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Munich, October 15, 2019

Press Release

The world's leading network for the beverage, food and liquid food industries

drinktec worldwide becomes 'bev&food tec network powered by drinktec'

The new name reflects the evolution of the trade fair network. This is because it now reflects more clearly the internationality and spectrum of the trade fair topics of the worldwide events. Since 2007, the network around drinktec has grown steadily to now include events at nine locations.

The 'bev&food tec network powered by drinktec', consisting of the own separate events drinktec (Germany), oils&fats (Germany and India), Home & Craft (Germany), drink technology India (India) and food & drink technology Africa (South Africa) as well as the cooperative event CHINA BREW CHINA BEVERAGE (China), offers numerous advantages for exhibitors and visitors alike. Petra Westphal, Exhibition Group Director Messe München, on the basic idea of the network: "We bundle the synergies of the individual events and thus provide access to the latest and best solutions for the industry." With the 'bev&food tec network powered by drinktec', custom-made platforms are available to the worldwide community. International trends, innovations and world premieres for the entire industry can be seen at drinktec, the most important summit meeting of the international beverage and liquid food industry. Regional trends and product developments are presented at events all around the globe and are tailored to the respective local needs. In addition, Home & Craft offers a specialized meeting place for the craft beer industry. Westphal is convinced: "We enable a unique exchange of knowledge, provide impetus and thus actively shape the development of the beverage, food and liquid food industries. I am delighted that we, as 'bev&food tec network powered by drinktec', are a global partner of this industry."

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A look back: Evolution and success story of the network

From a brewery trade fair to the most important summit meeting of the beverage and liquid food industry. Being the only trade fair of its kind, drinktec today covers all industries and attracts visitors from over 170 countries. The trade fair first ventured abroad in 2007: with drink technology India (dti) in Mumbai. Since then, dti has developed to be represented not only in Mumbai but also in New Delhi and Bangalore and thus in all metropolitan regions of India. Since 2011, drinktec has been the co-organizer of CHINA BREW CHINA BEVERAGE in Shanghai, the leading trade fair for brewery and beverage technology in Asia. It has thereby expanded its market position on the Chinese market. The portfolio in South Africa was eventually expanded in 2014 to include food & drink technology Africa. Most recently, at drinktec 2017, the Home&Craft exhibition area was successfully introduced. Since then, the platform for hobby and micro brewers has been held annually as an independent exhibition. The wine industry has also been taken care of. At the next drinktec 2021, there will be an exhibition area for wine technology - "powered by SIMEI".

Find more information about the ,bev&food tec network powered by drinktec‘ at bev-and-food-tec-network.com.

The events of the network at a glance:

drinktec: September 13. - 17., 2021, Munich

oils&fats: September 13. - 17. 2021, Munich

Home & Craft: September 13. - 14. 2019, Stralsund

drink technology India: December 12. - 14., 2019, New Delhi

food & drink technology Africa: July 13. - 15., 2021, Johannesburg

CHINA BREW CHINA BEVERAGE: October 13. - 16., 2020, Shanghai

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.