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Press Release

Exhibitor Statements about drinktec 2017

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"The best drinktec of all time."

Volker Kronseder, Chairperson of the drinktec Advisory Board and Chairperson of the professional association Beverage Machinery and Dairy Technology in the German Engineering Federation (VDMA): "For me, it's been the best drinktec of all time. It was interesting that SIMEI was integrated into drinktec for the first time and that it was possible to achieve a new exhibitor record. We were again able to achieve a high degree of internationality with many high-ranking visitors. All exhibitors had excellent presentations and attracted the attention of visitors with the latest developments. The innovation density and hundreds of improvements in details at drinktec are the best proof of this. This fair will spark additional original ideas for the global food and beverage industry over the next four years. My personal impression after four days of the trade fair: I believe that the entire industry can look to the future with lots of optimism. And as always, after drinktec is before drinktec!"

Richard Clemens, Managing Director of the professional association Food Processing and Packaging Machinery in the German Engineering Federation (VDMA), Germany: drinktec again exceeded our high expectations by far. We were really impressed by the internationality and competence of visitors! drinktec is a trendsetter: Innovative solutions for applications of tomorrow were the focus of the visitors."

John Kyle Dorton, Vice President Brewery Systems, Alfa Laval Business Unit Food Systems, Sweden: "drinktec is without a doubt an important date in the trade fair calendar of Alfa Laval. We specifically reach all target industries, loyal customers and new contacts there – and indeed from all corners of the globe. We were already able to achieve our ambitious goals during drinktec 2017 on the fourth day. We were not only able to initiate a specific new business deal, but we were also able to conclude various contracts at the fair."

Marzio Dal Cin, Chairman of Anformape (National Association of Machinery Suppliers and Products for Winemaking): "The impression of the exhibitors is for the most part very good. The presence of many foreigners, particularly from the southern hemisphere, is a very positive aspect and the reason why companies have decided to believe and invest in this project. This has partly compensated for the limited presence of European and North American producers because of the harvest, as we expected. The plant manufacturers are very pleased as are those who are extending their target to

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the beverage sector as well, because they have been able to meet a wide, diverse audience. The internationalization goal of SIMEI has therefore been accomplished and this partnership with drinktec has been strategically successful. For the next editions, it will be essential to reconcile the needs of all producers around the world to achieve a truly 'global' presence."

Alberto Cirio, CEO, Arol Group, Italy: "We believed and invested in drinktec: there is no beverage that Arol Group technology cannot cap, control and inspect, in order to preserve and maintain its quality from bottling to consumption and guarantee consumers safety. Visitors at the fair were highly professional and qualified, and they participated beyond our expectations to confirm the reliability and quality of our solutions. In particular, our clients appreciated the preview of our innovative cyber physical system, an Industry 4.0 ready technology that provides bottling and process control together with management systems to optimize the production line."

Pascal Heyden, Marketing Manager, Ateliers François SA., Belgium: "drinktec is different from other yearly events because it acts like a launching & reflection point to generate new leads, launch new technologies on the market. drinktec is a huge international event, a global show people coming from PET industries from Americas, Asia Africa and of course Europe. For AF, drinktec is an important milestone that initiates an interesting investment period."

Stephan J. Barth, Managing Director, Joh. Barth & Sohn, Germany: "I am very satisfied. We talked with all customers, with whom we wanted to talk. drinktec is a great marketplace and the ideal forum to showcase our expertise. Our customers came from all continents, and there were significantly more brewers here than four years ago. The smaller ones don't have any reservations about being at drinktec anymore either."

Cristina Bertolaso, Bertolaso, Gruppo, S.p.A, Italy: "This is a new experience, certainly a positive one. The great Italian technical expertise, our ability to innovate and to communicate with customers, has been widely acknowledged and we are now ready to conquer new markets. SIMEI in Munich is a winning choice because it has drawn many potential customers, especially from the southern hemisphere. We fully committed to this project, aware that since it is harvest time in Italy and other European and American countries, there would be people absent, but we strongly believe in the internationalization that this synergy can offer".

Martin Tolksdorf, Chief Marketing Officer, Döhler, Germany: "Because the entire industry comes together at drinktec 2017, the trade fair is the ideal platform to present the latest product innovations to visitors from around the world as well as to meet customers and partners and establish new contacts. Employees from more 40 countries were represented this year, who took advantage of this great opportunity to obtain information about successful products and concepts from the various markets and develop innovative ideas together with customers. drinktec provides an ideal communication platform that has fully met our expectations."

