

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

drinktec
Go with the flow.

Munich, 26. June 24, 2015

Press Release

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Following the Advisory Board meeting

drinktec starts campaign for 2017

Following the recent meeting of the Advisory Board, the campaign for drinktec 2017 starts in a few weeks time. The 'World's Leading Trade Fair for the Beverage and Liquid Food Industry' now has a new key visual and a new-style website. In September the application documents are to be sent out to prospective exhibitors. drinktec takes place from September 11 to 15, 2017 at the Messe München exhibition center in Munich.

What are the most important themes for the future of the sector? This question prompted much debate in the meeting of the Advisory Board, which is made up of representatives from companies that exhibit at drinktec. The general consensus was that EHS, i.e. everything to do with the environment, health and safety, was becoming an ever more important theme for companies in the beverage and liquid food industry. Many companies had dedicated EHS managers to monitor compliance with environmental standards and health and safety at work regulations.

As well as the ongoing themes of resource-efficiency (sustainability), packaging (individual, reusable), water and wastewater processing, the Advisory Board also noted the growing importance of 'Industry 4.0'. The aim at drinktec is to bring all these themes to life, and to show in an informative and interesting way just how they are affecting the future of the beverage and liquid food industry. That is the key to whetting the appetite of visitors to come to Munich in 2017.

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In time for the start of the exhibitor campaign in September and dispatch of application documents, the product groups at drinktec are being revised in one or two areas. For example, the theme complex of energy, water, packaging and ingredients is to be presented in more detail. The aim is to maximize visitor potential from the target groups interested in these themes.

drinktec will also be unveiling its brand new look, to coincide with the campaign start. The familiar 'Flow' motif from 2009 and 2013 has been reworked and the color combination changed. Just what it will look like will be revealed on July 14. That's when the new-style website, at www.drinktec.com also goes online. Don't miss it—not just because of the new visuals!

A traditional feature in the Advisory Board meetings of drinktec is a review of the current situation across the sector, delivered by Beatrix Fraese from the VDMA Food Processing and Packaging Machinery Association (*Fachverband Nahrungsmittelmaschinen und Verpackungsmaschinen*), the conceptual sponsor of drinktec.

The food processing and packaging machinery segment, which in terms of production volumes ranks fourth among the 34 divisions in the German engineering industry, is expected to grow again this year, by five percent. With an average export quota of 87 percent, the suppliers of machinery and equipment to the international beverage and liquid-food sector are strongly focused on export business and active in over 100 countries.

This broad global coverage helps the industry cope with the different developments in the individual markets. The Russia-Ukraine conflict, for example, is continuing to hold back investment in the industry in Russia. And business in the eurozone is also suffering as a result of the ongoing debate about Greek debt. This contrasts with the strong impetus coming from Asia, the Near and Middle East and Latin America. And exports to the important market of the US are at a very high level, helped also by a weak euro.

About drinktec

drinktec has been held in Munich since its premiere in 1951. A four-year event cycle was introduced in 1985. drinktec 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 and packaging 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, attracted 1,445 exhibitors from 77 countries. And with 66,886 trade visitors from 183 countries, drinktec 2013 celebrated a resounding success.

The next drinktec takes place from September 11 to 15, 2017 in Munich.

www.drinktec.com

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For further information about Messe München, go to:

www.messe-muenchen.de

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