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Press Release

India: Food processing and packaging now have a dedicated platform
From 2016 the two trade fairs International PackTech and drink technology India will be supplemented by FoodPex India – exhibitor registration now open

To keep up with developments on the Indian food and beverage market, the range of products and services at International PackTech India and drink technology India will be joined by a third event – the newly developed FoodPex India. It will focus on the processing and packaging of solid foods of all kinds. In the future the newly created trade fair trio will map the thematic areas of packaging and related processes, beverage technology and liquid food as well as food processing and packaging under one roof. The constellation of this unique range will enhance the attractiveness of the event even further and will set a clear signal on the Indian food and beverage market. PackTech India and drink technology India have already come to be seen as the most important platforms for these industries in India.

"The Indian market shows a clear interest in food processing and food packaging. This is why, in 2014, we and also Messe München were already presenting suitable products and solutions at the two trade fairs. It's a logical step to enhance this range by adding a dedicated platform under the name of FoodPex, a brand which we previously launched in China," says Bernd Jablonowski, Global Portfolio Director for Packaging and Processing at Messe Düsseldorf, the organisers of International PackTech India and of the new FoodPex India.

"Visitors to the trade fair trio will benefit from a new and even clearer structure with an unparalleled product and service line-up which is now

available on the Indian subcontinent. Our unique expertise in the processing and bottling of drinks and liquid food will thus receive an ideal thematic enhancement," says Petra Westphal, Exhibition Group Director at Messe München GmbH, the organiser of drink technology India.

India as a growth market

India is a dynamic market with major potential in packaging and related processes, particularly in packaged food and beverages. Although per-capita consumption is still relatively low, figures from the market research institute Euromonitor have shown that the demand for processed and packaged food is set to rise by about 31 per cent by 2019. During the same period soft drinks sales are even expected to rise to more than twice their current level. India is already the world's number one in milk consumption, and its market for liquid milk products is developing very dynamically. This development is driven by social change and clear economic growth. Moreover, the resulting growth of the middle class has led to a greater demand for hygienically processed and packaged food and beverages. This is putting greater pressure on local manufacturers to invest in high-quality processing, packaging and bottling equipment, so that they can compete with imported products.

High level of visitor satisfaction

The organisers are expecting the trade fair trio to attract around 250 exhibitors (2015: 230). The available exhibition space will be approx. 14,000 square metres. Last year's event already saw a 37-per-cent increase in visitors, reaching an all-time high with over 10,000 visitors in all. More than 90 per cent of the relevant professionals – of whom far more than two thirds were entrepreneurs or senior management – awarded top marks to International PackTech India and drink technology India in 2014. The response was particularly positive to the broad spectrum that was on offer and also to the presence of numerous market leaders. The third edition of the two trade fairs confirmed their reputation as a business platform with specially tailored solutions for the Indian market. A similar increase in visitors' numbers is expected for 2016.

Exhibitors can download the relevant details and registration forms for the three trade fairs (held in parallel at the Bombay Convention & Exhibition Centre in Mumbai from 15 to 17 December 2016) from www.drinktechnology-india.com, www.packtech-india.com and www.foodpex-india.com.

About PackTech India, drink technology India and FoodPex India

The trade fair trio on the Indian subcontinent comprises PackTech India, drink technology India and FoodPex India. It brings together the expertise of Messe Düsseldorf and Messe München as the organisers of their respective leading trade fairs in the packaging sector and the related processing industry – interpack (Messe Düsseldorf) and drinktec for the beverage and liquid food industry (Messe München). Like their parent trade fairs in Germany, the three events map the entire process chains in their industries, yet with the focus on the Indian market. From 2016 FoodPex India will be added to the existing trade fairs, PackTech India (packaging, packaging materials/packaging means/packaging production, packaging technology and packaging printing) and drink technology India (processing and bottling of beverages and the entire liquid food chain, including all milk products, oils and fats). FoodPex India features solutions for the processing and packaging of food of all kind. The trade fair trio will be held at the Bombay Convention & Exhibition Centre in Mumbai from 15 to 17 December 2016. The conceptual sponsor of the three trade fairs is the German Machinery & Plant Manufacturers' Association (VDMA). Other partners of PackTech India and FoodPex India are the Institute of Packaging Machinery Manufacturers of India (IPMMI) in Mumbai and the Indian Flexible Packaging & Folding Carton Manufacturers' Association (IFCA).

Further details:

www.drinktechnology-india.com

www.packtech-india.com

www.foodpex-india.com

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