Carlo Gai GAI MACCHINE IMBOTTIGLIATRICI, Italy: "I have been one of the major supporters of this partnership, which I truly believe in. The synergy between SIMEI and drinktec broadens our public and projects us into new and transversal markets. From historical exhibitors of both SIMEI and drinktec, I must say that the merging of these two events for us has not only been positive, but also functional. We believe that the real challenge today is internationalization, a challenge that companies in this sector are ready to turn to their best advantage. Italian technology is recognized worldwide and the possibility of showing it to such a large audience is definitely an opportunity to be seized."

Hikmet Celebi, Export Operations Chief & Key Account Sales, ecoplast, Turkey: "The trade fair was a great success for us. We have expanded our market presence in the beverage market. We had numerous discussions with customers mainly from Europe, Qatar and the Middle East. We will very likely also participate again in 2021."

Dr. Rainer Brambach, EnviroChemie, Germany: "The fair developed very well for EnviroChemie during the course of week. We were able to establish contacts with many decision-makers, whom we did not previously know, and strengthen existing contacts. This demonstrates the excellent quality of drinktec: "quality before quantity". We were able to present our innovations to specific target groups in the Water Technology Symposium. drinktec manages to bring decision-makers together from around the world; it is unique for us in such a concentrated form. Many of our visitors came from Western Europe, Russia, Asia and Africa, and this corresponds to our market presence. drinktec is the industrial exhibition of the entire beverage industry for us. This industry represents a significant portion of our business. Consequently, participation at the next drinktec 2021 is a must."

Marcus Ley, VP Global Corporate Accounts, Ecolab, Germany: "The 2017 drinktec has indeed exceeded our expectations once more in terms of quantity and more so in quality of visitors. Besides being an ever growing intercultural melting pot of people, companies and industries, this year's show has demonstrated the right instincts to focus on how to deal effectively and sustainably with the fast growing challenge of resource scarcity and food safety. The drinktec has again proven to be the most international platform to reach and inspire decision makers by the innovation hype of the industries. We'll be back in 2021 to engage in the next innovation chapter!"

Piero Garbellotto, Garbellotto SPA, Italy: "The internationalization of customers and visitors is certainly one of the most positive aspects of this exhibition, which is perfect in terms of organization and logistics too. As one of the founding members of SIMEI and consistent exhibitors at the fair, we believe it is a unique opportunity since exports are becoming increasingly essential for our sector. SIMEI and drinktec together will have to create the best situation to form an event that best reconciles the schedules of wine producers around the world to enable everyone to participate. "

Cherry Ma, Marketing Manager, HGM Food Machinery Co., Ltd., GDE Brewing Machinery Co., Ltd., China: "drinktec is one of the most important trade fairs in our appointment book. It is the absolute No.1 in the craft beer sector. The complete process chain for the production of craft beer is depicted there, and consequently it is very important for us as a producer of quality materials for the craft beer sector to be at this fair. We are already looking forward to 2021."

Martin Hammerschmid, Managing Director, GERNEP Ettiketieretechnik GmbH, Germany: "drinktec is a 'must' in our trade fair calendar! Establish international contacts and provide advice to new and existing customers competently in a pleasant ambiance: these are the reason why we are here. Sustainability is of course a major issue, but in general everything technical is in a state of constant change; drinktec provides an ideal platform to inform our customers about these issues."

Paul Commisso, Global Marketing Communications Manager, Husky Injection Moulding Systems, Luxembourg: "We are pleased with our participation at drinktec. Our primary goal was to present the benefits of a breakthrough technology to a broad global audience, and we believe our presence helped us to achieve this goal. Visitors were extremely interested in our displays, highlighting our capabilities for a broad range of beverage packaging applications, including water, carbonates, juice, sensitive, dairy and beer."

Prof. Dr. Matthias Niemeyer, Chief Executive Officer, KHS, Germany: "As a globally leading trade fair and also as the largest trade fair for the beverage and liquid food industry, drinktec is a very important platform for the entire KHS team for intensive exchanges of ideas with partners—customers, colleagues, prospects, journalists and visitors—to show our innovations and of course to conclude business transactions. The entire industry and global experts meet there. drinktec provides perfect conditions for exhibitors to present products and innovations."

