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Press Release

drinktec 2022

Preparations are going according to plan

- **High interest from exhibitors from Germany and international markets**
- **Booking status already at 90 percent**
- **drinktec TALK: Webinar series will offer up-to-date information on the main topics from December 2021**

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drinktec, the world's leading trade fair for the beverage and liquid food industry, will take place in Munich from September 12 to 16, 2022. The continually strong demand for floor space from exhibitors in Germany and abroad shows that the trade fair enjoys a high-level acceptance as a source of inspiration for the beverage and liquid food industry. "With a booking status of 90 percent of the floor space, we can clearly see that exchange and meeting face to face still play an important role for our exhibitors," as Petra Westphal, Exhibition Director, and Markus Kosak, Exhibition Manager of drinktec, explain.

For exhibitors and visitors alike, it is already foreseeable that the demand for exhibition space will be comparable to the level of previous drinktec trade fairs. The demand for up-to-date technical information remains high. "When it comes to making investment decisions, nothing can replace having a complete overview of the technological solutions. Beverage manufacturers around the world need inspiration and dialog with exhibitors. Even during the pandemic, it was clear just how important it is that all markets can be supplied well, quickly and economically. Having the right technology is indispensable for that," stresses Richard Clemens, CEO of the VDMA Food Processing and Packaging Machinery Association, professional support of drinktec.

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It is also particularly important to the trade fair team that the digital tools already available still offer a lot of scope for making participation in the trade fair more efficient for exhibitors and visitors. Exhibitors at drinktec can highlight their expertise in the individual topic areas through entries in the Solutions Directory. This will already be of great benefit in the run-up to the trade fair, since the Solutions Directory will already be available online to search through from the end of 2021. Visitors will also be shown offerings at the trade fair for their own application areas directly on their mobile device with the help of the Innovation Guide – a service exclusively available to trade fair visitors.

To make their production sites future-proof, visitors to the trade fair can get a compact overview of machines and process technology solutions for the production, filling and packaging of beverages and liquid foods. All players in the beverage and liquid food sector will be at drinktec and be available for direct discussions.

By defining the main topics, drinktec is demonstrating the potential for investment decisions in the coming years:

The main topics

- Sustainable Production & Packaging,
- Consumer Landscape & Product Design,
- Water & Water Management, and
- Digital Solutions & Digital Transformation

offer exhibitors and visitors a good guide for looking out for the best solutions and forward-looking innovations to use in beverage and liquid food production.

“We will also fully live up to our commitment to be a source of inspiration for the industry at drinktec 2022. drinktec is where the future of the industry is shaped,” stresses Kosak. Messe München is implementing these main topics throughout the event through special areas, the allocation of the exhibitors’ own offerings to these main topics, and expert sessions in the forums.

drinktec will already start from December 2021 with the online program, drinktec TALK. In four online events on the main topics, expert presentations on current

solutions will provide compact information and enable an exchange with the speakers. The webinar series will be offered live and in English, and comprises presentations as well as an open Q&A session in which the participants can also enter into dialogue. The dates:

December 7, 2021 "Water and Water Management"

January 11, 2022: Sustainable Production & Packaging

February 1, 2022: Digital Solutions & Digital Transformation

March 1, 2022: Consumer Landscape & Product Design

"With drinktec 2022, we are delighted to once again be offering all industry partners a communication platform that conveys all the news from the industry to the world. We will of course offer our visitors a comprehensive hygiene concept, which we will align to the requirements of the pandemic as it develops," as Westphal sums up.

**More information about drinktec is available online at
www.drinktec.com/de/**

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 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 No. 1 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.

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, the Conference Center Nord 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.