



Munich, March 26, 2015

Press Release

Knowledge-transfer and networking for the African market food and drink technology Africa presents "Breakfast Presentation Meetings"

Ahead of food and drink technology 2016 a series of "Breakfast Presentation Meetings" is being organised across South Africa, in cooperation with the VDMA (Germany's engineering federation) Food Processing and Packaging Machinery Association. These have been prompted by the current situation in the market and rising demand from industry. The aim of these events is therefore to inform the South African beverage and food industry about the latest developments in the sector and at the same time to draw attention to fdt Africa taking place in September 2016, where these developments can be viewed at the trade fair. Top-ranking speakers from industry will be presenting case studies relevant to the South African market. The first of these presentations takes place on May 11, 2015 at the Lord Charles Hotel in Cape Town. Further stages on this tour are on May 12 and 13, in Durban and Johannesburg.

"The South African food and beverages market is not only growing significantly, it is also increasingly approaching Western standards in terms of safety and hygiene," explained Dr. Reinhard Pfeiffer, Managing Director at Messe München International and responsible for food and drink technology Africa. "The Breakfast Presentation Meetings with high-quality lectures offer a platform, outside the trade fair itself, at which professionals in the industry in South Africa can gather information and exchange experiences," continued Pfeiffer.

In the opinion of Richard Clemens, Managing Director of the VDMA Food Processing and Packaging Machinery Association, the food and beverages industry in sub-Saharan Africa has favourable growth potential. "With sales of 7.2 million tonnes of packaged foods and 10 billion liters of bottled and packaged beverages (2014) South Africa is the largest market in sub-Saharan Africa. Demand is continuing to rise and the demands placed on the quality of the processed and packaged or bottled products are also increasing. Hygiene and quality control in production and packaging of food and beverages are therefore playing an ever more important role. During the Breakfast Presentation Meetings we want to inform the end-



customer segments, via case studies, how modern technology and equipment can help them meet these rising demands in terms of legislation, trade and their own customers."

"Hygienic production and packaging of beverages and food products"

The higher income potential in large parts of South African society is leading to increased demand for high-quality and fresh products. To ensure this it is extremely important for the food and beverage industry to produce safe and hygienic products in order not to endanger consumer health. Recall actions caused by food-borne infections mean not only a damaged public image but also costly legal battles and high sales losses. The pressure from the South African government, retailers and consumers for food products and beverages that are safe for consumption and of the highest quality is increasing rapidly. Companies exporting their products must furthermore comply with the legal requirements and regulatory standards of the country trading partner.

"With the first Breakfast Presentation Meetings tour in May, we want to identify ways of ensuring hygienically safe and efficient production of food and beverages through the use of improved cleaning procedures, cleaner filling and auxiliary components," explained Elaine Crewe, CEO of MMI South Africa (Pty.) Ltd. "For this reason top speakers from industry will be taking part in these events," she continued.

The speakers on the Breakfast Presentation Meetings tour in May 2015 are Hendri Downing (GEA), Stephan Scharrenbach (Ecolab), Irene Neave (Ecolab), Paul de Passos (Q-Systems), Dave Morley (Multivac) and Emmanuel Rurema (Pentair).

Further tours are planned in the run-up to September 2016. Each tour will be dedicated to a specific theme. For information on the current tour and to find out how to take part, contact Dain Richardson (dain.richardson@mml-southafrica.co.za) or go direct to <http://fdt-africa.com/breakfast-presentation-meetings/>

For further information on food and drink technology Africa go to the website, at: <http://fdt-africa.com/> and www.facebook.com/drinktec



Your press contacts for food and drink technology Africa:

Benjamin Büttner

Tel. +49 89 949-21484, Fax +49 89 949-9721484

Benjamin.Buettner@messe-muenchen.de

Dain Richardson

Tel. +27 11 476 8093

dain.richardson@mmi-southafrica.co.za

About food & drink technology Africa

food & drink technology Africa (fdt) is the third and most recent addition to the drinktec family. It premiered in 2014 in Johannesburg, South Africa, as a trade fair with adjoining congress. The organisers are Messe München International and its subsidiary MMI South-Africa, which is based in Johannesburg. The conceptual sponsor is the Food Processing and Packaging Machinery Association of the VDMA (German Engineering Federation). The event, taking place every two years, brings together global and local manufacturers of food processing machinery, beverages technology and packaging machinery with producers of foodstuffs, liquid food and beverages that operate in the region (Southern Africa). An integrated exhibitor forum, focusing on case studies with specific relevance to the needs of the regional market, provides an opportunity for knowledge-sharing and professional development. The next food & drink technology Africa (fdt) takes place on September 14 and 15, 2016 at Gallagher Convention Center in Johannesburg.