

Connecting Global Competence



Messe München

# drinktec

Go with the flow.

September 11–15, 2017

Messe München

Discover what makes drinktec unique.

Impressed exhibitors and enthusiastic visitors:  
See for yourself why drinktec is the undisputed leading  
trade fair for the beverage and liquid-food industry.

**drinktec.com**

**World's Leading Trade Fair for the  
Beverage and Liquid Food Industry**

Production + Filling + Packaging + Marketing

# drinktec 2017: This is where the future is made!

## World's Leading Trade Fair for the Beverage and Liquid Food Industry

The who's who of the industry has been meeting at drinktec for more than 60 years. Whether it comes to exhibitors or visitors—drinktec has everything that the industry needs, i.e. world premieres on 132,000 m<sup>2</sup> of space, future trends, inspiration and, above all, key business contacts. With its roots in Munich and at home in the world, drinktec is a global gathering and a source of momentum for the entire community. Perfect prerequisites for doing successful business and achieving the extraordinary.

drinktec's spirit is no coincidence: We know your industry, we know what you expect, and we're enthusiastic about your success! Our vision: to remain the indispensable innovation platform for your business. So give your business key momentum for the future!

Join us. We look forward to seeing you!



*P. Westphal*

Petra Westphal  
Exhibition Group Director



*Christina Maier*

Christina Maier  
Deputy Exhibition Director

## Combined presence: drinktec and SIMEI are joining forces

In the future, SIMEI, the leading International Enological and Bottling Equipment Exhibition, will be held in conjunction with drinktec in Munich. However, SIMEI will also retain its two-year cycle, so from now on its venue will alternate between Italy and Munich. drinktec will feature a separate SIMEI exhibition sector with some 20,000 m<sup>2</sup> of space that focuses exclusively on the wine industry. As a result, exhibitors will benefit from new visitor and customer potential, while trade visitors can look forward to greater depth in the range of exhibits.

### Partner with a long tradition

Thanks to SIMEI, Unione Italiana Vini Società Cooperative (UIV) leads the world when it comes to promoting wine technologies. As the oldest and most representative association of the Italian wine sector, it has been shaping the future of the entire Italian wine industry since 1895.

[drinktec.com/en/simei](http://drinktec.com/en/simei)

Register now! **ONLINE ONLY** at [drinktec.com/application](http://drinktec.com/application)  
Space allocation begins: February 1, 2016



## That makes drinktec a source of momentum for your business

### Pure innovative strength

World premieres, innovations and a forward-looking exchange of ideas and information: drinktec has creative solutions for your future products.

**This is where the future is made.**

### Unlimited possibilities

Whether companies are small or large, regionally or internationally active: drinktec is the gathering for the global community.

**This is where the heart of the industry beats.**

### Tangible results

Optimally networked, and your partner for long-term success: drinktec is the efficient working trade fair where everyone finds what they are looking for.

**This is where your business gathers momentum.**

**In short: drinktec is the industry's leading international trade fair. It sets the course for the future. drinktec—Go with the flow!**

## drinktec is the place to be!

No wonder the large majority keeps coming back time and again—and gives drinktec top marks\*.

drinktec enthalls them!

Visitors: **98%**

Exhibitors: **89%**

The industry recommends it!

Visitors: **98%**

Exhibitors: **96%**

The industry wants to come back!

Visitors: **97%**

Exhibitors: **93%**

\* Received a rating of good, very good or excellent  
Source: Exhibitor and visitor survey at drinktec 2013—TNS Infratest

## Pure innovative strength

### Present your latest solutions!

“We are very satisfied with the number of visitors this year, the internationalism and above all the quality of the discussions held. Orders submitted during the trade fair also give us reason to remain optimistic about the future. There's no question that we will be present at drinktec again in 2017.”

Volker Mewes, Authorized Signatory, ZIEMANN International GmbH, Germany

See for yourself! Additional exhibitor comments are available at: [drinktec.com/statements](http://drinktec.com/statements)

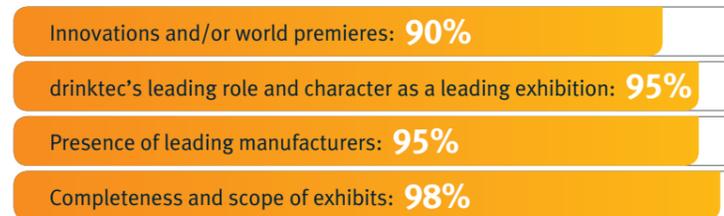
Every four years the industry meets here to get new impetus for future business. What are tomorrow's opportunities? What trends are conquering the market? Leading manufacturers and SMEs use drinktec to present their latest developments—live and in operation, low tech and high tech, and at every performance level. The inspiring forums and special shows allow our trade visitors to look into the future.

