

Weltleitmesse für die Getränke- und Liquid-Food-Industrie
Herstellung + Abfüllung + Verpackung + Marketing
11.-15. September 2017, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry
Processing + Filling + Packaging + Marketing
September 11-15, 2017, Messe München, Munich, Germany

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Press Release

Advisory Board appointed – Start of preparations for drinktec 2017

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With the appointment of the Advisory Board, preparations for drinktec 2017 have now begun. Volker Kronseder, Chairman of Kronos AG and President of the Advisory Board so far, was confirmed in office. The Advisory Board represents the interests of the companies exhibiting at drinktec. The dates for the next edition of the "World's Leading Trade Fair for the Beverage and Liquid Food Industry" are September 11 to 15, 2017 in Munich.

Traditionally the Managing Director of the VDMA Food Processing and Packaging Machinery Association is also the President of the drinktec Advisory Board. Choosing Volker Kronseder for this post was therefore a formality. "drinktec is very dear to my heart," explained the boss of Kronos. "Its international scope, the whole atmosphere and the enthusiasm it generates – it is simply unique."

In their review of drinktec 2013 the board members all drew positive conclusions. They were all agreed that the last drinktec had been a great success. In particular they praised the international character of the event and its outstanding role as an ideas platform and innovations driver. Volker Kronseder pointed out that many of the innovations presented at drinktec 2013 were now reaching the market. According to Beatrix Fraese of the VDMA, drinktec will continue to have an effect for a long time and in 2015, too, it will have a positive influence on business for the German machinery and plant manufacturers. drinktec 2013 attracted 66,886 visitors, of which 62 percent were from outside Germany – that's a rise of 14 percent.



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Looking ahead, Petra Westphal, Exhibition Group Director with responsibility for the show, set out the strategies and goals of drinktec 2017. Once again, she reported, a range of measures would be used to reach out to drinktec's different target groups. As regards further growth, the drinktec team sees potential in particular in the areas of milk/liquid food and wine. And because marketing executives, too, are becoming an increasingly important group at drinktec, the aim is to further expand the "Innovation Flow Lounge" concept that was successfully introduced at drinktec 2013. In visitor communication there would be stronger emphasis on social media measures.

Beatrix Fraese reported in the meeting on the current economic situation in the engineering sector. The segment that is relevant to drinktec, namely food processing and packaging machinery, saw growth of four percent in 2014, with production volumes rising to EUR 13 billion. Strong domestic demand played a large part in this. For 2015 the machinery manufacturers are upbeat, because demand from other EU countries is rising again, the economy in China is also picking up and the industrial policies in the US are creating a favorable climate for investment.

As well as for drinktec 2017, preparations are also underway for the drinktec offshoots outside Germany, all of which are taking place in 2016: drink technology India (provisionally April 28-30), food & drink technology Africa (September 14-16) and China Brew and China Beverage (October 13-16).

With a view to drinktec 2017 and the upcoming events abroad, the team behind drinktec has been reorganized. Dr. Reinhard Pfeiffer, Managing Director of Messe München, retains overall responsibility for drinktec, while Georg Moller becomes Director of Business Unit IV, the division which includes drinktec. He takes over from Monika Dech, who is being promoted to the executive management board of Messe München as of January 1, 2015. Christina Maier, previously Exhibition Manager in the drinktec team, has been appointed Deputy Exhibition Director. And as of January 1, 2015, Exhibition Manager Markus Kosak becomes Exhibition Director for the drinktec shows outside Germany. Benjamin Büttner, an assistant in the press team, is now PR Manager for the

drinktec shows abroad as well as continuing to support Johannes Manger, who is in charge of press work for drinktec.

What the drinktec Advisory Board said about drinktec 2013

- "The international scope was superb" – Volker Kronseder, Krones AG
- "The European Beer Star received another tremendous boost, thanks to the broad international representation among the participants in this show" – Dr. Werner Gloßner, Private Brauereien Bayern
- "a tremendous success" – Volker Till, Till GmbH
- "drinktec is now also the leading trade fair for the fruit juice segment" – Klaus Heitlinger, Verband der Deutschen Fruchtsaft-Industrie
- "the No. 1 meeting point for us and our customers" – Marcus Ley, Ecolab
- "A wonderful marketplace, unmissable, the ideal platform at which to show what you can do" – Stephan J. Barth
- "drinktec has an amazing quality. At this event you can meet lots of decision-makers that you wouldn't otherwise get the chance to meet" – Dr. Reiner Brambach, EnviroChemie

About drinktec

drinktec has been held in Munich since its premiere in 1951. A four-year event cycle was introduced in 1985. drinktec is the most important trade fair for the sector. Manufacturers and suppliers from all over the world – global companies and SMEs alike – meet up here with all sizes of producers and retailers of beverages and liquid food products. Within the sector drinktec is regarded as the number one platform for launching new products on the world market. At this event manufacturers present the latest technology for processing, filling and packaging all kinds of beverages and liquid food – raw materials and logistics solutions included. The themes of beverages marketing and packaging design round off the portfolio. drinktec 2013, which took place at the Messe München exhibition center in Munich from September 16 to 20, 2013, attracted 1,445 exhibitors from 77 countries. And with 66,886 trade visitors from 183 countries, drinktec 2013 celebrated a resounding success.

The next drinktec takes place from September 11 to 15, 2017 in Munich.

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