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## Press Release

**The challenges of water supply and waste management**

# IFAT Eurasia: Billion euro investments for better environmental standards in Turkey

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- **€23 billion earmarked for drinking water, wastewater, and waste by 2023**
- **1,400 new sewage treatment plants in the next six years**
- **International co-funding of waste treatment projects**
- **More and more packaging waste to dispose of**

In February 2017, the international trade fair IFAT Eurasia will make the Turkish commercial capital Istanbul the hot spot of the Eurasian environmental technology industry. Exhibitors will include national and international market leaders, such as Alfred Kärcher, Deniz Mühendislik, EFE Endüstri, Hach Lange, İSTAÇ, İzaydaş, Koluman Otomotiv, NETZSCH Pumpen & Systeme, Standart Pompa, and Wilo. The host country alone offers extensive market opportunities: According to Germany Trade & Invest (GTAI), to meet European standards in the areas of drinking water, wastewater and waste, Turkey will have to invest well in excess of €23 billion by 2023.

### **More than €18 billion for wastewater treatment by 2023**

In general, the Turkish government is aiming at 2023 for many of its recently announced environmental targets to coincide with the centenary of the Republic of Turkey. For example, the current wastewater treatment plan envisages building more than 1,400 new sewage treatment plants and 30,000 kilometers of pipeline by the centenary. According to GTAI, this will require investments of around 63 billion Turkish lira (approximately €18.4 billion).

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### **Regulation on waste management enacted**

Environmental awareness among the Turkish population is growing. This has also encouraged politicians to look for modern waste management solutions. Among other things, this has been expressed in the comprehensive regulation for the management of waste and wastewater, which the Turkish Ministry of Environment and Urban Planning enacted last year. According to observations by GTAI analysts, several cities, regional administrative bodies as well as public and private companies in Turkey are currently investing in waste treatment. Many of these projects were co-funded by international institutions.

### **Half of household waste is packaging**

However, in parallel to these measures, the challenges are also growing. For example, changing consumer habits in Turkey are responsible for a dramatic increase in packaging waste. At present, this already accounts for half of the volume of solid household waste.

### **Industry meeting at the Istanbul Expo Center**

From February 16 to 18, 2017, IFAT Eurasia will bring together all the market players in the areas of water, wastewater, waste, and recycling at the Istanbul Expo Center (IFM). The trade fair will also be accompanied by a high-caliber supporting program. Top experts from industry and research will share their knowledge with the expert audience in a variety of conference presentations, round table discussions, and workshops.

**More information on IFAT can be found at [www.ifat-eurasia.com](http://www.ifat-eurasia.com).**

**Picture material can be downloaded from the [Media Gallery](#).**

### **IFAT Eurasia**

As an international trade fair for environmental technology, IFAT Eurasia showcases solutions for the segments of water, wastewater, waste disposal and recycling in the Eurasian region. The organizers of the event are Messe München and its subsidiary, MMI Eurasia. In 2015, a total of 10,977 trade visitors from 75 countries and 228 exhibitors from 19 countries took part. 362 companies were represented at that event. The exhibition took up 15,500 square meters of space. The next IFAT Eurasia takes place from February 16 to 18, 2017 at the Istanbul Expo Center (IFM).

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**IFAT worldwide**

Messe München's competence in organizing environmental-technology events is demonstrated not only in the world's leading trade fair for the sector, IFAT, but also in a range of other international trade exhibitions around the world. The spectrum encompasses IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, as well as IE expo in Shanghai and Guangzhou.

**Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.