

Press release

Wednesday, 24 October 2018

Solutions for Smart Cities

ALBA Group showcases itself at the Eco Expo Asia and China International Import Expo

+++ New corporate film presents the flagship Hong Kong WEEE Park project

Berlin. In the year of its 50th anniversary, the ALBA Group will showcase its solutions for Smart Cities at two international trade fairs in Asia. At the first one, the recycling and environmental services specialist will be represented from tomorrow, 25 October 2018, with its own stand (3-E27) at the 13th Eco Expo Asia in Hong Kong. Furthermore, the ALBA Group will be represented as part of the German Pavilion (3A3-003) at the first ever China International Import Expo (CIIE) from 5 to 10 November 2018 in Shanghai.

The ALBA Group will showcase its new corporate film presenting the Hong Kong WEEE Park project at both trade fairs. The “Hong Kong WEEE Park” for the treatment and recycling of waste electrical and electronic equipment (WEEE), which was officially put into operation in March of this year, is the most cutting-edge recycling facility of its kind in the whole of Southeast Asia. It is also regarded as being the biggest combined facility for the processing of such a wide range of equipment in the world. In the future, the majority of the “regulated” electronic waste from the Asian metropolis will be processed at this facility, which is owned by the City of Hong Kong. The ALBA Group secured this order, which is the biggest single order in its company history, in the year 2015. In addition to the construction and operation of the facility, the order also includes the creation and operation of a comprehensive collection system, with five satellite collection centres and a special fleet of HGVs. You can see the film on the ALBA Group’s Hong Kong project at <https://youtu.be/a3vNwZURNpl>.

“Modern cities require modern solutions and concepts, with the Hong Kong WEEE Park, we’ve created a flagship project here”, says **Dr Axel Schweitzer, CEO of the ALBA Group**. “Smart Cities are a very fascinating topic, especially in Asia. Here we can see how quickly modern trends are implemented and new logistics develop. It is an incentive for us to contribute here again as a pioneer to innovative Smart City solutions.”

Eco Expo Asia is an international trade fair for environmental protection, and takes place annually as part of the AsiaWorld-Expo in Hong Kong. It will be supported by the Eco Asia Conference with speeches, panels and seminars on current topics, trends and best practices. The key representatives from Asia’s environmental industry are getting together until 28 October 2018 to exchange ideas, information and innovations.

On the other hand, the China International Import Expo (CIIE) takes place against the background of the Belt and Road Initiative (One Belt, One Road – OBOR), and is expected to give countries neighbouring the Silk Road the opportunity to export more products and services to China. Up to 150,000 attendees are expected, including government procurement officers from the Chinese provinces, trading associations, and consumers. Since 2013, the Belt and Road Initiative has been concentrating the interests and aims of the People’s Republic of China under President Xi Jinping on the development and expansion of intercontinental trade and infrastructure networks between the PRC and altogether 64 other nations from Africa, Asia, and Europe.

ALBA Group in China:

The ALBA Group has been represented in Hong Kong since the early 1990s, from where it developed its Asian business. Since 2011 the company has also played a strong role in the fields of recycling consulting and technological project management in China. Today, the ALBA Group is engaged in long-term projects in the wide-ranging areas of the recycling and circular economy in China, and is offering innovative solutions which have been adapted to Chinese conditions in the areas of end-of-life vehicle recycling or WEEE, and the environmentally friendly treatment of municipal waste, amongst others.

About ALBA Group:

The ALBA Group, one of the leading recycling and environmental services companies as well as raw material providers worldwide, operates with its two brands – ALBA and Interseroh – within Germany, Europa and Asia. In 2017 its divisions generated an annual turnover of approx. 1.8 billion Euros and employed a staff of about 7,500 employees. In 2017 alone ALBA Group saved almost 4.1 million tonnes of greenhouse gases compared to primary production and at the same time about 30.2 million tonnes of primary raw materials through its recycling activities.

Further information on ALBA Group can be found at www.albagroup.de. All press releases of the ALBA Group may be subscribed to via RSS feed at www.albagroup.de/presse.

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