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## **Presseinformation**

### **Impressive start in New Delhi**

## **drink technology India 2017 is a big hit with the industry**

- **Trade fair quartet hosts 212 exhibitors across 11,000 m<sup>2</sup> of floor space**
- **In attendance: 9,699 visitors from across the industry**
- **Huge potential for the Indian beverage and dairy industry**

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The first ever drink technology India in New Delhi got off to a flying start: the regional spin-off of the leading trade fair for the Indian beverage, dairy and liquid-food industry, together with the partner events of Messe Düsseldorf, occupied 11,000 m<sup>2</sup> of floor space at the Pragati Maidan exhibition center in New Delhi during its debut event. Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, was impressed with the successful inaugural event: “We’re thrilled that the premiere here in New Delhi was so popular with our exhibitors and visitors. The results highlight the enormous potential of the Indian beverage industry. By alternating between different regions of India and introducing the new annual format we have created the perfect conditions to be able to serve the entire Indian beverage, dairy and liquid-food industry.”

### **Expectations have been met entirely**

Axel Jany, Weyermann® International Customer Consultant, also had nothing but praise for the event: “We have been attending drink technology India for several years now and have always achieved great results in Mumbai. India is a huge market which we are able to serve well thanks to our Indian partner company OM Distributors. Our aim with the event in New Delhi was to meet new potential customers, and that’s exactly what we did. We had a huge number of high-caliber visitors at our stand.

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Sandeep Adhikari, Country Manager at HEUFT India, also had good things to say about the event: “We’re very happy with how drink technology India went. We showcased new products and had lots of interesting conversations with visitors from within the industry. The different locations mean that we can now reach our customers much better.”

### **Status as technology platform and industry driving force solidified**

212 exhibitors unveiled their latest solutions and technological developments for the beverage, food and packaging industry to 9,699 visitors over a floor space measuring 11,000 m<sup>2</sup>. This event helped dti to solidify its status as a technology platform and driving force for the beverage, dairy and liquid-food industry in India. “Our exhibitors showcased solutions and technological developments at dti designed to meet the current needs of the country’s beverage industry”, said Bhupinder Singh, CEO, Messe München India. Over the last 10 years, drink technology India has more than established itself on the Indian market and proven that it is the number one platform for fostering business relationships. The inaugural event in New Delhi also proved that this was the case. This assertion was also backed up by the exhibitors who rated the event as top class: Hari Menon, Director of ACE Technologies & Packaging System Pvt. Ltd. India, was very impressed: “dti has really evolved over the years and that is also evident here in New Delhi. There were crowds of people in the halls and the trade fair was exceptionally well organized.” Guo Shourang, CEO, Quinhuangdao Zhongde Industry CO. LTD., from China, was also of the same opinion: “The caliber of visitors that dti attracts is what sets it apart from other industry events in India.” The fact that pacprocess India, indiapack and food pex India also took place at the same time and in the same location was an additional plus for drink technology India attendees.

### **“Evolved business platform”**

The move to make this an annual event and to host it in different locations is also a result of the fact that the Indian beverage, dairy and liquid-food market is growing. The goal of the event is to spread dti’s know-how throughout India and to be able to address and serve customers in the different regions of India better and

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with improved focus. “The high quality level achieved by the business platform that has evolved over the years in Mumbai is what we are aiming for with the regional spin-offs,” explains Petra Westphal, Cluster Director for drinktec and drinktec worldwide. “By continuing to develop our platform we are providing our customers with access to new, untapped potential and therefore ensuring real added value for the Indian beverage, dairy and liquid-food industry,” she continued. dti showcases solutions to the current challenges of the Indian beverage industry and brings the Indian market’s supply and demand partners together in one place.

#### **Important information and networking platform**

Alongside the exhibition, drink technology India visitors also got the opportunity to learn about current and future trends in the food, beverage and liquid-food industry as part of the supporting program. Buyer-Seller meetings, designed to allow exhibitors and top industry managers to hold detailed talks, were held for the second time. Globus Spirits Limited, Jayanti Beverages, Pepsico, Pernod Ricard India Pvt. Ltd and Superior Spirits Pvt. Ltd. were just a few of the names holding talks on site. The FSSAI seminar provided an interested audience with an overview of current Food Safety and Licensing & Registration rules and regulations. The seminar was organized by a new dti partner, the “Food Safety and Standards Authority of India (FSSAI),” which is part of the Indian Ministry of Health & Family Welfare.

#### **Added value on account of unique trade fair offering**

drink technology India will now take place annually in conjunction with the pacprocess India, indiapack and food pex India trade fairs of Messe Düsseldorf. This combination of four trade fairs covers the topics of drink technology, dairy and liquid food together with those of the related packaging industry (drink technology India), packaging and related processes (pacprocess India), packaging materials and aids as well as machines and technology for the production of packaging materials and aids (indiapack) as well as food and confectionery processing and packaging (food pex India) all under one roof and is unrivaled in the region. Following on from New Delhi in 2017, next year’s event location will be

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Mumbai. The metropolis on the Arabian Sea will host the trade fair quartet every two years, with a different location in other regions of India being chosen for each year in between.

The next drink technology India will be held from October 24 to 26, 2018, at the Bombay Exhibition & Convention Centre in Mumbai.

For more information about the event, visit [www.drinktechnology-india.com](http://www.drinktechnology-india.com)

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