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Press Release

drink technology India on course to be a record breaker!

Now, two months ahead of the start of drink technology India (dti), bookings for space at the exhibition have reached a record level. In order to accommodate all requests, the total amount of space available for the 2016 event has been extended. This comes on the back of an increase in space ahead of the last event in 2014. dti, the national and international Who's Who of the beverage and liquid food sector, will be gathering in the Bombay Convention & Exhibition Centre in Mumbai between December 15 and 17, 2016, on a new total of over 7,000 square meters of exhibition space (gross, cf. 2014: 4,500 square meters). The visitors to dti are coming to review sector solutions tailored to the specifics of the Indian market and to benefit from a unique program of supporting events.

On over 7,000 square meters of exhibition space, the visitors to dti 2016 can gather information on all the latest developments from the most important companies in the sector. As well as the classic areas relevant to the beverage industry, the now expanded section on milk and dairy as well as liquid food technology is contributing strongly to the high level of bookings in the hall: "Currently India is the world's biggest producer of dairy products, and the forecasts are for further growth (up to +28% by 2018) in the coming years," explained Markus Kosak, Exhibition Director of drink technology India. "The aim of the event in 2016 is for the first time to offer a platform that covers the entire process chain in milk and dairy processing, in order to do justice to the growing market in India," Kosak added.

Added value for visitors to dti also comes from the high-caliber supporting program that accompanies the exhibition; it features an Exhibitor Forum

and Round Table Talks. This combination of trade fair and forums program is unique in India.

Exhibitor Forum

The Exhibitor Forum at dti is a knowledge platform that focuses on the challenges and needs of the Indian market. The themes are chosen in close collaboration with the industry partners in India, to ensure relevance and added value for the visitors. In 2016 the forum will provide information on the following trade themes:

- *Innovative equipment for bottle manufacturing processes*
- *Preform and closure manufacturing – lightweight vs. stability vs. design*
- *India's beverage, beer and spirits industry – trends and technologies in manufacturing and packaging*
- *Milk and dairy in India – processing, packaging and product trends*
- *New developments in beverage flavors and ingredients*

Round Table Talks

In addition to the Exhibitor Forum dti is also putting on the Round Table Talks as an additional platform to discuss the future of the beverage and liquid food industry in India. The panel discussion supplements the Exhibitor Forum and delivers the content necessary for evaluating the future prospects of the Indian market. Under the main theme of "*Beverage manufacturing, food processing and product packaging in India: lifestyle, trends, challenges and future concepts*" the following topics will be covered:

- *Liquid food and beverage safety in India*
- *Ensuring broad appeal for India's young and older people*
- *Packaging for India's rural market (small quantities at lower cost to attract the large rural population)*
- *Manufacturing possibilities for India's (future) markets of milk and dairy products*
- *Different processing and packaging requirements for various climates*
- *The challenges of transport over large distances*

In 2016 drink technology India is again taking place in conjunction with PackTech India. New this year is that these two events are being supplemented by FoodPex India, which rounds off the spectrum of themes relevant to this sector. The exhibitor-registration documents for these three trade fairs, all of which take place concurrently in the Bombay Convention & Exhibition Centre in Mumbai between December 15 and 17, 2016, are now available at: 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).



**drink technology
India**

Further information:

www.drinktechnology-india.com

www.packtech-india.com

www.foodpex-india.com

Press contacts:

PackTech India and FoodPex India
Messe Düsseldorf GmbH
Sebastian Pflügge
Apostolos Hatzigiannidis (Assistenz)
Tel. +49 (0)211 45 60 -464/-544
PflueggeS@messe-duesseldorf.de
HatzigiannidisA@messe-duesseldorf.de

drink technology India
Messe München GmbH
Benjamin Büttner
Tel. +49 (0)89 949 -21484
Benjamin.Buettner@messe-muenchen.de