### Innovations along the entire process chain

- Process technology
- Filling and packaging technology
- Process automation, engineering, control and IT solutions
- PETpoint (PET technology for beverages and liquid food)
- Containers, packing materials, equipment and closures
- Raw materials, additives and agents
- Energy systems, water and wastewater
- Restaurant and catering supplies, mobile facilities, sales promotion and marketing

### drinktec—a source of momentum!

Trade visitors have been flocking to drinktec to see the latest innovations for more than 60 years. See for yourself how they rate drinktec\*:



\* Received a rating of good, very good or excellent  
Source: Exhibitor and visitor survey at drinktec 2013—TNS Infratest



## Unlimited possibilities

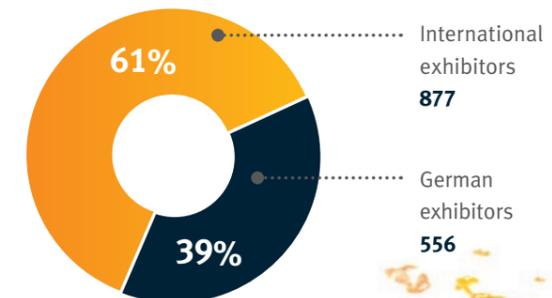
### Meet customers and interested visitors from around the world!

International by tradition: The drinktec team is extremely well positioned at the global level and has been convincing trade visitors and exhibitors around the world for decades—the heart of the industry beats at drinktec. No other event brings together more trade visitors from Germany and around the world. It is a very special kind of five-day economic summit. Meet the world in Munich and gain access to new markets.

### At home in the world, home at drinktec

- 66,886 visitors from 183 countries
- 1,433 exhibitors from 76 countries
- 12 halls with 132,000 m² of exhibition space

### Visitors and exhibitors from around the world:



Source: Exhibitor and visitor survey at drinktec 2013—TNS Infratest; Exhibitor/visitor registration

See for yourself how drinktec moves markets. Impressions and highlights at [drinktec.com/en/videos](http://drinktec.com/en/videos)



Be part of the drinktec community now! Register ONLINE at [drinktec.com/application](http://drinktec.com/application). Space allocation begins: February 1, 2016

## Tangible results

### Secure your long-term business success!

“*drinktec is especially significant for us. Our compliments to the trade fair company too, because drinktec is also one of the best marketed trade fairs. You meet a very wide range of decision-makers here.*”

*Oliver Hoffmann, Head of Group Marketing, Döhler, Germany*

See for yourself! Additional exhibitor comments are available at: [drinktec.com/statements](http://drinktec.com/statements)

drinktec brings supply and demand together in the best way possible. Its exhibition sectors and visitor target groups are perfectly aligned to one another. This is the place to meet decision-makers and investors. For you as an exhibitor, that means a forward-looking exchange of ideas and information and an optimum transaction rate.

### You should also profit from this unique business platform!

Top contacts with decision-making authority await you at drinktec!

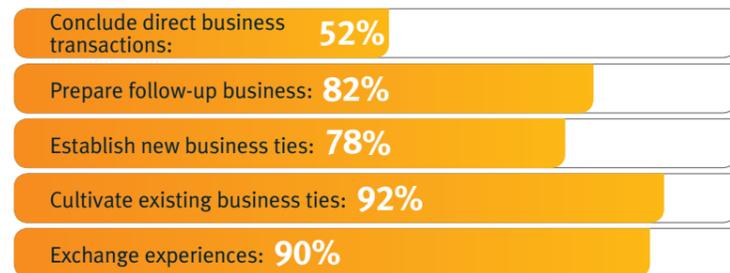
**97%** of visitors prepared investments at drinktec.\*

**84%** of visitors are decision-makers.

**92%** of exhibitors are extremely satisfied with the quality of the visitors.\*

### This is the place to reach your objectives!

Exhibitors all agree: drinktec contributes significantly to their business success.\*



\* Received a rating of good, very good or excellent  
Source: Exhibitor and visitor survey at drinktec 2013 – TNS Infratest



## The event for the business community

### drinktec—Go with the flow!

The leading international trade fair for the beverage and liquid-food industry is THE gathering for this industry. Whether you are a small regional company or a multinational corporation: This is the only place where you will find the diverse range of solutions that the global beverage industry has to offer every four years. Five days full of innovations and inspiration—and everyone is here, the entire community.

