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Presseinformation

Three questions for Petra Westphal

“We are doing very well on the whole”

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For nearly two years, many trade fairs had to be canceled. For its part, drinktec was postponed by one year and will now take place from September 12 to 16, 2022 on the Munich exhibition grounds. Petra Westphal, drinktec Exhibition Director, explains why the world's leading trade fair for the beverage and liquid food industry is so important for its participants and why their anticipation is so great.

In times like these, this question gets asked over and over: Is drinktec taking place?

“Yes, drinktec will take place, I have no doubt about that. Extensive easing of restrictions has already been announced for March and we are confident that many more will follow with regards to the guidelines for holding trade fairs, meaning we will experience a successful drinktec in September.”

Why is drinktec so important for the industry?

“drinktec is the only leading trade fair that brings the global industry together. This is without a doubt our strength and that's also what our exhibitors want and expect. drinktec is therefore a source of inspiration for the industry and deals with pressing topics such as sustainability, resource efficiency and digitalization. Another important aspect for our customers is the quality of the advice that – as we have discovered over the last two years – can only be ensured in person. Simply put, this industry lives on meeting, on personal contact and on global exchange.”

How is drinktec doing?

“We are doing very well on the whole. The who's-who of the industry will be present, all the key players will be there. As usual, drinktec will cover the entire range of the industry – with exhibits, networking platforms or conferences and forums. When we talk to our exhibitors, they always say: ‘It's really time we meet and exchange in person again’ – and in September, it's finally going to happen again.”

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

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, about 50,000 exhibitors and around 3 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 fairs in China, India, Brazil, Russia, South Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.