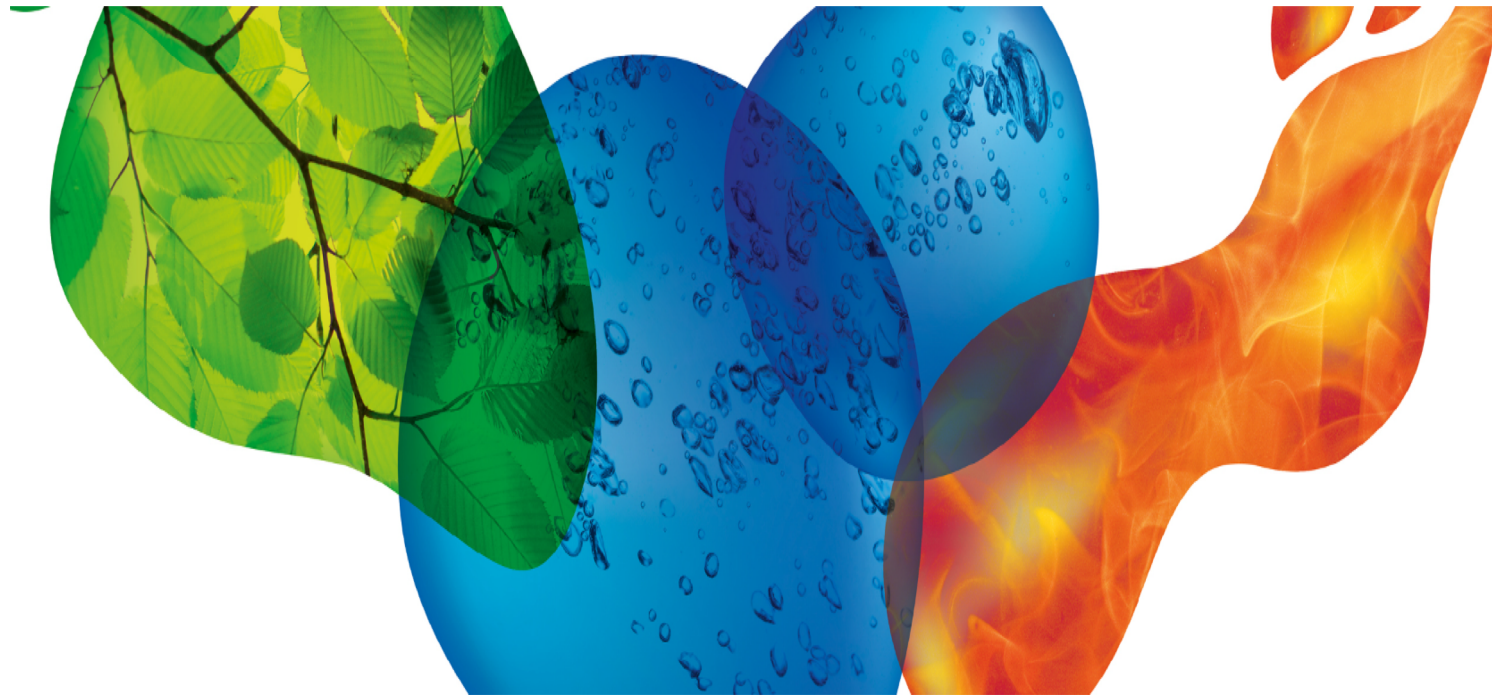


A first step into the Indian market: IFAT India and Swiss Pavilion



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BTO Solutions Schürch AG

- **Official representative of Messe München GmbH**
 - Representation area: Switzerland and Liechtenstein
 - Partner since 2015
 - One of 70 representatives worldwide

