

Munich, June 30, 2020

Press Release

#OnWeGo

IFAT impact: new platform for the international environmental sector

- Identifying and seizing opportunities
- IFAT impact Panel Discussion, July 15, 2020
- IFAT impact Business Summit, September 8 to 10, 2020

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The IFAT network is active—even during the coronavirus crisis: IFAT impact is a new knowledge platform aimed at promoting the exchange of expertise within the international environmental sector. The platform will be launched by two digital events in July and September. Participation is free of charge.

"IFAT is more than just a trade fair—it is the most important network in the global environmental industry. And with IFAT impact we are now developing new formats to complement the physical get-together at the trade fair," explains Stefan Rummel, Managing Director of Messe München. These events can be purely digital, hybrid or analog at IFAT fairs. "We are using the crisis for a boost to innovation. Both for ourselves and to support the industry on its way out of the coronavirus crisis."

How to realize an ecologically sustainable economy

The launch event will be the digital panel discussion on "Environmental technologies in times of the coronavirus—and beyond: accelerators for an ecologically sustainable economy." The panel will be about the future of the European Green Deal, how industries and municipalities can shape change locally and how green innovations are to be financed.

Opened by Federal Environment Minister Svenja Schulze, the expert panel will have a European perspective with, for example, Patrick Hasenkamp as President of Municipal Waste Europe (MWE), Peter Kurth as President of the

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European Federation of Waste Management Industries (FEAD), Lynette Chung as Head of Global Sustainability at Covestro AG—a world-leading supplier of polymers—and Sebastian Porkert, who as Managing Director of Ecofario has declared war on microplastics

Major business summit in September

Target-oriented B2B networking, initiating business relationships, concrete solutions, product presentations and a top-level conference program: at the three-day digital IFAT impact Business Summit in September, companies will present their innovations, and participants from all over the world will attend presentations, arrange individual appointments and gain information in the conference program.

IFAT impact Panel Discussion, July 15, 2020, 10:00–12:00 (CET)

IFAT impact Business Summit, September 8–10, 2020

For more information about IFAT impact please visit ifat.de.



IFAT impact: new knowledge platform for the environmental sector

About IFAT

IFAT is the world's largest trade fair for environmental technologies. This is where the global water, sewage, waste and raw materials management industry presents its solutions for industry and municipalities—with the aim of keeping valuable resources in circulation, from plastics and building materials to the “blue gold.” The last edition attracted 3,305 exhibitors and 142,472 visitors, half of them from international markets throughout the world. IFAT is held every two years at the exhibition center in Munich; the next time from May 30 to June 3, 2022.

IFAT impact

IFAT impact is a knowledge platform, offering the global environmental industry new formats for sharing expertise—during the coronavirus crisis and beyond. On July 15, 2020, IFAT impact will be kicked off by a top-class digital panel discussion. The IFAT impact Business Summit—held online from September 8 to 10, 2020—will then offer concrete solutions, product presentations as well as a wide range of lectures and networking opportunities.

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.

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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.