

Press Release

Premieres at IFAT Munich New “Spotlight Area Hydrogen”

July 4, 2023

- IFAT Munich presenting Spotlight Area Hydrogen for the first time
- Another premiere: the cross-industry sessions
- Start-up area part of IFAT Munich again

Two premieres and a tried-and-tested formula for success. When it takes place again from May 13 to 17, 2024 at the Munich exhibition center, IFAT Munich will once again present itself as the central meeting place for the international environmental technology industry.

Premiere: Spotlight Area Hydrogen

IFAT Munich 2024 will be presenting the “Spotlight Area Hydrogen” for the first time. IFAT Munich in 2022 already had a special project on this topic, which received very positive feedback. 500 square meters in Hall A4 are planned for the next IFAT Munich.

The Spotlight Area Hydrogen will serve as a contact point for answering the most frequently asked questions by visitors, especially from municipalities and cities, on the topic of hydrogen in the circular economy. In addition, there will be a speaker’s corner for discussing current issues and potential solutions. The area will also serve as the starting point for the planned Solution Tours on the topic of hydrogen. Partners of this initiative are the German Technical and Scientific Association for Gas and Water (DVGW) and the Hydrogen Center Bavaria (H2.B).

Registration as an exhibitor at the Spotlight Area Hydrogen will be possible from the beginning of August via the IFAT website.

Premiere at IFAT Munich: the cross-industry sessions

With the second premiere, the newly introduced cross-industry sessions, IFAT Munich, in cooperation with various events at Messe München, is focusing on solutions from different sectors and industries. Across various industries, joint solutions for a circular economy will be addressed and developed. Thanks to its extensive network, IFAT Munich brings together specialists and experts from the

Sabine Wagner
PR Manager
Phone +49 89 949-20802
Fax +49 89 949-97-20802
sabine.wagner@
messe-muechen.de

Messe München GmbH
Am Messesee 2
81829 München
Germany
messe-muenchen.de

municipal and commercial sector with an interest in the circular economy and in closing cycles.

The cross-industry sessions first kicked off at OutDoor by ISPO in June. The second session took place in July at digitalBAU. More information about the cross-industry sessions can be found at <https://ifat.de/en/trade-fair/program/cross-industry-sessions/>

Part of the trade fair again: the start-up area

A proven format shows itself to be just as innovative: the start-up area. After being successfully implemented at IFAT Munich 2022, this area will also be part of the trade fair again in 2024. Companies from all areas – around 60 are planned – can present themselves here. The start-up area thus covers the entire IFAT Munich product index. To be able to take part, the exhibitors must have a prototype or a minimum viable product (MVP) that will be shown on site.

At IFAT Munich 2024, in addition to the exhibition space, this area will also cover the adjoining Green Stage. This stage serves as a presentation platform both for start-up companies and established exhibitors. In addition, slots are also available here for cross-industry sessions.

New this year are the (guided) start-up tours and the four sets of start-up topics on the Green Stage.

More information can be found at <https://ifat.de/en/>

About IFAT Munich

IFAT Munich 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 strategies to make maximum use of resources and to close raw material cycles. The next IFAT Munich will be held at the exhibition center in Munich from May 13 to 17, 2024.

IFAT worldwide

Messe München not only demonstrates its considerable expertise in organizing environmental technology trade shows with the world's leading trade fair IFAT Munich. Other international events include IE expo China in Shanghai, IE expo Chengdu in Chengdu, IE expo Guangzhou in Guangzhou, IE expo Shenzhen in Shenzhen, IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, IFAT Delhi in New Delhi, Singapore International Water Week (in cooperation with IFAT) in Singapore as well as IFAT Brasil in São Paulo from 2024 onwards. Together, the ten IFAT events form the world's largest network for environmental technologies.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 trade fairs for capital goods, consumer goods and new technologies. Every year, a total of about 50,000 exhibitors and around three million visitors take part in more than 200 events at the Exhibition Center in Munich, the ICM – International Congress Center Messe München, the CCN – Conference Center North Messe München, the MOC – Event Center Messe München, and abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia, and South America, and with around 70 offices worldwide for more than 100 countries, Messe München has a global presence.