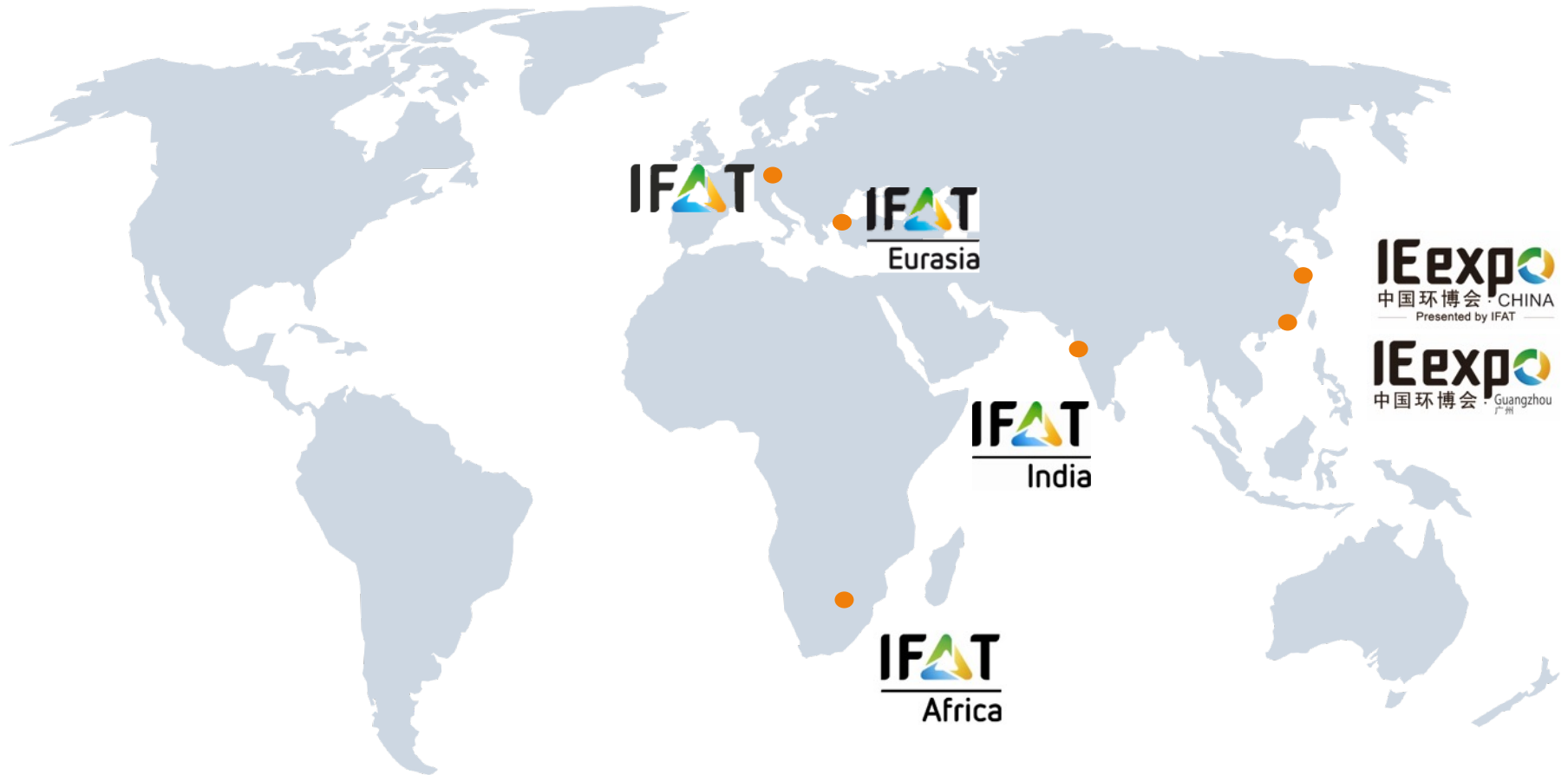
- **Duties and responsibilities**
 - Marketing & Sales in Switzerland and Liechtenstein
 - Contact partner for exhibitors, visitors and press
 - Advising on trade fair exhibit, advertising and stand construction
 - Further assistance: accomodation, travel, visa, transport

