

Munich, August 30, 2022

Presseinformation

Three questions for Dr. Reinhard Pfeiffer

“The fact that the top players are here in Munich impressively highlights the importance of drinktec”

drinktec, the world's leading trade fair for the beverage and liquid food industry will take place on the grounds of Messe München from September 12 to 16, 2022. The managing director responsible for the event, Dr. Reinhard Pfeiffer, offers an overview of the current registrations and explains why drinktec is the undisputed leading trade fair in the industry.

Just a few days to go until the start of drinktec 2022. What's the response from exhibitors?

“After we had to postpone drinktec from 2021 to 2022, the anticipation of the exhibitors is huge, which is reflected in the positive responses. Everyone is really excited to be able to present their products to customers from all over the world live here in Munich again at last.

Of course, the past two years have also left their mark on this industry. Nonetheless, we are expecting around 1,000 exhibitors that will be showcasing their innovations and solutions along the entire value chain in a total of 12 halls on our exhibition grounds. And if our conversations with our customers are anything to go by, they will have lots to show off.”

What can visitors look forward to in particular?

“For a start, they can look forward to valuable specialist advice from the exhibitors as well as numerous world premieres. This is what drinktec is generally known for and will be the case this year as well. In addition, there are four big key topics that will be reflected all over the event. These are “Sustainable Packaging & Production,” “Digital Transformation & Digital Solutions,” “Consumer World & Product Design” and “Water & Water Management”. And naturally drinktec will also offer a comprehensive supporting program this year, with the

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Start-up Area, the New Beverage Concept exhibition area, "place2beer" and the premiere of two Inspiration Hubs. As an integral part of drinktec, oils+fats will also once again take place as a "trade fair within a trade fair"."

What makes drinktec so strong?

"On the one hand of course there's the variety of innovations and current topics. On the other hand, there's without a doubt its undisputed leading trade fair status, which can be clearly seen in the exhibitor structure and in the financial volumes of the industry. According to Statista, for example, the revenue of the top 10 manufacturers of beverages around the world was more than USD 250 billion in 2020. Of these 10 companies, 9 are represented at drinktec. Furthermore, the world's top 20 markets for food and packaging machines will all be at drinktec, of which more than 80 percent are among our top 20 visitor countries. Taking only Europe into account, this figure is more than 90 percent. And another impressive figure is the foreign trade volume of the markets represented at drinktec, which amounted to USD 37.8 billion in 2020. The fact that the top players belonging to the biggest sales-generating companies in the industry from around the world – in other words, the who's who of the beverage and liquid food industry – are here in Munich impressively highlights the importance of drinktec."

You can find more information at www.drinktec.com

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. oils+fats has been carried out by Messe München since 2007. Since 2013, it has been running simultaneously with drinktec.

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

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München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.