

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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Munich, September 8, 2017

Press release

drinktec and SIMEI: beverage summit in Munich

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When drinktec, the world's leading trade fair for the beverage and liquid food industry, opens its doors on Monday, September 11, the exhibition halls in Munich will be permeated by lots of Italian flair. That's because drinktec, the top event in the global beverage industry, is being held for the first time together with SIMEI, the international exhibition for winery and bottling machinery, which is organized by Unione Italiana Vini (UIV). The anticipation on the part of Messe München and UIV is just as great as their expectations for the upcoming five-day trade show.

"We look forward to the joint project and extend a warm welcome to our partners from Italy," says Dr. Reinhard Pfeiffer, Deputy CEO of Messe München. "This kind of international cooperation is extremely unusual in the trade fair world. By joining forces, drinktec and SIMEI@drinktec will become the industry's most important technology, retail and marketing platform worldwide. With its solutions aimed specifically at the wine industry, SIMEI complements what drinktec has to offer."

UIV's President Ernesto Abbona is also coming to Munich with "great ambitions." He sums up his expectations of the collaboration with Messe München as follows: "The aim is to organize an international platform that offers our exhibitors new opportunities for internationalization and opens doors for them to markets throughout the world."

Reinhard Pfeiffer believes the cooperation strengthens both partners:

"Exhibitors at drinktec will have more potential customers thanks to SIMEI being integrated. Vice versa, SIMEI's exhibitors will benefit from drinktec's international character. And the partnership also offers visitors advantages:

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Page 2

Wine producers from all over the world will have the unique opportunity at drinktec to look outside the box and learn more about innovations from other sectors, such as the beer or spirits industry.”

To give the guests from Italy a fitting welcome, the Bavarian government is even staging a state reception at the Residenz in Munich on the evening of the fair's first day.

The cooperation agreement between Messe München and the Italian wine association UIV was signed two years ago. Under it, SIMEI will still be staged every two years, but its venue will now alternate between Italy and Munich. It will be held in Munich together with drinktec every four years.

SIMEI was launched by UIV in 1963 and is, according to Ernesto Abbona, “still the most important international trade fair for winery technology and products. It's the reference point for experts from the wine industry from all over the world.”

drinktec, which is held every four years, commences on September 11 with the largest attendance in its more than 60-year history. Around 1,700 exhibitors, including around 200 at SIMEI, will take part in the world's leading trade fair for the beverage and liquid food industry in Munich. Integration of SIMEI, the world's leading trade fair for wine technology, means the space occupied by drinktec has grown to more than 150,000 square meters. In a designated “SIMEI@drinktec” exhibition area covering more than 20,000 square meters in Halls C2 and C3, leading manufacturers will present all kinds of machine technology and equipment for wine production and wine processing, including packaging solutions. That means the world's leading trade show drinktec, which is aimed at all lines of business in the beverage sector, will also be the place to be for the international wine industry. Messe München expects more than 70,000 visitors from around 180 countries over the five days.

Integration of SIMEI also reflects the trend that the largest growth in visitors to drinktec has come from the fields of wine, sparkling wine and spirits. In 2013,

Page 3

this segment accounted for 16 percent of drinktec's visitors or more than 10,000 – an increase of 83 percent over 2009. “And thanks to SIMEI, we will no doubt increase the proportion of visitors from the wine industry significantly,” adds Reinhard Pfeiffer.

drinktec is the leading trade fair and largest event for the beverage and liquid food industry, its global summit as it were. All the big names in the beverage industry will be represented at drinktec 2017 – from family-run companies to global players. The exhibitors cover the entire process chain: from production, filling and packaging, to marketing of beverages and liquid food – including raw materials, ingredients for drinks, and logistics solutions.

Italy is the leader in wine technology. “The fact that wine production has become a global phenomenon is not least thanks to Italian technology, which can be found in wineries on all continents, from America to Australia, and South Africa to China. Technology has always been the focus of our event,” states Ernesto Abbona. He regards sustainable production and filling of wine as the prominent topic at the upcoming SIMEI@drinktec. “That’s the challenge for our future and SIMEI aims to play its part in helping to tackle it.”

You can find further information on drinktec [here](#).

Photos of drinktec are available for download [here](#).

drinktec on [Facebook](#), [Twitter](#) and [YouTube](#)

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.

About SIMEI

In 2017, SIMEI, the world's leading exhibition for wine technology, is being held for the first time together with drinktec. Organized by the Unione Italiana Vini (UIV), SIMEI has a long tradition. It has been held in Milan since 1963. Following an agreement with Messe München, SIMEI will be retaining its two-year cycle, but its venue will alternate between Italy and Munich. At drinktec 2017, on a dedicated SIMEI exhibition space comprising at least 20,000 m², SIMEI will be showcasing all kinds of machinery, technology and equipment for the production and processing of wine, plus also packaging solutions.

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