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**Press Release**

**Leading trade fair for environmental technology returns to its original name: IFAT ENTSORGA becomes IFAT again**

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- **IFAT gets a new key visual and claim**
- **The next IFAT takes place from May 5 to 9, 2014**
- **BDE remains a conceptual sponsor of the show**

After two events held under the name of IFAT ENTSORGA, the leading trade fair for environmental technologies is returning to its original name of IFAT. Eugen Egetenmeir, Managing Director of Messe München GmbH, explains: "The name ENTSORGA was included in the show's title in 2010, to communicate to the sector the fact that this event was moving from Cologne to Munich. That message has now been understood, and so we are going back to our original, succinct name of IFAT."

As well as the name change, IFAT is also adopting a new claim – "resources. innovations. solutions." This sums up the spectrum covered by the fair and its orientation. The areas of water/waste water and waste/secondary raw materials now come under the overarching term of "resources". IFAT's brand identity is also transported visually in a new and sophisticated key visual.

The Federation of the German Waste, Water and Raw Materials Management Industry (BDE - Bundesverband der Deutschen Entsorgungs-, Wasser- und Rohstoffwirtschaft e.V.), owner of the name ENTSORGA, continues to be a conceptual sponsor of IFAT. Peter Kurth, President of the BDE: "It was a logical step to concentrate on the name IFAT, in combination with the new claim, and we fully support this move. The terms used in the claim reflect the changes happening in the sector, as the business of "rubbish collection" turns into an innovative and dynamic sector of the economy, supplying industry reliably with the high-value secondary raw materials it needs."

For further information on IFAT, go to: [www.ifat.de](http://www.ifat.de). As well as a new key visual, IFAT's website is also getting a new design, which goes online in early November at the usual web address.

**IFAT**

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IFAT, the world's most important trade show for innovations and services in water, sewage, waste and raw materials management, takes place from May 5 to 9, 2014 in Munich. The last event attracted 2,939 exhibitors from 54 countries and 124,200 visitors from 182 countries. For 2014, the show is returning to its original name of IFAT.

#### **About Messe München International**

Messe München International is one of the world's leading trade-fair companies. In Munich alone it organizes around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year more than 30,000 exhibitors and over two million visitors take part in the events held at Messe München, the ICM – Internationales Congress Center München, and the MOC Veranstaltungszentrum. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.