

Gandhinagar, December 4, 2021

Press Release

drink technology India 2021 industry gathering ended successfully

- Special edition for beverage, dairy and liquid food industry co-located with World Tea coffee networking, IFAT India and Inter Solar India attracted more than 16,000 visitors at the Helipad Exhibition Centre, Gandhinagar, Gujarat
- Highly curated supporting program provided information on important market drivers and led to business networking
- Getting back in the cycle from 2022

On December 4, drink technology India – back in its physical avatar at the Helipad Exhibition Centre, Gandhinagar – concluded its special edition successfully. The bounce back sentiment was huge amongst the exhibitors of drink technology India and collocated World Tea and Coffee Meet, showcasing latest innovations for the beverages, dairy and liquid food industry. The special edition witnessed footfalls from across the western region contributing to the success of the event.

“We are happy that the special edition of drink technology India delivered again a successful platform for exhibitors, partners and buyers to meet, greet and do business successfully. The exhibition halls distinguished the atmosphere of confidence and the energy to exchange business on the floor,” says Bhupinder Singh, CEO of Messe Muenchen India. The special edition of drink technology India took place at the Helipad Exhibition Centre, Gandhinagar from December 2 to 4, 2021.

Face to face interactions again

All the exhibitors, visitor, buyers and partners took full advantage of face-to-face meetings on site. Mr. Sidhant Verma, Technical and Sales Director at the *Mechanical Systems Pvt. Ltd.* expressed: “There has been a huge influx of visitors, much more than anticipated and many have expressed interest towards our product on display. This platform has helped us meet our old clients and introduced us to a lot of new clients who have in fact booked our product at the show.”

Mr. Sahil Gupta, Director at MD Group Shared his view as “The event has been organized fantastically by dti team, we have received prospective clients on all the three days of the event. Overall has been a great experience for us, we look forward to continue this participation in the future editions”.

Thought provoking supporting program

A very well curated supporting program enabled a high-class knowledge exchange program between knowledge experts and pioneers from the industry. The tailor-made topics in concurrence with market trends delivered deliberations on the way ahead. The supporting program consisted of seminars hosted by Oil Technologists Association of India and FSSAI. Key Speakers include Mr. C.S. Gohil, DO HQ, FSSAI, Ms. Sukanya Pondugala, Assistant Director, FSSAI, Dr. M. B. Chaudhary, Food Safety Officer, Food and Drug Control Administration, Gujarat and many more.

Online - the exhibition beyond 3 days

The fair extended its scope to the digital world. Through online participation options, drink technology India carried together a premium audience across the globe. The digital event platform was frequently used—to access company profiles, see products and services, to hold B2B meetings, to learn from the conference and to network.

Co-located events

IFAT India – India’s leading trade fair for water, sewage, solid waste and recycling sector; Intersolar India - the leading exhibition & conference for the solar industry and drink technology India provided the best of the solution providers under one platform offering lucrative experience to exhibitors, buyers and visitors. Many visitors enjoyed the co-location and synergies that were created by combining the date and location.

Positioning back 2022 in Mumbai

This year, drink technology India delivered a successful edition in Gandhinagar considering the current situation. With new trends & technologies transpired in last 18 months, the event gave more than enough reasons to look forward to the next edition, which will be back to Mumbai from December 7 to 9, 2022.

For more information visit – www.drinktechnology-india.com

About Messe Muenchen India

Founded in 2007 as a wholly-owned subsidiary of Messe Muenchen, Messe Muenchen India Pvt. Ltd. is one of the leading organizers of trade fairs in India with an extensive portfolio of B2B trade fairs covering various sectors: bauma CONEXPO India, electronica India, productronica India, MatDispens, drink technology India, LASER World of PHOTONICS INDIA, Intersolar India/The smarter E India, IFAT India, analytica Anacon India/India Lab Expo, Pharma Pro Pack, Indian Ceramics Asia, Smart Card Expo, MatDispens, VRTECH India, World Tea & Coffee Expo, Pack Mach Asia Expo and air cargo India. Messe Muenchen India works closely with industry stakeholders to develop well-researched trade fairs encapsulating the latest trends and innovations dominating the industry. Headquartered in Mumbai with offices in New Delhi, Bengaluru, Hyderabad and Ahmedabad, Messe Muenchen India connects global competence by bringing professionals together for business, learning and networking.