



INTECHTRA
Innovative Technologies & Solutions
For the Beverage, Food and Packaging Industries

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São Paulo, July 30, 2019

Press release

Clear commitment from exhibitors across the industry for new INTECHTRA trade fair in São Paulo

Thanks to clear commitment from exhibitors across the industry, plans for INTECHTRA, the new trade fair for the beverage, food and packaging industries in South America, are progressing at full speed. INTECHTRA will make its debut next year, opening its doors for the very first time between March 31 and April 3, 2020 at the Expo Center Norte in São Paulo. The event is being organized by Messe München and its subsidiary, Messe München do Brasil.

INTECHTRA will be held every two years and will be a new and welcome addition to the global network of drinktec, the world's leading trade fair for the beverage and liquid food industry in Munich. "drinktec worldwide" links drinktec with the trade fairs drink technology India (dti), CHINA BREW CHINA BEVERAGE (CBB), and food & drink technology Africa (fdt). INTECHTRA is now set to be part of that network.

"This commitment in Brazil represents a major step in the global expansion of Messe München abroad and the implementation of the industry-specific drinktec cluster strategy," explains Reinhard Pfeiffer, Deputy CEO of Messe München, who continues: "For INTECHTRA, we are able to count on the broad support of the industry and the local expertise of our subsidiary. We are therefore very much looking forward to the debut event and are certain that it will be a huge success."

"Through INTECHTRA, Messe München is expanding its international cluster in the beverage, liquid food and packaging segment and creating a new platform for the industry in the important South American market," adds Cluster Director Petra Westphal.

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Over 80 national and international companies are expected to take part in the new trade fair. INTECHTRA will be held in the Green Hall, where approx. 12,000 m² of floor space have been reserved. The Expo Center Norte located in the north of São Paulo can be reached just as easily with public transport as via the city's main arterial roads. The international airport is also just 18 kilometers away. The convention center boasts a total capacity of approx. 80,000 m² of floor space. It has five large exhibition halls and 22 conference rooms for a total of 4,500 people.

The exhibitors will be from the following segments: filling and packaging technology, packaging materials and PET, process technology and automation, components, raw materials, ingredients, additives and logistical solutions. Numerous industry representatives have already pledged clear commitment for INTECHTRA, for example:

Oscar Braune, Managing Partner of Vebratec, Brazil: "We need an event like INTECHTRA - one that is geared towards market needs and provides an opportunity to launch new products and services every two years. There has never been a platform of this kind in South America which is why INTECHTRA has our full support."

Kim Iegoroff, Marketing & Events, Masipack Group, Brazil: "The quest to come up with innovative products and services is not just limited to the product development process but spans the entire process chain. INTECHTRA is therefore important, especially in a highly competitive market such as Brazil. We will use the trade fair to bolster Masipack's presence on the global stage."

Volker Kronseder, Chairman of the Supervisory Board of Kronen AG and President of the Advisory Board of the world-leading trade fair drinktec: With its expertise in organizing leading trade fairs all around the world and its experience as the coordinator of drinktec, Messe München is the perfect partner for

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organizing a trade fair for the beverage, food and packaging industries in Latin America.”

Richard Clemens, Managing Director of the VDMA's Food Processing and Packaging Machinery Association: “Brazil is an important market for members of the VDMA, all the more so on account of the MERCOSUR agreement. The industry association therefore welcomes Messe München's plans.”

INTECHTRA will attract visitors from all over South America, from the food and beverage industry as well as from the confectionery, bakery and non-food industries right through to the cosmetics, pharmaceuticals and industrial goods industries.

Of all the South American countries, Brazil provides the perfect market conditions for hosting INTECHTRA. It is one of the world's 10 largest economies. The Brazilian food and beverage industry is worth approx. USD 160 billion a year, which accounts for around 7% of GDP. There are around 31,000 companies working in this industry, of which 6,000 are located in São Paulo alone. The Brazilian packaging industry is worth approx. USD 34 billion, 75% of which relates to the food and beverage industry. (Source: Space Global analysis and estimates)

Messe München do Brasil will be supported by the internationally successful drinktec team in Munich and a strong network of industry experts in South America for INTECHTRA. In addition, INTECHTRA will benefit from the cross-industry knowledge of Messe München, which organizes leading trade fairs such as analytica, AUTOMATICA and IFAT to name but a few.

With INTECHTRA, Messe München will once again be providing a local source for customized solutions and a first-rate platform for innovation.

Find out more about INTECHTRA [online](#).

[Point of contact for press:](#)



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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.