

Press Release

Singapore International Water Week Pte Ltd and Messe München join hands in a long-term partnership to organize the Singapore International Water Week

February 14, 2023

- **MMI Asia Pte. Ltd. awarded a ten-year agreement to organize the Singapore International Water Week (SIWW) Water Expo**
- **Partnership introduces Messe München's IFAT to Southeast Asia through SIWW which will propel its growth to a new level**
- **Preparations are underway for the new partnership, commencing from SIWW 2024 which will take place from 18 to 22 June 2024**

Singapore International Water Week Pte Ltd (SIPL) and Messe München's wholly owned subsidiary in Singapore, MMI Asia Pte. Ltd. (MMI Asia), have announced a long-term, ten-year agreement to organize the Singapore International Water Week (SIWW) Water Expo, one of the global premier water events.

A cornerstone of SIWW, the Water Expo, is the pre-eminent marketplace for the latest urban water technologies, innovation, and solutions for municipal and industrial water users in Southeast Asia. Under this ten-year agreement from 2023 to 2032, MMI Asia will organize five editions of the SIWW Water Expo and support SIPL in developing high-quality content at the show, tapping into the significant influence of the world's largest and leading environmental technology platform IFAT.

SIPL's Managing Director, Ryan Yuen, said: "We are pleased to partner with Messe München who brings a unique value proposition that complements our long-term vision for SIWW. Through the IFAT global network, we look forward to reaching a wider international audience, creating more business opportunities, and showcasing innovative water solutions and products to water agencies and

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the industry. MMI Asia will also work with us to expand SIWW into new growth areas, such as costal protection, decarbonization and digitalization, to fortify our position as a leading global event on water innovation and climate action.”

International business is a driving force for Messe München. For years, the company has been successfully expanding its portfolio around strong leading trade fairs worldwide. “As part of our strategic orientation, we are also continuously expanding the company in Singapore and developing our event formats further. The new cooperation with SIWW represents an important milestone in this strategy,” said the two CEOs of Messe München, Dr. Reinhard Pfeiffer and Stefan Rummel. “Our subsidiary MMI Asia with its local presence in Singapore plays an important role in driving Messe München’s internationalization course in Southeast Asia, which the latest success proves.”

In addition to organizing the SIWW Water Expo, MMI Asia and its partner, MP Singapore, will also be providing event management services for SIWW Spotlight 2023 and SIWW 2024 to deliver a seamless delegate experience for the two events.

Michael Wilton, CEO & Managing Director of MMI Asia, explained: “We are delighted to have the opportunity to work together with SIPL on the Singapore International Water Week, an event that has an enormous influence beyond Southeast Asia. It complements perfectly Messe München’s expertise and know-how in this vital sector for Singapore and the rest of the region. We are committed to providing a first-class experience for the industry and together with the power of IFAT bring extra value to the key topics facing the region today.”

Katharina Schlegel, Exhibition Director IFAT and bauma shows abroad, elaborated: “This cooperation is another significant part in the global IFAT network, which will now be represented through SIWW in the increasingly important region of Southeast Asia. As the gateway to Southeast Asia, Singapore and SIWW will complement our four IFAT trade fairs in China, such as IE expo China. I am convinced that there will be immense synergy effects here for the Asian region, and the IFAT network in general will also benefit from this in the short and medium term.”

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Preparations for SIWW Spotlight 2023 and SIWW 2024 are already underway. Applications for exhibition space at the SIWW 2024 Water Expo will open soon. Companies who are keen to exhibit are encouraged to contact MMI Asia early.

To find out more:

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Singapore International Water Week

Singapore International Water Week (SIWW) is a global premier platform to share and co-create innovative water solutions to meet urban water challenges. As one of the leading global water events, the biennial SIWW delivers a range of flagship programmes and platforms that gathers stakeholders from governments, utilities, academia, and industry to share best practices and solutions, showcase the latest technologies and harness business opportunities. The 10th Singapore International Water Week will be held from 18 to 22 June 2024.

Singapore International Water Week Pte Ltd

Singapore International Water Week Pte Ltd is a company set up by PUB, Singapore's National Water Agency and Singapore's Ministry of Sustainability and the Environment, as part of the strategic programme of the Singapore Government to grow the water industry and develop water technologies.

IFAT worldwide

Messe München not only demonstrates its considerable expertise in organising environmental technology trade shows with the world's leading trade fair IFAT Munich. Other international events include IE expo China in Shanghai, IE expo Chengdu in Chengdu, IE expo Guangzhou in Guangzhou, IE expo Shenzhen in Shenzhen, IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, and IFAT Delhi in New Delhi. Together, the eight IFAT events form the world's leading network for environmental technologies.

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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the Trade Fair Center Messe München, at the ICM – International Congress Center Messe München, the CCN – Conference Center North Messe München and the MOC – Event Center Messe München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.