

IFAT Eurasia 2015,
Trade Fair for Environmental Technologies

April 16–18, 2015

CONGRESIUM ANKARA

ATO International Convention & Exhibition Center

www.ifat-eurasia.com



THIS FAIR IS HELD UPON THE AUTHORIZATION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH LAW NUMBER 5174.

Eurasia's Leading Trade Fair For Environmental Technologies

More than half of the world population will be living in cities in 2020. The increase in waste production is even higher than the rate of urbanization. Annual waste production in the world will reach 2.2 billion tons in 2024 according to forecasts of the World Bank.

We need to find fast solutions for:

- Clean potable water
- Efficient use of resources
- Measures for sustainable production and consumption
- Use of advanced technology in recycling
- Cleaner and more habitable cities

Fortunately, technologies exist designed for solving the above problems.

Environmental problems have become more severe due to increased industrialization and urbanization as well as the increase in production and consumer purchasing power. Environmental problems have started to threaten human health and life in some regions.

On the other hand, remedies that can slow down and prevent environmental deterioration can only be implemented through technology.



The most important step for preventing environmental deterioration will be to study it as a problem that can be solved economically.

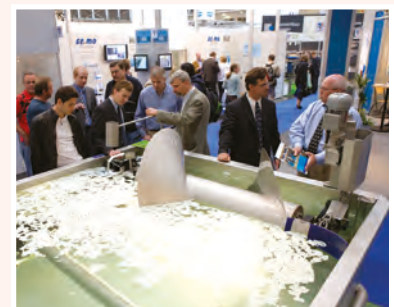
The environment technologies sector aims to create a sustainable world without making any concessions in production, consumption and social welfare. It has to **state this message clearly** to the whole world.

- ➔ Internationally accepted quality
- ➔ Information network of solution providers
- ➔ Supporting program with the participation of globally recognized experts
- ➔ Global promotion with contributions of Messe München International representative offices operating in more than 90 countries



Product and Service Scope

- ▶ 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



Why Turkey?

Turkey, the Gate of the Western World opening to the East is familiar with different terms, traditions and customs in the Eastern and Western markets. Turkey is in close contact with both regions and is able to take advantage of these differences.

Regulations, implementations and investments in environment technologies, which especially increased after the opening of the environment chapter and were initiated within the scope of European Union discussions after December 2009, helped to increase the standing of Turkey in world rankings.

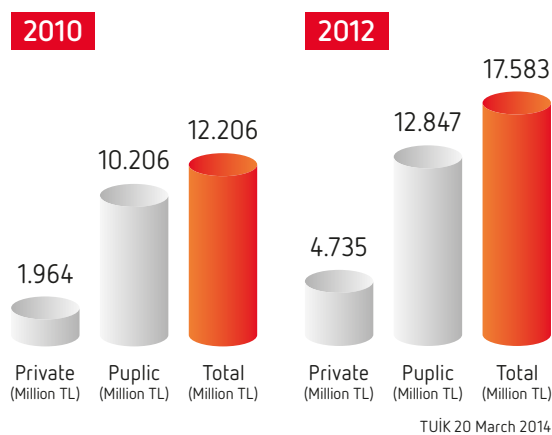
The conditions for investment are encouraging for environment technologies and the renewable energy sector in Turkey. In addition to the existing investment opportunities in the areas of waste management, water, wastewater and environmental consultancy, growth is expected also in the areas of controlling air and marine pollution.

To increase the level of waste treatment in Turkey, there are plans to increase solid waste storage areas and solid waste processing equipment sufficiently and to use more advanced technology. Construction of new water treatment plants and renewal of existing ones is on the agenda for areas that include almost half the population. In addition, many companies that produce waste are looking for waste treatment solutions.

Turkish companies in the sector of environmental technologies are seeking technology transfer, company mergers and joint ventures for financing, experience and expertise.

Turkey has above average figures of waste production in both urban waste and industrial waste in the region due to its urbanization rate, population of 80 million and rate of industrialization.

