

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

www.drinktec.com

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Press Release

drinktec—A worldwide showing, at four events around the globe

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No sooner has one trade fair ended, than preparations for the next begin. That's the nature of the business for exhibition organizers. This time, however, the intervening period until the next edition of drinktec in Munich (coming up in about two-and-a-half years time) promises to be a particularly exciting one for the international beverage and food industry. Because the future of this sector is being presented and shaped around the world—at trade fairs in Brazil (*Brasil Brau: July 15 to 17, 2015*), South Africa (*food & drink technology Africa: September 14 and 15, 2016*), China (*CHINA BREW CHINA BEVERAGE: October 11 to 14, 2016*) and India (*drink technology India: December 15 to 17, 2016*).

Through the new cooperation with Brasil Brau (see also the drinktec press release of August 2014) Messe München International has further expanded its worldwide network in the beverages and food sector. Brasil Brau, the International Fair of Beer Technology, it taking place in São Paulo from July 15 to 17, 2015, and for the first time it is being "powered by drinktec"—as was the case with CHINA BREW CHINA BEVERAGE in 2010.

Next up in the global calendar, roughly one year ahead of drinktec in Munich, is the second edition of food & drink technology Africa in Johannesburg. As well as the exhibition itself, in 2016 there will also be an integrated exhibitor forum focusing on a range of case studies with specific relevance to the demands and requirements of the South African market. Following a very successful premiere last year, and top marks from visitors and exhibitors, the venue for the 2016 event is again to be the Gallagher Convention Centre. The conceptual sponsor of the event is once more Germany's engineering federation, the VDMA (*Verband Deutscher Maschinen und Anlagenbau*).

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China Brew & China Beverage, which up until now has taken place in Beijing, takes place from October 11 to 14, 2016, for the first time in Shanghai. The venue will be the Shanghai New International Exhibition Centre (SNIEC), which offers a better infrastructure, and greater synergies deriving from closer proximity to the heart of China's beverages industry, which is centered around around this southern Chinese metropolis. The change of venue was agreed in cooperation with the VDMA and the partners of drinktec.

In 2016, the tandem trade events of drink technology India and International PackTech India will be lining up for the start for the fourth time. This successful twin trade fair takes place from December 15 to 17, 2016 at the Bombay Exhibition Centre in Mumbai. Again Hall 1 has been secured for the event. Also, the new dates have the benefit of being further apart from CBB, therefore giving exhibitors more scope for their planning.

In the two-and-a-half years leading up to drinktec 2017 these events around the globe offer exhibitors a chance to present their new products and custom solutions, and to engage in networking in what are some of the most promising markets of the world – at events that deliver the tried-and-trusted quality of drinktec.

For further information on drinktec's global events, go to:
<http://www.drinktec.com/en/Home/hn/activities-drinktec> and
www.facebook.com/drinktec

For more detailed information about the individual events, go to:
drink technology India: <http://www.drinktechnology-india.com/>
China Brew & China Beverage: <http://www.chinabrew-beverage.com/english/>
food and drink technology Africa: <http://fdt-africa.com/>
Brasil Brau: <http://www.brasilbrau.com.br>

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Messe München International

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

About drinktec

drinktec, the "World's Leading Trade Fair for the Beverage and Liquid Food Industry", is the flagship in a whole group of associated trade fairs which includes a number held outside Germany, among them drink technology India (dti) in Mumbai and food & drink technology Africa (fdt) in Johannesburg. The organizers of these events are Messe München and its subsidiaries abroad. In the case of China Brew China Beverage (CBB) in Shanghai the drinktec team from Messe München is a co-organizer, with responsibility for international participants. A close cooperation has also been announced between drinktec and Brasil Brau, the "International Fair of Beer Technology", in São Paulo.