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Press Release

oils+fats 2017: “Technology meets YOU”

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oils+fats, Europe’s only trade fair for the oils and fats industry, is entering its next edition with a new subtitle, a new claim and a new visual identity. A proposal to this effect was accepted at the recent meeting of the show’s advisory board. The relaunch is intended to further raise the profile of this small but important specialist trade fair. The next oils+fats takes place from September 12 to 14, 2017, at the Messe München exhibition center in Munich.

With the changes the exhibition organizers are seeking to underline the technology side of oils+fats. The new claim: “Technology meets YOU” sums it up. And the new subtitle—“International Trade Fair for Technology and Innovations”—also makes it clear what oils+fats stands for: This is the place where trade visitors can find innovations and further developments for the production and refinement of oils and fats. Not least the visual identity for the fair—a giant-sized drop of oil—was adapted accordingly and slightly modified with technical elements.

“We are confident that the changes will have effect and that with these we will achieve our goals for oils+fats 2017,” explained Exhibition Director Martina Ehrnsperger. In 2017 oils+fats, which has a unique position as Europe’s only trade fair for this sector, is expected to attract around 60 exhibitors from up to 20 different countries. In focus at this industry showcase are systems, plant and components for the manufacture and processing of vegetable and animal oils and fats. Other important themes are the sections on raw materials and auxiliaries, and on solutions for quality and process control. Applications to exhibit can be submitted via the show’s website from November 2016 onwards:

Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de





www.oils-and-fats.com. The website, too, has been fully redesigned. So drop in and take a look!

In 2017 oils+fats is taking place again at the Messe München exhibition center in the east of Munich, and it is being held in parallel with drinktec, the World's Leading Trade Fair for the Beverage and Liquid Food Industry. In 2017, for the first time, the wine technology trade fair SIMEI will be featured as an integrated part of drinktec. "For exhibitors and visitors at oils+fats, this generates even more synergy effects in the area of liquid food," said Martina Ehrnsperger.

Photo:

The Advisory Board of oils+fats consists of representatives from the oils and fats sector who give input into the design and orientation of the trade fair. The members of the oils+fats Advisory Board are (l. to r.):

Gerhard Wittmann (C. Thywissen GmbH); Petra Westphal (Messe München, Exhibition Group Director); Dr. Klaus Schurz (Clariant Produkte Deutschland GmbH); Martina Ehrnsperger (Messe München, Exhibition Director oils+fats); Gunter Börner (B+B Engineering GmbH); Klaus-Peter Eickhoff (GEA Group); Jan Ikels (Harburg-Freudenberger Maschinenbau GmbH); Dr. Bernhard Widmann (Technologie- und Förderzentrum im Kompetenzzentrum für nachwachsende Rohstoffe (TFZ)); Jasmin Regiert (Messe München, Exhibition Manager oils+fats); Dr. Frank Amoneit (Euro Fed Lipid e.V.). Not pictured: Dr. Marc Kellens (De Smet Ballestra).





More information about oils+fats is available on the [website](#) and [LinkedIn](#).

Pictures are available for download [here](#).

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

