

Weltleitmesse für die Getränke- und Liquid-Food-Industrie
Herstellung + Abfüllung + Verpackung + Marketing
11.-15 September 2017, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry
Processing + Filling + Packaging + Marketing
September 11-15, 2017, Messe München, Munich, Germany

www.drinktec.com



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Press release

Cooperation with Brasil Brau

drinktec is now flying the flag in South America

drinktec, the World's Leading Trade Fair for the Beverage and Liquid Food Industry, is now flying the flag in South America, too. This has come about through a cooperation with Brasil Brau, the Beer Technology International Fair, which takes place in São Paulo, Brazil. Both trade shows will in future be working closely together. The details of the cooperation have been set out in a Memorandum of Understanding. These include, for example, the addition of the words "powered by drinktec" to the name of Brasil Brau, as is already the case with China Brew & China Beverage (CBB).

The Memorandum of Understanding was signed by Messe München International as the owner and organizer of drinktec and the Associação COBRACEM, the owner of Brasil Brau. It is the declared aim of Brasil Brau, with the support of drinktec, to attract more exhibitors from outside Brazil, and in the medium term to extend the spectrum of brewing technology to include all process technology, from manufacturing to filling, packaging and logistics solutions. Brasil Brau also hopes in the medium term and with the aid of drinktec, to include other beverages categories in its exhibits spectrum. For drinktec the cooperation with Brasil Brau is seen as a way of extending its position in the important Brazilian market and attracting new exhibitors and visitors from the region.

The two sides have agreed upon large booth presentations and advertising at both trade shows. The cooperation comes into force immediately and it is not limited in time. On the part of Messe München it also includes the company's trade shows abroad, i.e. drink technology India (dti), food & drink technology

Johannes Manger
Projekt PR Referent
Tel. +49 89 949-21482
johannes.manger@messe-muenchen.de



Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de



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Africa (fdt) and China Brew & China Beverage (CBB). Under the agreement Messe München may also promote these trade events at Brasil Brau. From 2017 a more intensive cooperation is envisaged, the details of which are still to be defined.

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, sees this agreement as a further cornerstone in the internationalization strategy that drinktec has been pursuing for some years: "drinktec has already established very successful offshoots in India, China and South Africa. Brazil, the third-largest beer producer in the world, is another piece in the jigsaw. As such drinktec is now represented in almost all the strategically important markets for the beverages and liquid food industry, markets that hold great promise for the future."

Cilene Saorin, president of Associação COBRACEM, considers this alliance as an important and assertive step toward expanding the spectrum of businesses housed in Brasil Brau. "The event has always had as its mission to provide platforms of knowledge, relationship and negotiations related to the brewing industry. However, considering the intense and constant demand for new technologies and also the current movements of verticalization of this industrial segment, it became essential to draw a bold strategy. This mutual cooperation agreement with drinktec certainly brings benefits to the entire beverage industry in Brazil and Latin America.

Richard Clemens, Managing Director of the professional association Food Processing and Packaging Machinery in the German Engineering Federation (VDMA), considers the collaboration of drinktec with Brasil Brau as an important and logical step in the direction of future markets. "Brazil provides good perspectives in the long term for manufacturers of machines and systems thanks to its expected growth rates. As a partner of drinktec, we welcome the collaboration, because it strengthens the network between exhibitors and visitors in this important market."

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Brasil Brau has been held every two years since 1989, initially alternating its venue between different Brazilian cities, but for the last ten years regularly in São Paulo. The last event, in 2013, attracted around 170 exhibitors and more than 8,000 visitors, half of them from North America and Europe. The next Brasil Brau takes place from June 15 to 17, 2015 in São Paulo.

drinktec has been held in Munich since 1951, and since the 1980s it has taken place on a four-year cycle. It is the most important trade fair for the sector. Manufacturers and suppliers from all over the world – global companies and SMEs alike – meet up here with all sizes of producers and retailers of beverages and liquid food products. Within the sector drinktec is regarded as the number one platform for launching new products on the world market. At this event manufacturers present the latest technology for processing, filling, packaging and marketing all kinds of beverages and liquid food – raw materials and logistics solutions included. The themes of beverages marketing and packaging design round off the portfolio. drinktec 2013, which took place at the Messe München exhibition center in Munich from September 16 to 20, 2013, was a great success, attracting 1,445 exhibitors from 77 countries and 66,886 trade visitors from 183 countries. The next drinktec takes place from September 11 to 15, 2017 in Munich.

Further information on drinktec and Brasil Brau:

www.drinktec.com

www.brasilbrau.com.br

Contact drinktec

Messe München GmbH

drinktec Press Office

Johannes Manger and Benjamin Büttner

Tel. (+49 89) 949-21482 / 21484, Fax (+49 89) 949-9721482

Johannes.Manger@messe-muenchen.de

Benjamin.Buettner@messe-muenchen.de

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Contact Brasil Brau

On behalf of Associação COBRACEM:

Fagga Eventos - Organizer of Brasil Brau

Brasil Brau Show Manager

Julia Passos

Tel. (+55 21) 3035-3231, Fax (+55 21) 3035-3101, Mobile (+55 21) 99418-3989

julia.passos@fagga.com.br

www.fagga.com.br