Christoph Klenk, Chairman (CEO), Krones AG: "drinktec differs from other trade fairs especially by the fact that visitors sometimes stay three, four and even up to five days at the fair. The reason is that drinktec has now become a real working trade fair. My impression is that visitors deal intensively with new technologies. The variety of genuine innovations, which we presented here at the Krones booth such as the brand new beer filler Dynafill, provided plenty of opportunity for intensive discussions. The customers understand that flexibility coupled with intelligence is able to solve their everyday problems more easily. We were also able to demonstrate that with our focal topic of digitalization. At drinktec, we were also able to present our entire product portfolio and consequently support our claim as a turnkey supplier. All in all, drinktec has a leading position among trade fairs for Krones. We are very satisfied."

Rufino Landaluce, CEO, LANDALUCE SA, Spain: "Landaluce has been present at drinktec since 1985. At the beginning, we were the only Spanish company. We have always considered this exhibition the world reference in the sector with the right frequency to see new developments and tendencies. This

year with many breweries investing in new installations has been a good opportunity to follow up projects and show our new products. Visitors as usual are very professional and decision makers. An increase of craft brewers has been observed but since this is not a “beer” show, this group of visitors is not yet very large.”

Liu Lun, Marketing Manager’s Assistant, LEHUI, China: "drinktec 2017 was a very successful trade fair for us. We presented new products and had many good discussions with existing and new customers from the whole world. For LEHUI, it is of central importance to be part of the drinktec every four years, since it is the world's most important trade fair for the beverage and liquid food industry."

Palma Gagnon, Export Department, Lupamat Kompresör A.S., Turkey: "We achieved all our goals and are very satisfied with the course of the fair. You meet international customers at drinktec, who are specifically looking for solutions. drinktec is the most important trade fair for our business, and that's why we will again be on board in 2021."

Michael Birchler, Marketing Manager, Netstal-Maschinen AG, Switzerland: "We are very satisfied with drinktec 2017. The response to our applications was extremely good as well as was the number of visitors. Visitors to drinktec are from a great number of countries, and we especially noted many visitors from the Arabian region. We see great potential for Netstal there. drinktec is one of our most important trade fairs and is an excellent platform to present our innovations. That's why we will also be here in 2021 with very high probability."

Masataka Endo, Sales Manager, Nippon Closures Co., Ltd., Japan: "Nippon Closures exhibited for the first time as main exhibitor at drinktec. The result justifies this decision. We had many good discussions with existing customers, but also with a large number of potential new customers from all corners of the world. Our goal to become better known in the beverage industry was definitely achieved."

John Ranson, Marketing Manager, Pall Food + Beverage, Germany: “Pall Food + Beverage enjoyed a great event at drinktec 2017! drinktec provided one perfect stage to launch new filtration and quality control technologies to a diverse international beverage audience. Giving customers the chance to see and touch our new products was invaluable. We go home excited that we now have the opportunity to partner with customers old and new and help them improve product quality and economics with Pall Food + Beverage. Thanks drinktec – see you in 2021!”

Dr. Roland Folz, Director of Technology & Innovation, Food & Beverage Division, Pentair Process Technologies, Netherlands: "drinktec is the ‘place to be’ every four years. This is demonstrated by the quality and number of visitors, the depth of the discussions, and the business opportunities that drinktec provides. drinktec reflects trends and developments that are important to us at Pentair and about which we care very much: sustainability, quality assurance, and resource conservation."

Enrico Aureli, CEO Robopac and Ocme, President of UCIMA, Italian Packaging Machinery Manufacturers Association, Italy: "We are very satisfied because at Drinktec 2017 we showed for the first time the strength of our companies, which together embody the world leadership in providing end-of-line packaging solutions for the beverage industry. We met all of our major customers and system integrators and the overall affluence was great. The fair represents for us the ideal place for presenting our latest technological evolution: Genesis Thunder, the rotating ring machine for wrapping and stabilising loads on pallet with stretch film."

