

Press

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Messe Frankfurt India's environmental fairs signal positive growth for the green sector players

Concurrent conference program widely appreciated for focusing on the urban India's biggest challenges

Authorities and industry associations come forward with encouragement and support for next edition in 2015

Successfully closing its three-day run this September, Messe Frankfurt India's environmental shows, including Watertech India, Wastetech India, Pollutech India and Cleantech India, established itself as a destination to access superior sustainable technologies and advancements in solid waste and wastewater management. Exhibitors were extremely positive about the quality of visitors and potential conversions expected in the coming months through the intense business meetings held from 10 – 12 September at Pragati Maidan, New Delhi.

Over 50 companies from Canada, China, Finland, Israel, Spain and India chose this platform to showcase and introduce their latest eco-innovations to the Indian market which was widely appreciated by the 1,526 visitors who attended the fair. Attracting decision makers from private sectors as well as specialists from the green industry, the trade fair rounded off with strong support from Central Pollution Control Board (CPCB), Delhi Jal Board, Ministry of Drinking Water and Sanitation, Ministry of Environment & Forest, Govt. of NCT of Delhi, Indian Biogas Association (IBA), Indian Pollution Control Association (IPCA), India Smart Grid Forum (ISGF), National Solid Waste Association of India (NSWAI), Society of Energy Engineers and Managers (SEEM), The Energy and Resources Institute (TERI), GIZ, Centre for Science and Environment, CSIR – NEERI.

Welcoming efforts to shrink national ecological footprint, Mr Sanjiv Kumar, I.A.S. Secretary (Environment & Forest) Govt. Of NCT, Delhi

Messe Frankfurt Trade Fairs India Pvt. Ltd.
215 Atrium, B wing, 2nd Floor, Andheri East

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who inaugurated the fair was seen praising the integrated exhibition and conference format and called for presentations from the green industry players to structure waste water treatment and recycling technologies across the country.

The message from the government and exhibiting companies at the trade fair was clear with the theme of 'Incorporate risk management in economic planning and development strategy'. Using the platform to reach out to government officials and industry players, Ms Latika Regunathan, Director, Mira Greentech said: "We were very pleased to see all the stakeholders coming together at Messe Frankfurt India's environmental shows and the platform gave us a good opportunity to interact with key people from the government, private and public sector. Events of such nature encourage acceptance of sustainable technologies and help sector players understand the best way forward. I am happy to share that we have achieved our participation objectives and a lot of fruitful discussions are in the pipeline".

Shalimar Enviro Pvt Ltd., a leading provider of water and energy solutions, was also pleased with the attention and interest their products received at the fair. Mr Sanjeev Pathak, Managing Director shared: "This is the first time we are participating at any exhibition and the visitor interest has been overwhelming. We had officials from Jal Board and municipal corporations visiting our stall and it has indeed proved to be an opportunity to meet buyers and decision makers from our key target sectors. We are very happy and look forward to coming back for the next edition."

Pleased with the range of eco-efficient solutions on display, Mr Atamjit Singh, Director, Global Sourcing Company said: "I have been visiting environmental fairs in China and Messe Frankfurt India's environmental shows is certainly a fine attempt to create a platform for green technologies for the progressive local market. I had discussions with several exhibitors displaying wastewater treatment technologies and it was good to see the kind of products on display. Indian market on wastewater will gain headway in the next few years and I see a lot of potential and growth for green industry players.

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Having received strong government support, the trade fair saw many officials and authorities visiting the fair. Among them was Mr. V K Chaurasiya, Joint Adviser (PHEE) & Project Director (NMSH), Ministry of Urban Development, Govt. Of India who shared: “Sanitation is the prime issue that not only metropolises but most urban areas are facing today. The problem has compounded further in cities due to the reduction in dumping sites and lack of landfills. The challenge is to develop and identify technology which reduces waste at source level and recycles waste and I was happy to see a lot of exhibitors presenting technologies for solid waste and wastewater management under one roof. This will certainly help heavy industries choose the right kind of products for long-term business and environment sustainability.”

Concurrent conference programme widely appreciated for focusing on the urban India’s biggest challenges

During the course of the exhibition, a comprehensive two-day conference entitled ‘International Conference on Industrial/Municipal Waste Water Treatment and Solid Waste Management’ was scheduled to feature presentations and case studies by eminent experts and industry leaders from the Ministry of Environment & Forest, Govt. of NCT of Delhi, Central Pollution Control Board, GIZ, Ernst & Young, Frost & Sullivan, Centre for Science and Environment, CSIR – NEERI, The Energy and Resources Institute (TERI) and leading technology solutions companies from India, Canada, and China. The conference was widely acclaimed by policy makers and sector leaders for seeking to find solutions to improve the overall process of waste management and quality of water in the country.

One of the speakers at the Conference, Dr. Regina Dube, Director, Support to National Urban Sanitation Policy (SNUSP) India, GIZ (German Development Cooperation) initiated discussions with the attendees on urban sanitation and sewage treatment technologies and thought that the conference presented a very ‘interactive meeting ground’. She said: “The sessions were very interesting and with the attendees coming forward with issues and ideas to treat sewage, it presented a good forum to identify possible solutions. The

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speaker line-up at the conferences was also excellent with participation from environment leaders and technology specialists.”

Another highly anticipated session was on Solid Waste Management by Mr. J. S. Kamyotra, Director & In-charge - PCP Division from Central Pollution Control Board who deliberated on policies and regulations for municipal solid waste. Appreciating the platform for raising consciousness about challenges and solutions in solid waste management, he said: “Messe Frankfurt’s environmental shows are a great initiative to spread information and create awareness among citizens. The platform will certainly create a positive impact in the long run and help bring forward competitive and affordable technologies that can be easily adopted across sectors.”

Providing an overview of the opportunities and challenges in the water and wastewater sector, the conference also brought forward CETPs issues and the pertinent solutions along with the latest developments in membrane technology, zero liquid discharge and sequencing batch reactor. The concept of co-processing for complete resource and energy recovery from industrial solid waste was also one of the key topics touched upon.

Authorities and industry associations come forward with encouragement and support for next edition in 2015

The last day of the fair saw authorities and industry associations coming forward with strong support for next edition in 2015. Mr. Raj Manek, Executive Director and Board Member of Messe Frankfurt Asia Holding Ltd. said: “Feedback from the industry, both exhibitors and visitors, was extremely encouraging and have strengthened our resolution to draw attention to the latest developments in waste, water and renewable energy market through our environment expositions.”

With Indian businesses increasingly realising the importance of sustainable practices and their long term business benefits, the 2015 edition of Messe Frankfurt India’s environmental fairs will bring focus on modern eco-efficient and competitive technologies in wastewater treatment, solid waste management, pollution control and renewable energy and will be held in September next year in New Delhi.

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For more information about the Indian fairs, please visit respective event websites: www.watertechindia.com; www.wastetech-india.com; www.cleantech-india.in

Details about Messe Frankfurt's environmental technology events can be found at www.environment.messefrankfurt.com, including information about partners, themes and topics, as well as details about Messe Frankfurt's expertise in this field.

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €545 million in sales and employing some 2,000 people worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 150 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised a total of 113 trade fairs, of which more than half took place outside Germany.

Comprising an area of 578,000 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. 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