- **Messe München GmbH**
 - One of the world's leading trade fair organizers
 - Fifth-largest exhibition center in Germany
 - Trade fairs in China, India, Turkey, South Africa, Brazil and Russia
 - Trade fair portfolio:
 - Construction Machinery
 - Environmental Technologies
 - Sports business

bto solutions
BRAND TRADING ORGANISATION



IFAT network



IFAT 2018

May 14 - 18, 2018, Munich

IFAT 2016 broke all records

- 3,097 exhibitors from 59 countries
 - 1,697 exhibitors from Germany
 - 1,400 international exhibitors
 - Share of international exhibitors at 45%
- 230,000 sqm of exhibition space
 - 180,000 sqm indoor area
 - 50,000 sqm outdoor area



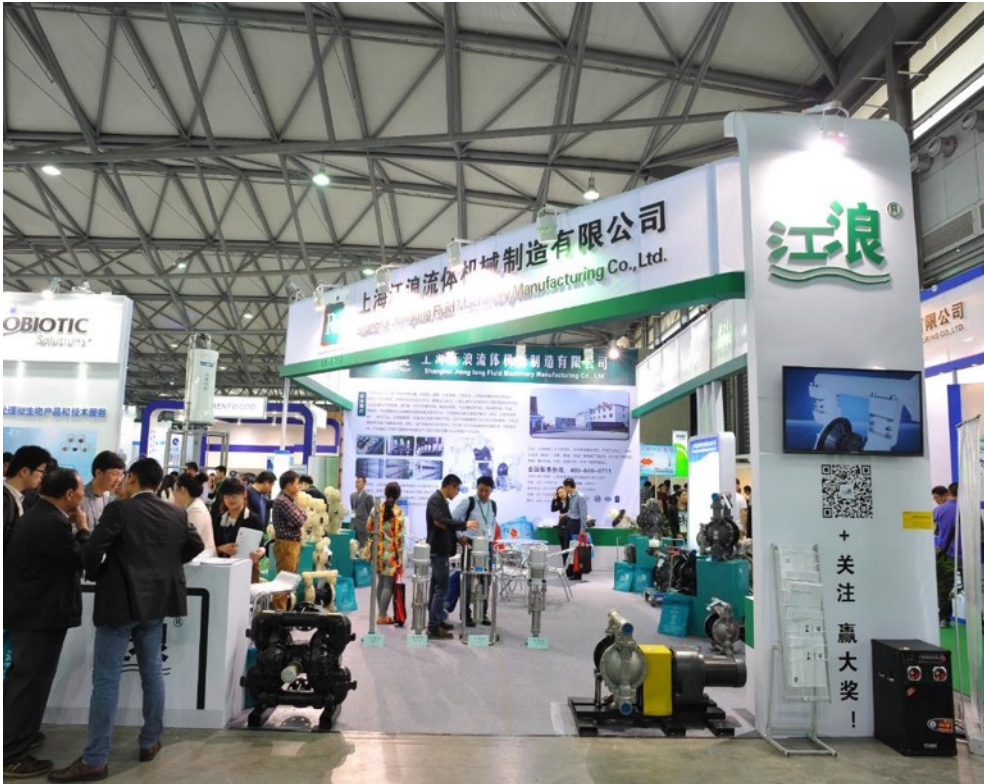
Exhibitors' top ten countries of origin

- Germany
- Italy
- The Netherlands
- Austria
- Turkey
- Great Britain
- Spain
- Switzerland
- USA
- Denmark