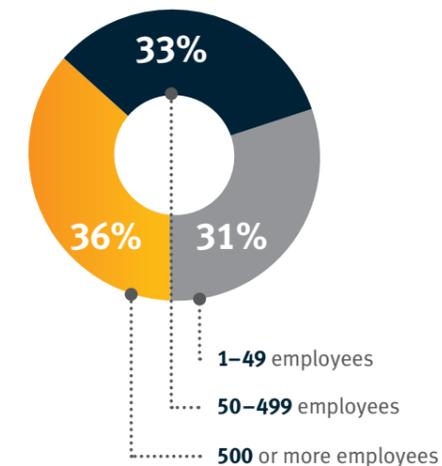
### Visitors come from all branches of industry ...

<b>44%</b>	Beer, brewery sector	<b>29,430</b>
<b>13%</b>	Liquid food	<b>8,695</b>
<b>18%</b>	Milk, liquid milk products	<b>12,040</b>
<b>23%</b>	Fruit juice	<b>15,384</b>
<b>32%</b>	Soft drinks, water	<b>21,404</b>
<b>16%</b>	Wine, sparkling wine, spirits	<b>10,702</b>

Multiple responses possible

Thanks to our collaboration with SIMEI, the wine and sparkling wine sector will be stronger than ever as of 2017!

### ... and all company sizes



Source: Exhibitor and visitor survey at drinktec 2013 – TNS Infratest

### A passionate partner!

We are always there to advise and assist you in any way possible. At the highest professional level. Before, during and after the fair. Our team consists of experts who know your branch of industry exactly and who have access to a global network. Profit from our global media work!

**91% of exhibitors gave us top marks\* for the quality of the services we provide!**

Use the professional services in our “Trade-fair success initiative.”  
[drinktec.com/tradefairsuccess](http://drinktec.com/tradefairsuccess)

Stay up to date on a monthly basis:  
[drinktec.com/en/newsletter](http://drinktec.com/en/newsletter)

Follow us:



Take advantage of this chance to increase your sales:  
Register ONLINE now: [drinktec.com/application](http://drinktec.com/application)



## Dates

September 11–15, 2017

## Venue

Messe München

## Organizer

Messe München GmbH  
Messegelände  
81823 München, Germany

## Your contacts

- Christina Maier
- Daniela Schellhorn
- Nicole van Paassen
- Doris de Werth

Tel.: +49 89 949-20804 /-20806 /-20805 /-20567

Fax: +49 89 949-20128

[christina.maier@messe-muenchen.de](mailto:christina.maier@messe-muenchen.de)

[daniela.schellhorn@messe-muenchen.de](mailto:daniela.schellhorn@messe-muenchen.de)

[nicole.van-paassen@messe-muenchen.de](mailto:nicole.van-paassen@messe-muenchen.de)

[doris.dewerth@messe-muenchen.de](mailto:doris.dewerth@messe-muenchen.de)

## Conceptual sponsor

VDMA (German Engineering Federation) Food Processing and Packaging Machinery Association  
[www.vdma.org](http://www.vdma.org)

## drinktec worldwide – Your pole position for new markets



**food & drink technology Africa**  
September 14–15, 2016/2018  
Gallagher Convention Centre,  
Johannesburg  
[fdt-africa.com](http://fdt-africa.com)



**CHINA BREW CHINA BEVERAGE**  
October 11–14, 2016/2018  
SNIEC, Shanghai  
[chinabrew-beverage.com/english](http://chinabrew-beverage.com/english)



**drink technology India**  
December 15–17, 2016/2018  
Bombay Exhibition Centre,  
Mumbai  
[drinktechnology-india.com](http://drinktechnology-india.com)



**SIMEI – World Leader in Wine Technology**  
November 3–6, 2015 – Fiera Milano (Rho)  
September 11–15, 2017 – at drinktec, Messe München  
[simei.it](http://simei.it)

# Register now!

**Online only:** [drinktec.com/application](http://drinktec.com/application)  
**Space allocation begins:** February 1, 2016

# drinktec.com

**World's Leading Trade Fair for the  
Beverage and Liquid Food Industry**  
Production + Filling + Packaging + Marketing