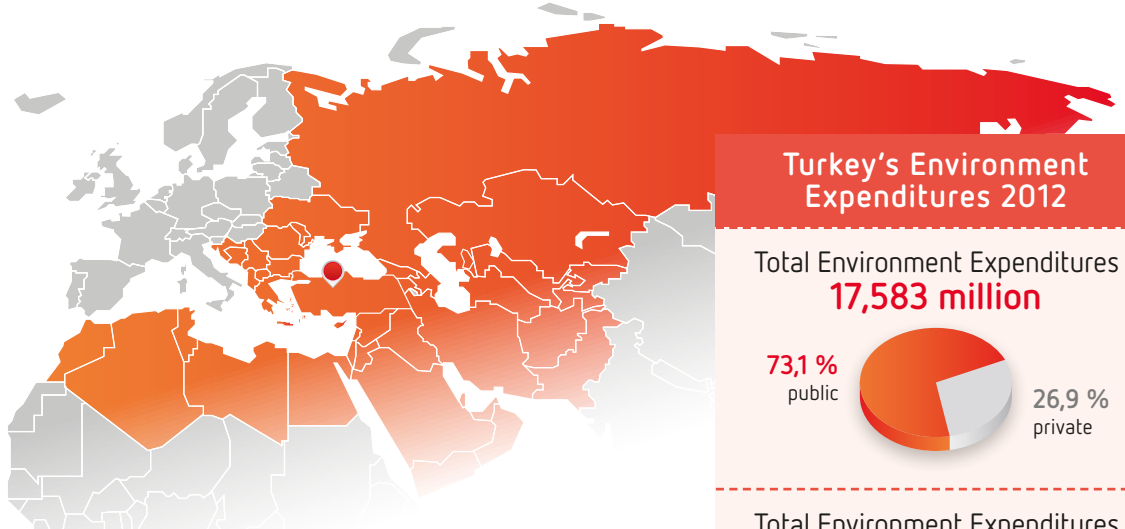
Environmental Expenditures in Turkey



The increase in environmental expenditures from 2010 until 2012 was 44 %



Turkey is the geographical, historical and cultural center of the region.



Turkey is targeting exports of 500 billion USD in its development projections for 2023. It will have a much greater need for the use of environment technologies due to the renewal of existing industrial facilities, capacity increases and the opening of new facilities.

Just in 2012, **64.116** people were employed in the management of public institutions, the private sector and organized industrial zones for environmental activities.

As the capital city and center of politics in Turkey, Ankara is the place where the management and implementation of modern environmental themes is concentrated.

Ankara is also home to many associations, headquarters of public corporations, educational institutions and non-governmental organizations.



Turkey's Environment Expenditures 2012

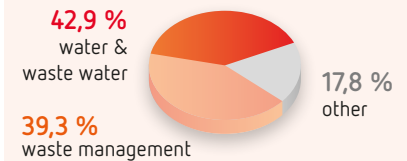
Total Environment Expenditures **17,583 million**



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Public Environment Expenditures



Private Sector Environment Expenditures



TUIK 20 March 2014

Why IFAT Eurasia?

INTERNATIONAL EXPERIENCE

Messe München International, one of the world's leading trade fair companies, brings together 2.000.000 visitors with more than 30.000 participants each year in the approx. 40 trade fairs that it organizes in Munich. MMI, also has the experience to organize exhibitions abroad with its fairs in Russia, Asia, the Middle East and South Africa.

Through promotion and marketing activities in more than 90 countries via its 6 subsidiaries and more than 60 representation offices, MMI Fairs are considered by their exhibitors and visitors as the most important activities of their sectors.

INTERNATIONAL QUALITY

IFAT 2012, with 125,000 visitors, of whom 50,000 came from foreign countries and with 2,939 participants from 54 countries, was the meeting place where leading actors of environment technologies gathered.

IFAT has been recognized as a leading trade fair in the sector by all stakeholders. It has also succeeded in being the biggest player in organizations outside Germany with its 48 years of experience in the sector.

IFAT Eurasia, which is held alternately with IFAT Munich every two years, will be hosting not only the usual IFAT visitors but also all interested parties from the region, who have difficulties in participating at European Fairs for different reasons.



The only organization that can reach sector stakeholders widely scattered in an extensive geographic area, including Turkey, the Balkans, Commonwealth of Independent States, the Middle East, North Africa and Turkic Republics.

- ➔ An international events program to be organized using MMI and IFAT connections.
- ➔ International pavilions with a high number of participants.
- ➔ Valuable support from national and international institutions and organizations.
- ➔ Promotion and marketing activities to be held in more than 90 countries.
- ➔ Effective local presentation campaign.
- ➔ The only address where buyers from the public and private sectors will meet .
- ➔ The only alternative organization in the region for public officials who only have time to participate in international fairs.
- ➔ Media support on the international level.
- ➔ The only fair in the region where new and state-of-the-art technologies can be found together.

EVENTS - ACTIVITIES

Top-rate summit meetings, sessions and press briefings with participation of national and international players who shape the sector.

- ▶ Seminars, technical and scientific meetings with national and international scientists
- ▶ International purchasing associations
- ▶ Meetings and briefings by sector associations & groups exhibitor meetings and product launches



Exhibition Venue

Congresium Ankara, ATO International Convention & Exhibition Center

ATO Uluslararası Kongre ve Sergi Sarayı
Söğütözü Caddesi No: 1/A 06510
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