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Munich, September 10, 2018

Press information

Agreement on mutual advancement signed

drinktec worldwide and the Institute of Brewing & Distilling establish partnership

- Partnership starting immediately
- Focus on initiatives for mutual support
- Agreement encompasses the whole drinktec network

drinktec worldwide and the Institute of Brewing & Distilling (IBD) have signed a memorandum of understanding aimed at mutual advancement and joint communication activities. The agreement is effective immediately and will run for an unlimited period.

Upon signing of the memorandum of understanding, the partnership between drinktec worldwide and IBD has entered into force with immediate effect. This means the agreement includes all trade shows with drinktec in Munich, CHINA BREW CHINA BEVERAGE (CBB), drink technology India (dti) and food & drink technology Africa (fdt). The measures of IBD include but are not limited to the implementation of marketing and communication activities aimed at raising the members' awareness of the drinktec network. Moreover, there are plans for IBD events and seminars at worldwide events. At the same time, drinktec worldwide will include IBD as a partner in all communication channels.

Dr. Jerry Avis, Chief Executive Officer of IBD, sees the partnership as a gain:

“The drinktec team as well as the colleagues in Africa, China and India have many years of experience in organizing leading beverage and liquid food trade fairs. In addition, the events are world-renowned for their professionalism and quality. We are excited to be a partner of this network.”

Petra Westphal, Exhibition Group Director of Messe München, adds: “With IBD, we have a strong partner who is committed to education and serving its

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worldwide membership in the fields of brewing and distilling. drinktec worldwide and IBD will certainly complement each other well.”

IBD and drinktec worldwide

The Institute of Brewing & Distilling is the world's leading professional association for professionals in the brewing and distilling industry. As an international professional and educational body, IBD supports the promotion of education and development in science and technology in the brewing and distillation industry.

drinktec, the world's leading trade fair for the beverage and liquid food industry in Munich, forms a strong global network with CBB, dti and fdt. As part of 'drinktec worldwide', the trade fairs are leading platforms for the industry in their host countries China, India and Africa.

You can find more information on **drinktec** [here](#) and on the **IBD** [here](#).

Click [here](#) to download photos of **drinktec**.

drinktec on [Facebook](#), [Twitter](#) and [YouTube](#)

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About drinktec

drinktec has been held in Munich since 1951 and every four years since 1985. It is the most important event in the industry. Manufacturers and suppliers from all over the world, including global concerns and SMEs, meet up here with producers and retailers of all sizes in the beverage and liquid food sector.

The future is shaped at drinktec. The trade fair is regarded as the number one platform for world premieres. Manufacturers showcase their latest technologies for the production, filling and packaging of all kinds of beverage and liquid food – including raw materials and logistics solutions. The themes of beverage marketing and packaging design round out the portfolio.

About the drinktec worldwide network

drinktec worldwide represents a strong global network that unites drinktec – the world's leading trade fair for the beverage and liquid food industry in Munich – with the drink technology India (dti), CHINA BREW CHINA BEVERAGE (CBB) and food & drink technology Africa (fdt) trade fairs. drink technology India, CHINA BREW CHINA BEVERAGE and the food & drink technology Africa are the leading platforms in their respective countries for the industry. While the trade fairs in China (Shanghai) and Africa (Johannesburg) take place every two years, the dti 2017 takes place in a yearly rotation between Mumbai, New Delhi and Bangalore.

With a total of 2,847 exhibitors and more than 140,000 visitors in Munich, India, China and Africa, Messe München is the world's leading event organizer for the beverage, food, packaging, milk and liquid food industry.

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About the IBD

The IBD is the leading global provider of professional technical brewing and distilling qualifications. With over 5,000 members in 90 countries worldwide, it exists to champion the potential in its growing, worldwide community with universally recognised, international gold standard qualifications and with ready access to a network of world class experts and mentors. It believes that everyone has the right to access continual professional development; accordingly the Institute provides the content and support for students and members to achieve their career goals in an inclusive way. As the touchstone for excellence within our industry the IBD connects people, supports their development, championing both passion and progress. The desire is not to simplify or dilute knowledge, but to provide a pathway to achievement throughout the professional career of a brewer or distiller.

Messe München

Messe München is one of the world's leading trade fair organizers with over 50 of its own trade fairs for investment goods, consumer goods, and new technologies. In total, over 50,000 exhibitors and around three million visitors attend more than 200 events each year at the exhibition grounds in Munich, the ICM (International Congress Center München), the MOC Veranstaltungszentrum München, and locations abroad. Together with its subsidiaries, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.