IE expo China 2018

May 3 - 5, 2018, Shanghai



- Asia's Leading Trade Fair for Environmental Technology Solutions: Water, Waste, Air and Soil
- 1,637 exhibitors from 31 countries
 - Exhibition space (gross): 100,000 sqm
 - China: 76%
 - International & FIE: 24%
 - Joint stands from Germany, Italy, Switzerland, Austria, USA, Korea, Japan as well as an European Pavilion and Innovation Pavilion
- 55,000 visitors from 60 countries
- First-class supporting program
 - Conferences and workshops
 - Exhibitor presentations
 - Matchmaking program with nearly 200 participants
- Cycle: annual

IE expo Guangzhou 2018

September 18 - 20, 2018, Guangzhou



- Trade Fair for Environmental Technology Solutions: Water, Waste, Air and Soil
- 418 exhibitors from 20 countries
 - Exhibition space (gross): 28,000 sqm
 - Top Ten exhibitor countries: China, Korea, USA, Germany, Japan, Canada, Hong Kong, Austria, Macau, Taiwan
- More than 24,700 visitors from 38 countries
 - Top Ten visitor countries: China, Ghana, Hong Kong, Malaysia, South Korea, Pakistan, Indonesia, Hungary, Saudi Arabia, Vietnam
- Supporting program
 - Around 20 events in the fields of "Water, Waste, Air and Soil"
 - Matchmaking "International Buyers Business Matchmaking"
 - Talents recruitment fair for students and Young Professionals
- Cycle: annual

IFAT Eurasia 2019

Spring 2019, Istanbul



- Eurasia's Leading Trade Fair for Environmental Technologies
- 230 exhibitors from 18 countries
 - Turkey: 63 %
 - International & FIE: 37 %
 - 412 represented companies
 - Exhibition space (gross): 17,087 sqm
- 11,326 visitors from 68 countries
- Supporting program
 - Key topics: Implementation of the „Sustainable Development Goals“ in Turkey
 - Numerous panel discussions with international experts
 - „University Challenge“ a student competition for the upcoming generation of environmental professionals
- Cycle: biannual

IFAT Africa 2019

July 9 - 11 2019, Johannesburg



- Trade Fair for Water, Sewage, Refuse and Recycling
- 152 exhibitors from 16 countries
 - South Africa: 36 %
 - International & FIE: 64 %
 - Exhibition space (gross): More than 6,000 sqm
 - Joint stands from China, Germany, the Netherlands and Switzerland
- More than 1,800 visitors from 38 countries
 - South Africa: 82%
 - International: 18%
- Supporting program
 - 3 parallel forums
 - technical-scientific Forum (Forum I)
 - Speakers' Corner (presentations of Präsentation von Produkten und Lösungen in Bezug auf die im Forum I diskutierten Themen & Herausforderungen)
 - Young Professional Forum (Forum II) in the fields „Capacity Building, Career Development and Business Matching in the Waste & Water Sector“
- Cycle: biannual

IFAT India - India's leading trade fair for Water, Sewage, Solid Waste and Recycling



Facts and Figures 2017

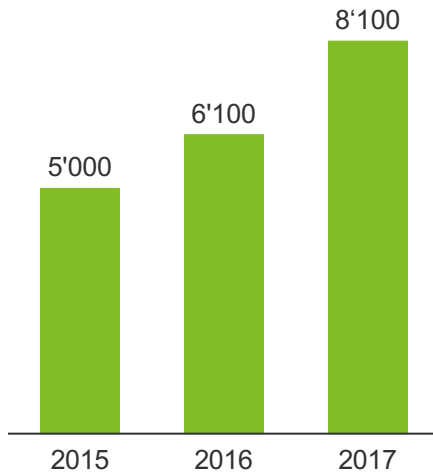
- **8,100 m² exhibition space** (+24% compared to 2016)
- **6,765 visitors** (+30% compared to 2016)
- **184 exhibitors from 18 countries** (+28% compared to 2016)
 - India: 46%
 - International & FIE*: 54 %
- **Pavilions**
 - Austria
 - German Water Partnership
 - Germany
 - China
 - Switzerland
- **Visitor profile (influence on purchasing decisions)**
 - Decisive 35%
 - Jointly decisive 53%
 - Consultative 12%



