014 edition of Watertech India, **Yasmin Dubash, Trade Commissioner, Consulate General of Canada** remarked: "The exhibition last year was very useful and we saw some very innovative solutions which has prompted us to participate again this year. We will be bringing our new technologies this year, that have practical applications in the industry. We hope to see all the latest developments in India's wastewater management sector.

Messe Frankfurt has a successful history of hosting global trade fairs such as Water Expo China, Canadian Waste & Recycling Exp, Eco Expo Asia and Building Solar China. The company will announce the launch of a new portal based on environmental technology exhibitions & conferences as well as its environment-focused initiatives around the world.

With the concurrent launch of **Wastetech India, Cleantech India and Pollutech India** with **Watertech India 2014**, Messe Frankfurt further extends its portfolio of fairs focused on addressing environmental concerns and underlines its position as a leading exhibition organiser for 'Green industry' global professionals. The show is poised to become India's most comprehensive trade and networking arena for economically-efficient and sustainable technologies.

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For more information about these events, please visit respective event websites: www.watertechindia.com; www.wastetech-india.com; www.pollutech-india.in; www.cleantech-india.in

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade show organisers with 543* million euros in sales and 2,026* employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised 114* trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2013)