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Press release

Final report on oils+fats 2017

oils+fats 2017: Staging the fair alongside drinktec has proven its value

- **High internationality confirms the fair's flagship role**
- **Trade visitors were highly satisfied**
- **High-quality supporting program offers additional means of knowledge transfer**

oils+fats 2017 leveraged the boost to the world's leading trade fair drinktec that was held at the same time to confirm its reputation as the European business platform for the production and further processing of vegetable and animal oils and fats. Combining oils+fats and drinktec, the world's leading trade fair for the beverage and liquid food industry, has proven its worth for exhibitors and visitors to both events. That is the verdict after the five-day event. 49 exhibitors from 16 countries presented their latest machinery, systems, components, processes and solutions for the oils and fats industry at oils+fats in Hall C1.

"Integration delivers great synergy effects"

"The concept of integrating the small, highly specialized trade fair in Hall C1, right at the midst of the hustle and bustle of drinktec, proved a complete success," says Dr. Reinhard Pfeiffer, Deputy Chairman of the Executive Board of Messe München: "Staging it alongside drinktec every four years has proven its value and the new synergy effects with beverage and above all liquid food technology will help us make advances in future, too."

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





One key aspect was the many expert discussions that were conducted throughout the trade fair. The wide international spread and quality of the visitors also contributed to the event's result. The combination of drinktec and oils+fats met with a positive response from trade visitors, as also evidenced by the increased number of visitors to drinktec from the liquid food segment.

In the view of Klaus-Peter Eickhoff, Head of Product Line Renewable Resources, GEA Westfalia Separator Group GmbH and Chairman of the Advisory Board of oils+fats, the trade fair was a resounding success: "oils+fats is one of the industry's most important trade fairs in its segment. That is demonstrated by the exhibitors who attended and brought along their latest products, as well as the visitors. Without exception, we welcomed excellently prepared customers from Asia, North America and Europe and held intensive talks. The high-caliber supporting program, with great presentations in the Food Safety Forum, the new oil bar and the Bavarian Evening rounded out the event and its special experience."

Top marks from trade visitors

Visitors to oils+fats were also satisfied with the trade fair, as the survey by Gelszus Messe-Marktforschung confirms: 95 percent praised in particular the internationality of the exhibitors and the fact that world-leading companies attended. 92 percent rated the presence of market leaders as "excellent to good." 88 percent of those surveyed were impressed above all by the full range and breadth of products and solutions on show at oils+fats. All in all, oils+fats was rated "excellent to good" by 93 percent of visitors, while 94 percent of respondents would recommend the trade fair. The fact that it was staged alongside drinktec also went down well and was assessed positively by 80 percent.

Extensive supporting program

Alongside the exhibition, the extensive supporting program with its international speakers helped raise the event's goal of promoting networking and knowledge sharing to a new level. The Food Safety Forum met with a great response. In



relation to the topic “Technological solutions to analyze and mitigate the formation of 3-MCPD and GE in food oils,” prominent representatives from the industry discussed how food contamination from and during the processing of oils and fats can be avoided. The latest measures and analytical solutions for measuring, reducing and removing such contamination were also presented at the forum.

Further highlights of the supporting program were the Practical Short Course, the DGF Education Course, the oil bar and the Bavarian Evening, which – as is now traditional – exhibitors used to rub minds and network over beer and Bavarian specialties. Anyone interested in “Novel Technologies in Oilseed Processing, Edible Oil Refining and Oil Modification” was able to find out more in the Practical Short Course. The German Society for Fat Science (DGF) held an education course on the subject of “Crushing of oil seeds – Prepared for future challenges.” For the first time this year, a wide range of different edible oils were able to be sampled at the new oil bar.

Dr. Frank Amonet, Managing Director of the Euro Fed Lipid association, was enthusiastic about the supporting program: “It was a special highlight of this year’s fair. The issue of 3-MCPD and glycidyl esters in edible oils – currently the most hotly discussed topic in the industry – was addressed at the Food Safety Forum. Visitors keenly sampled products and were able to hold lively discussions at the new oil bar, while the Practical Short Course, which was held for the 18th time, was yet again impressive.”

Further statements (press release no. 6) on oils+fats 2017 can be found in the website’s press area.

The next oils+fats will be held again in Munich in 2019.

You can find more information on oils+fats 2017 [here](#)

You can find photos from oils+fats 2017 online [here](#)





About oils+fats

oils+fats is Europe's only trade fair for the oils and fats industry. It was being held for the seventh time in 2017. The 49 exhibitors showcased machines, components and aids for production and further processing of vegetable and animal oils and fats. The highly specialized trade fair, Europe's key business and technology platform, presented the latest trends and technological developments. The supporting program, which was intended to bring together research and industry, revolves around technologies and markets of the future. oils+fats is thus the most important industry get-together for producers, refiners and dealers from the fields of vegetable and animal oils and fats. The next oils+fats will be held in Munich in 2019.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows 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 as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