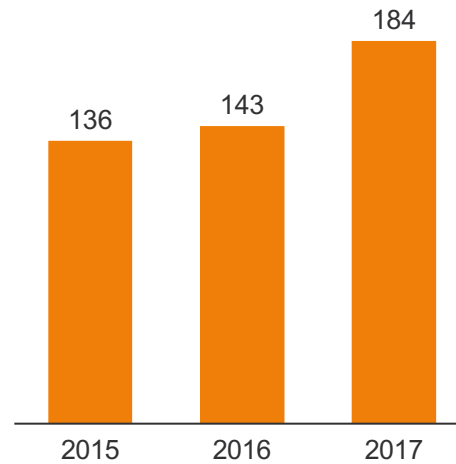
* Foreign Invested Enterprises

Development IFAT India 2015 - 2017

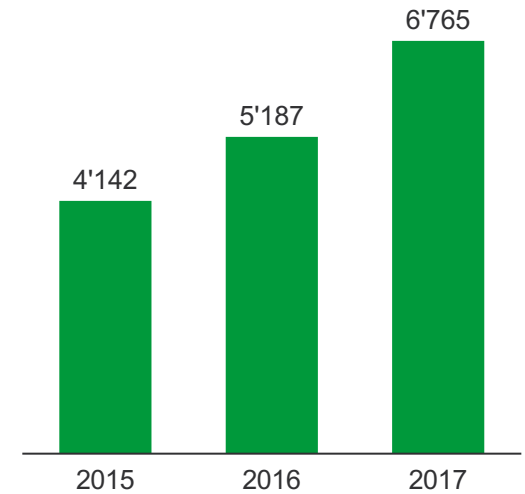
Exhibition space in sqm



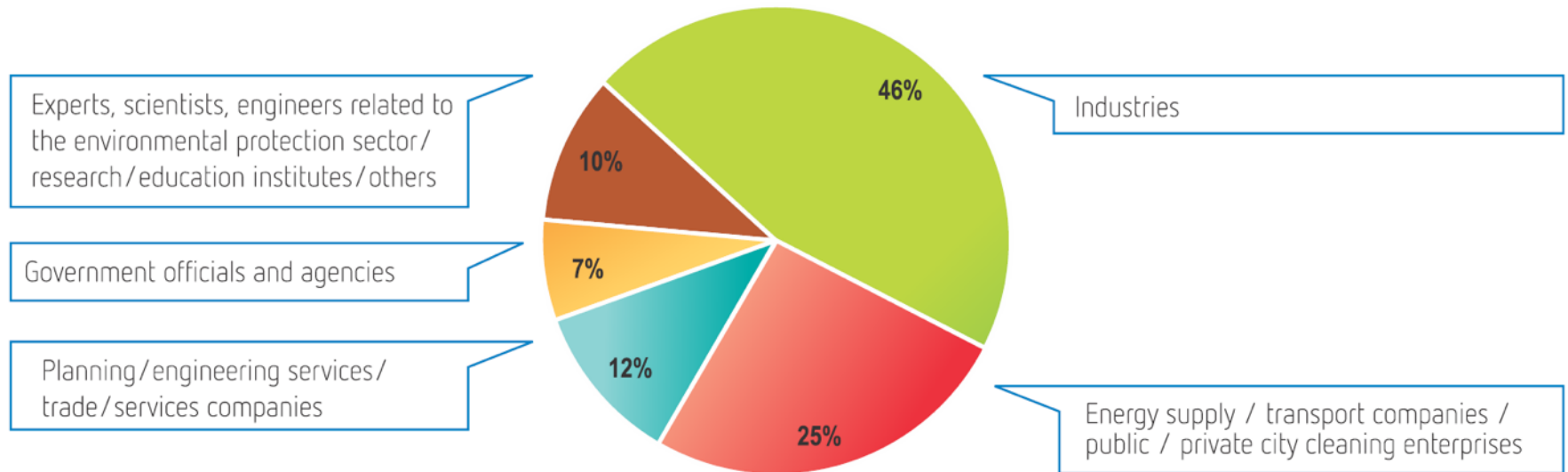
Exhibitors



Visitors



Visitor profile 2017



Supporting program 2017

- Thematic clustering of topics, connection of speakers with similar topics to encourage lively and exciting discussions