Nicholas Bloch, Executive Vice President Communications, Sidel Group, Italy: "drinktec is a key exhibition for the Sidel group, allowing us not only to introduce innovations but, importantly, also to receive vital feedback from our customers to those innovations and ensure that we maximize the potential of our investment. Visitors to our stand came from all over the world which demonstrated the global appeal of drinktec. For those who working within the industry, we would say that drinktec is most definitely an unmissable, international event. We see drinktec as the place where the roadmap for the industry over the coming years is decided upon, driving business and innovation. It is success-oriented, pragmatic and dynamic. Here, brand owners, manufacturers and converters can get a glimpse of the future of the beverage industry. With groundbreaking new technologies, products and solutions presented here for the first time, drinktec is recognized as the leading platform for innovation within the beverage and liquid food sector."

Goundi Mongi, Managing Director, Sinalco International Brands GmbH & Co. KG, Germany: "drinktec is the industry meeting place. We have already presented our brand Sinalco for the fourth time here, because we are searching for licensees as the holder of the worldwide trademark rights. We are always very pleased by the internationality of the visitors. We held talks with visitors from almost every continent. The quantity of the talks is not decisive for us, but rather their quality is what counts. And this quality is simply there at drinktec. We will certainly participate here again in 2021."

Gianfranco Zoppas, Chairman, SIPA, Italy: "drinktec has confirmed that it is the reference show for our industry, and SIPA is extremely satisfied not only by the number but above all by the quality of our visitors. All innovations presented were highly appreciated especially those providing a solution in favor of the circular economy: transforming recycled bottles back to food grade ones."

Georg Moser, Owner of Sudkraft: "It was important for us to present our still very young company to an international audience at drinktec. We are very satisfied with the positive response as well as the high frequency of visitors at our booth and in the Home & Craft exhibition area."

Mickie French, Vice President Global Marketing Communications & Insights, TATE & LYLE, London, UK: "drinktec is definitely a high quality trade fair. We came here with many of our team members from the US and Europe in order to satisfy the needs of the customers: from management over marketing to developers and technicians. What was really interesting to see this year is the

growing interest in ingredients and flavors as a natural basis and healthy aging; those customer needs will definitely drive technical developments in the future.”

David Daniels, Director Business Development, WestRock, USA: “drinktec is WestRock’s Beverage group’s most important trade show because it is so focused on beverage products and customers, and because of the event’s global attendee audience. Our visitors come from all over the world, which matches our business footprint. drinktec is the most global beverage show in the world and is therefore the most critical opportunity for WestRock to connect with our key global customers. We do expect to participate in drinktec 2021.”

Jochen Heininger, Vice President Marketing & Product Management EMEAI

WILD Flavors & Specialty Ingredients: "drinktec continues to have high priority in our event calendar. The trade fair was optimally prepared for us as an exhibitor and has again fully met our expectations this time. It is the ideal platform to present our most recent innovations concerning ‘naturalness, healthy food and great taste’ to our customers from around the world and to explain how we create trends and differentiate ourselves from the competition."

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

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

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About drinktec

drinktec has been held in Munich since 1951 and every four years since 1985. It is the most important event in the industry. Manufacturers and suppliers from all over the world, including global concerns and SMEs, meet up here with producers and retailers of all sizes in the beverage and liquid food sector.

The future is shaped at drinktec. The trade fair is regarded as the number one platform for world premieres. Manufacturers showcase their latest technologies for the production, filling and packaging of all kinds of beverage and liquid food – including raw materials and logistics solutions. The themes of beverage marketing and packaging design round out the portfolio.

About SIMEI

SIMEI, the world's leading trade fair for wine technology, will be held as an integral part of drinktec for the first time in 2017. Organized by the Unione Italiana Vini (UIV), the trade fair has a long tradition. It has been held in Milan since 1963. Under an agreement with Messe München, SIMEI will maintain its two-year cycle, switching between Italy and Munich in the future. In a designated SIMEI exhibition area, which will cover more than 20,000 square meters, all kinds of machine technology and equipment for wine production and wine processing, including packaging solutions, will be presented as part of drinktec 2017.

Messe München

Messe München is one of the world's leading trade fair organizers with over 50 of its own trade fairs for investment goods, consumer goods, and new technologies. In total, over 50,000 exhibitors and around three million visitors attend more than 200 events each year at the exhibition grounds in Munich, the ICM (International Congress Center München), the MOC Veranstaltungszentrum München, and locations abroad. Together with its subsidiaries, Messe München organizes trade fairs 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, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.