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Messe München Singapore and IFAT enter into long-term cooperation with Singapore International Water Week

The leading event in Asia on the subject of water

- Messe München strengthens its influence as a platform for sustainable technologies
- IFAT taps into one of the key networks in the Southeast Asian region over many years
- Water Week is one of the most renowned trade fairs and pioneers in the field of water.

Messe München's subsidiary in Singapore MMI Asia Pte. Ltd (MMI Asia) and the Public Utilities Board of Singapore (PUB) have announced a long-term collaboration over ten years to organize and host the region's premier water event, Singapore International Water Week (SIWW). The Water Week is one of the most renowned trade fairs and pioneers in the field of water. The cooperation is thus an important milestone for Messe München on its way to further establishing itself internationally as a leading platform for urgently needed innovation technologies.

“This cooperation is another major component in the global IFAT network, which is now also represented in the increasingly important region of Southeast Asia. Singapore is the gateway to the Southeast Asian region and a fantastic addition to our four IFAT trade fairs in China, such as IE expo China. We are convinced that there will be considerable synergy effects here for the Asian region, but also that the entire IFAT network as a whole will benefit from this in the short and medium term,” explain the co-CEOs of Messe München, Dr. Reinhard Pfeiffer and Stefan Rummel. The topic of the new cooperation is a focus of all platforms of the IFAT network: For example, the water management adaptation of cities and municipalities to climate change was one of the core topics of IFAT Munich 2022, the worlds leading trade fair for water, sewage, waste and raw materials management.

The search for technological solutions related to water is one of the key drivers in the development of environmental technologies. Here, Water Week is one of the most important platforms in the Southeast Asian region: It shows innovative

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solutions for a water-conscious world and seeks answers to the question: What ideas, innovations and governance systems will we need in an increasingly unstable and water-scarce world? MMI Asia will be responsible for the two main elements of the new platform, the Water Expo and a series of high-level conferences, forums and seminars that make up SIWW. This partnership will take the regional meeting place for water professionals to a new level and add unprecedented value to the industry in Southeast Asia.

With this new long-term cooperation, Messe München has secured one of the key global networks. International business is a driving force for Messe München. As part of its strategic orientation, Messe München continues to develop its event formats. The subsidiary MMI Asia with its local presence in Singapore plays an important role in driving Messe München's internationalization course in Southeast Asia.

Messe München

Messe München is a leading international networking platform – in Munich and around the world, for trade fairs conducted in person or online. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These exhibitions include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The more than 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors. Since 2021, IAA Mobility has been held by the German Association of the Automotive Industry e.V. (VDA) in collaboration with Messe München GmbH.

Messe München has one of the world's most modern exhibition grounds. With its four locations, the entire exhibition grounds in Riem, the ICM – International Congress Center Messe München, the CCN – Conference Center North Messe München and the MOC – Event Center Messe München, it is able to fulfill all of its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, Brazil and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.