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Press Release

drink technology India becomes an annual event as of 2017

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- **drink technology India for the first time in New Delhi, October 26-28, 2017**
- **Regional spin-offs of dti will better address the potential that India's various regions have to offer**
- **dti is the most rapidly growing trade show in India**

drink technology India, the leading trade fair for the beverage, dairy and liquid-food industry in India, is switching to an annual format and will be held at various locations in the future—every two years in Mumbai, and alternating between New Delhi and Bangalore in the years in between. The objective of these regional spin-offs is to address the beverage, dairy, liquid-food sectors and their respective packaging industries in a more demand-oriented manner. Alternating between Delhi, Mumbai and Bangalore will make it possible to better address and support customers in specific target groups in the various regions of India. For the first time ever, drink technology India will be held at the Pragati Maidan in New Delhi on October 26–28, 2017—together with IndiaPack and pacprocess India, formerly International PackTech India.

Bhupinder Singh, CEO of Messe Muenchen India, is looking forward to this new challenge: "The foundation of the beverage industry in India is Mumbai, which is why dti will still be held here every two years. But in the years in between, we want to strengthen the presence and the range of attractions for our customers in India. Having dti alternate between New Delhi and Bangalore allows us to

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bring its know-how to all of India and address specific needs in different regions."

Markus Kosak, Exhibition Director of drink technology India, feels that this new configuration has plenty of advantages: "Moving into northern and southern India satisfies the best prerequisites for serving India's entire beverage, dairy and liquid-food industry. By continuing to develop this platform, not only are we giving our customers access to new potential, we are also making new networking opportunities available. In doing so, we give the beverage, dairy and liquid-food industry in India added value.

The Indian subcontinent is still a dynamic growth market for the beverage, dairy and liquid-food industry. The sectors for soft drinks and alcoholic beverages such as beer, wine and spirits in particular are seeing extraordinary growth. India is currently ranked 13th in soft-drink consumption, with a rapidly increasing trend. According to Euromonitor International, volume in this sector will increase by more than 100 percent by 2020. In the case of alcoholic beverages, India is currently in ninth place with a forecast growth rate of nearly 28 percent between now and 2020 (Euromonitor International, VDMA). This growth is being driven by societal change and significant economic growth in India. That is also how Richard Clemens, Managing Director of the VDMA Association for Food Packaging Machinery and Packaging, sees things: "Prosperous growth on the Indian market will open up new prospects and possibilities for dti in the years to come. Alternating between locations each year also plays a key role. The presence of each sector differs from region to region within India, so focusing on specific aspects that are significant to each region is helpful."

Exhibition Excellence Awards 2017



**drink technology
India**

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drink technology India won first prize as the most rapidly growing exhibition in India in 2017. The award is presented each year by well-known trade associations such as the Global Association of the Exhibition Industry (UFI) and the Indian Exhibition and Industry Association, and it is considered a seal of quality for trade shows on the Indian market. Petra Westphal, Exhibition Group Director of the drinktec Cluster, sees the award as confirmation of the decision to switch to an annual format: "dti is established at its location in Mumbai. Moving into other regions in India and switching to an annual format will allow us to address our customers' needs with even greater precision in the future and further strengthen our status as the number one platform for the beverage, dairy and liquid-food industry in India."

Additional information is available at www.drinktechnology-india.com and at www.pacprocess-india.com.

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