

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](http://www.drinktec.com)

**drinktec**  
Go with the flow.

Munich, October 25, 2016

## Press Release

### **For the first time parallel to drinktec 2017 in Munich: PRO FachHANDEL**

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**PRO FachHANDEL, the specialist and order trade fair for the entire German beverage and convenience trade, will be held in Munich for the first time in 2017. It will take place on September 14 and 15 parallel to drinktec (September 11-15, 2017), the world's leading trade fair for the beverage and liquid food industry. The event will occupy Hall B0 and the foyer of ICM on the trade fair grounds in Munich. Collaboration with PRO FachHANDEL perfectly complements the offer of drinktec, which consequently addresses the complete German beverage trade sector and reaches the visitor target groups important for this industry.**

The collaboration between drinktec in Munich and PRO FachHANDEL is a win-win situation for both partners. The synergies of the two events will be combined for the benefit of visitors and exhibitors in Munich. drinktec will benefit from the fact that there will be an increase in trade fair visitors from the target group of "specialist dealers" thanks to PRO FachHANDEL. Conversely, drinktec will provide PRO FachHANDEL with the opportunity to establish itself as a platform for the beverage trade internationally and develop further.

Petra Westphal, Project Manager of drinktec, is delighted: "We are very happy that the organizer GES eG of PRO FachHANDEL has decided to attach this important event to drinktec. Thanks to the partnership concluded, a platform for beverage manufacturers will take place parallel and in close proximity to drinktec where you can meet the necessary trading partners for the entry into the German market. With that, we are fulfilling a request of the international beverage industry and also have the possibility together with PRO FachHANDEL to address European specialist dealers."

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Alexander Berger, CEO of GES and responsible for the organization of PRO FachHANDEL considers the conditions ideal: "We very pleased to have the opportunity to carry out this exciting and promising project together with Messe München. The trade fair platform is becoming even more attractive for visitors and exhibitors from the complete retail industry with the collaboration. PRO FachHANDEL with its special areas of Newcomer Market and Beer Live fits perfectly in the supporting program of drinktec."

As a driving force in the industry, world premieres, innovations and solutions for the beverage and liquid food industry are shown in Munich every four years. The range of drinktec exhibitors covers the entire process chain in the industry. Interesting especially for companies: the latest logistics solutions, the topic of process automation and digital control as well as current trends in ingredients and drink concepts. The areas of product safety & product quality, energy and resource efficiency as well as packaging & packaging materials provide interesting aspects for companies. drinktec is the platform for obtaining information about trends and innovations that the industry is dealing with and will deal with in the future.

You can find additional information about drinktec at [www.drinktec.com](http://www.drinktec.com) as well as on [Facebook](#), [Twitter](#) and [YouTube](#)

**You can find photos of drinktec [here](#).**

#### **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 there with all sizes of producers and retailers of beverages and liquid food products.

The future of the industry is set at drinktec. In the industry, the fair is considered as a premiere platform for global innovations. At this event, manufacturers present the latest technology for processing, filling and packaging all kinds of beverages and liquid food, including raw materials and logistics solutions. The topics of beverage marketing and packaging design round out the portfolio.

Approx. 1,600 exhibitors and 70,000 visitors will participate in drinktec 2017, which will take place on the grounds of Messe München from September 11 to 15, 2017. About two-thirds of the

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visitors come from foreign countries. drinktec 2017 will occupy 14 exhibition halls with a total of 150,000 square meters.

### **SIMEI**

SIMEI, the World's leading trade fair for wine technology, will take place in 2017 as an integrated part of drinktec for the first time. SIMEI, organized by the Unione Italiana Vini (UIV), has a long tradition. It has taken place in Milan since 1963. Under a cooperation agreement with the UIV, SIMEI will alternate between Italy and Munich in the future. On a dedicated SIMEI exhibition space, which will comprise at least 20,000 square meters, all kinds of machinery and equipment for wine-making and wine treatment will be presented, including the corresponding packaging.

### **Messe München**

Messe München is one of the world's leading trade-fair organizations with more than 40 trade fairs for investment goods, consumer goods and new technologies in Munich and foreign countries. More than 30,000 exhibitors and approximately two million visitors take part annually in the events on the trade fair grounds, in ICM Internationales Congress Center München and in the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade fairs in China, India, Turkey, Russia and South Africa. With a network of associate companies in Europe, Asia and Africa as well as more than 60 foreign representatives covering more than 100 countries, Messe München has global presence.

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