

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

drinktec
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Munich, September 7, 2017

Press release

Reorganization of the drinktec cluster

Markus Kosak takes over as project director for drinktec

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As of September 1, 2017, Markus Kosak is the new project director for drinktec, the world's leading trade fair for the beverage and liquid food industry. Kosak was most recently project director for the international drinktec trade fairs. He has taken over from Petra Westphal, who will remain project group manager for all drinktec events and, in future, assume direct project management responsibility for the international drinktec trade fairs.

“With Markus Kosak, a proven industry expert has taken over as project director for drinktec,” says Dr. Reinhard Pfeiffer, the managing director of Messe München responsible for the global drinktec cluster. He adds: “This reorganization also takes account of the increasing importance of drinktec in Munich, as shown recently by the addition of the Italian wine technology trade fair SIMEI with two more exhibition halls at the exhibition center in Riem.”

Markus Kosak has already been at Messe München for 12 years. He gained his first experience of drinktec back in 2005 when he started his apprenticeship in event management. In 2007, he switched to Project Group 4.2 at drinktec, the next logical step in his career. Over the past ten years, Kosak has held various positions for drinktec and the drinktec cluster, ranging from project assistant and project consultant to project director for the international drinktec trade fairs. In this role, Kosak was responsible for the positive development of the international drinktec trade fairs in China, India and South Africa.

Kosak will report to Petra Westphal, who will continue to be available as a contact person for drinktec Munich and for all other drinktec events.

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Alongside Petra Westphal, Georg Moller, head of Business Unit 4 at Messe München, is also available as an experienced and helpful contact person.

Deputy project director Christina Maier, a longstanding, hard-working employee, will be leaving drinktec on September 15, 2017. “Our special thanks go to Christina Maier. With her hard work and dedication over the years, she has made a significant contribution to the success of drinktec. We wish her all the best for her new tasks and responsibilities,” says Dr. Reinhard Pfeiffer. Maier spent worked for Messe München and drinktec for around ten years.

For more information, see:

www.drinktec.com

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 meet up here with producers and distributors of beverages and liquid foods. All sizes of company are represented at drinktec: global operators and SMEs alike. The future is mapped out at drinktec. This event is regarded as the number one platform for launching new products on the world market. Here 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 2017, which takes place at the Messe München exhibition center in Munich from September 11 to 25, 2017 expects to attract around 1,600 exhibitors and 70,000 visitors. Around two-thirds of the visitors come from outside Germany. drinktec 2017 will take up 14 exhibition halls, covering a total of 150,000 square meters of space.

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 and the MOC Veranstaltungscener München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South

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America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.