

Weltleitmesse für die Getränke- und Liquid-Food-Industrie
Herstellung + Abfüllung + Verpackung + Marketing
13.–17. September 2021, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry
Processing + Filling + Packaging + Marketing
September 13–17, 2021, Messe München, Germany

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Munich, June 6, 2019

Press Release

drinktec and SIMEI forge ahead with their successful collaboration

Messe München and the Italian wine association UIV (Unione Italiana Vini) continue their successful collaboration. At the next editions of drinktec in Munich in 2021 and 2015, respectively, wine technology will be displayed under the label “powered by SIMEI”. In addition, the agreement provides that SIMEI, the leading international exhibition for enological and bottling equipment, will take place in Milan every two years as in the past.

The two partners have agreed to support each other with the aim to strengthen both brands, drinktec and SIMEI. Therefore, drinktec will be present at the next SIMEI event in Milan from November 19 to 22, 2019 with a booth of its own.

Likewise, SIMEI will fly the flag at drinktec in Munich and be present there. The label “powered by SIMEI” will appear in all places where drinktec presents process technology especially designed for wine. It documents the ongoing close relationship between Messe München and UIV.

“In this way, we express that we continue collaborating and closing ranks“, states Dr. Reinhard Pfeiffer, Managing Director of Messe München in charge of drinktec. “Our intention is to continue implementing a strong presence for wine technology at drinktec and to offer UIV members a worldwide audience as well.”

“The domestic market is extremely important for SIMEI. Since the Munich events calendar does not allow moving the dates of drinktec into November, an edition of SIMEI in Italy can offer Italian wine growers a meeting place at the right time, namely after the grape harvest, every two years. That is how both brands can best profit from one another“, stated the UIV Secretary General Paolo Castelletti.

“By taking this decision, Messe München and UIV have responded to market needs and thus have done everything correctly“, said Richard Clemens,

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Managing Director of the Food Processing and Packaging Machinery Trade Association within the VDMA.

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 took place at the Messe München exhibition center from September 11 to 15, 2017 attracted 1,749 exhibitors from 80 countries. More than 76,000 visitors from over 170 countries attended the trade show during the five days of the event. The share of international visitors amounted to 67 percent.

The next drinktec will take place in Munich from September 13 to 17, 2021.

About SIMEI

SIMEI, the leading international exhibition for enological and bottling equipment, has a long tradition. Organized by the Unione Italiana Vini (UIV), it has been held in Milan since 1963. The next event will take place from November 19 to 22, 2019. Thus, SIMEI will open its gates for the first time also for beverages from the liquid food area, which are produced in the same way as wine, using similar technologies and packaging solutions.

Further information on drinktec: www.drinktec.com

Further information on SIMEI: www.simeit.it