- Four different locations:
 -  **Innovation Exchange Forum**
Main forum for technical-scientific presentations

 -  **Active Learning Center**
IFAT India's "Action Area"; designed as multi-purpose venue for exhibitor presentations, Products in Practice Sessions, University Challenge as well as a room for networking and career events

 -  **Room of Ideas**
Meeting room available for rent to conduct meetings, assemblies, workshops

 -  **TERI - Conference Venue**
Environmental Technology Conference by TERI

Outlook IFAT India 2018

- **Larger hall and outdoor space** to accommodate increasing demand (total of 12,000 sqm)
- Various **country pavilions** such as Germany, Switzerland, Austria, UK, Korea and China
- High caliber **supporting program** including
 - workshops
 - live demonstrations
 - buyer-seller-forum
 - networking opportunities
 - events for young professionals
- **Comprehensive exhibition spectrum** including water, sewage, solid waste and recycling

„LANXESS has been active in India since 2010. This is our first participation in IFAT India and we are extremely happy with the response, which is a reflection of the potential that India holds as an upcoming market in environmental technologies.“

**Dr. Michael Pies, Vice President
LANXESS Energizing Chemistry**

SWISS Pavilion organized by Swissenviro GmbH @ IFAT India



Advantages of the SWISS Pavilion

- Attractive, prominent location and a turnkey fair stand
- Clearly identifiable by its Swissness
- Traditional Pavilion design achieves high degree of attention
- Offers a strong presence for Pavilion exhibitors
- Professional and experienced group organizer
- Providing an efficient infrastructure, professional services and extensive individual customer service
- Minimal effort due to central organization



Packages and other options to participate

Sizes & Prices	Economy (6 m ²)	CHF	5'850.00
	Business (9 m ²)	CHF	7'850.00
	First (12 m ²)	CHF	9'850.00
	Start-Up Package (ca. 2-3 m ²)	CHF	2'950.00

- Packages include:
- Space & stand building incl. separation walls, floor and lights
 - Fascia board with company's logo
 - 1 reception desk
 - 1 table with 4 chairs (Start-Up Package: 1 bar stool)
 - 1 brochure rack
 - 1 electrical socket 220V, 500W (for laptop or similar)
 - Use of general areas (storage room, bar/bistro)
 - Stand service by hostess
 - Non-alcoholic beverages

Packages and other options to participate

- Personalised offers for
 - other stand sizes, an individual layout or display
 - individual stand placed next to the SWISS Pavilion

- Representation by Swissenviro GmbH (no company personal on stand)
 - Display of brochure CHF 500.00

Deadline for applications: July 31, 2018

→ find more information on <http://www.swissenviro.ch/Exhibitions/IFAT-India> !

SWISS Pavilion – Your contact

Urs Heutschi

Direct phone +41 (0)52 355 21 12

Email urs.heutschi@swissenviro.ch

Snežana Gajić

Direct phone +41 (0)52 355 21 14

Email snezana.gajic@swissenviro.ch

www.swissenviro.ch

Swissenviro.ch

Environmental Technology from Switzerland

Swissenviro GmbH

Kempttalstrasse 56

CH – 8308 Illnau

Phone +41 (0)52 355 21 11

Email info@swissenviro.ch

Join us at IFAT India!



IFAT India 2018
October 15 – 17, 2018
Bombay Exhibition Centre
Hall 4
Mumbai, India

