

Press release

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## Future dates for CWRE announced

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### **Future dates announced for Canadian Waste and Recycling Expo: September 14 - 15, 2021, International Centre**

Owned by Messe Frankfurt, the Canadian Waste & Recycling Expo (CWRE), Canada's only trade event serving the waste, recycling and public works markets, along with Newcom Media, one of Canada's premier B2B publishers & trade show producers, announced back in Q3 2019, they had combined forces to produce future editions of the event. The alliance between the Waste & Recycling Expo and Newcom creates a unified stage capitalising on Newcom's strong relationships within the heavy-duty transportation and waste and recycling communities in Canada.

The first order of business was to survey exhibitors as well as key attendees which was completed shortly after the 2019 show. The management group has listened to the industry and made some immediate changes.

Messe Frankfurt and Newcom Media have decided to serve the industry best by changing the date pattern to a biennial model. CWRE will also have a new home at the International Centre.

### **The next edition of the Canadian Waste and Recycling Show will take place September 14 &15, 2021, International Centre, Hall 5, near the Toronto's Pearson Airport.**

Working in collaboration, the two companies have begun planning for the 2021 edition as well as enhanced features, including a heightened focus on education, training, and product discovery for the industry. "The reason this partnership is going to work is that Messe Frankfurt is committed to listening to the industry to ensure the long term success of the show," stated Joe Glionna, Newcom's President.

Greg Jira, Show Director, Messe Frankfurt added, "The industry was clearly fatigued with an annual event that had moved around too many times in the past four years. Taking a bit of a pause to regroup, and reenergize the show allows us to put our best foot forward in 2021."

Messe Frankfurt, Inc.  
3200 Windy Hill Rd. / Ste. 500 West  
Atlanta, GA 30339  
USA

Representatives from Newcom will be reaching out to past and prospective exhibitors in the coming months.

For information about the show, please contact Melissa Arnott, Managing Director Newcom Events, at [marnott@newcom.ca](mailto:marnott@newcom.ca)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces eight shows within the United States, Canada and Mexico. In addition to Techtextil North America and Texprocess Americas, the North American portfolio of events includes Home Textiles Sourcing Expo, Apparel Sourcing USA and Texworld USA, INA PAACE Automechanika Mexico City and The Clean Show.

For more information, please visit our website at [www.us.messefrankfurt.com](http://www.us.messefrankfurt.com).

**Waste & Recycling Expo / Municipal Equipment Expo**

Canada's ONLY trade event serving the waste, recycling and public works markets.  
September 14 – 15, 2021