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Munich, January 09, 2020

Press Release

Final Report

drink technology India strengthens its position as business and knowledge platform for the Indian beverage, dairy and liquid food industry

- New Delhi edition of drink technology India registers a 30% increase in space
- Record number of business deals negotiated at the fair

9,925 visitors, 201 exhibitors and a total floorspace of 11,400 square meters (gross) – these are the figures achieved by drink technology India (Messe München), co-located with pacprocess and food pex India (Messe Düsseldorf). The growth of drink technology India remains strong. The trade fair that is taking place in a yearly rotation between Mumbai and New Delhi is now well established in the Indian Capital. The supporting program was expanded and addressed all segments and topics of the beverage, dairy and liquid food industry in conferences and seminars. Together with its partners, drink technology India underlines its status as India's leading knowledge platform.

Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München, is very pleased with how the trade fair went: "The event's sizable growth demonstrates the fact that the trade fair has also become the most important industry event for solutions, networking and knowledge sharing at its location in New Delhi." "This confirms our strategic decision of organizing drink technology India every year at alternating locations - Mumbai and New Delhi - to cover the Indian market," adds Petra Westphal, Exhibition Group Director at Messe München. Bhupinder Singh, CEO of Messe München India, comments: "The 30 percent increase in exhibition floorspace is proof that companies are responding to the continued high demand in India for machinery for producing, processing and packaging beverages, dairy and liquid food products."

Richard Clemens, Managing Director of the VDMA's Food Processing and Packaging Machinery Association, also confirms the importance of the event:

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“Demand amongst Indian consumers is growing across all segments of the beverage and liquid food industry and is expected to have risen by around 89 percent by 2022 according to market researchers. Indian suppliers are therefore importing systems and machinery in order to be able to meet this demand. This represents a great opportunity for international companies wishing to gain a foothold in the Indian market.”

At drink technology India, international exhibitors accounted for 12 percent, with China being the most represented country, followed by other international exhibitors from Germany, Italy, Spain and Turkey.

Supporting program – A 360 degree view of the industry’s topics

Avisha Desai, Group Project Director of Messe München India, is pleased with the new value added for customers: “drink technology India has been successful in setting up valuable partnerships with associations from all the industry’s segments. All the areas from the beverage, dairy and liquid food industry were covered by exhibitors as well as by the trade fair’s supporting program.”

The Packaging Design Innovation & Technology Conference was held for the first time at the trade fair. Companies operating in the consumer goods industry presented interesting solutions and thought-provoking impulses relating to packaging design, sustainability, food safety and smart packaging. The supporting program also included the Indian Dairy Association’s Conference, which showcased packaging solutions for the dairy industry, as well as the FSSAI seminar, which highlighted regulations and initiatives as part of India’s “Eat Right Movement”. The Oil Technologists’ Association of India (OTAI) hosted a seminar on oils and fats. Special focus was given to food and non-food-related uses of palm oil. The place2beer and the Buyer Seller Meetings, which were with more than 400 business talks extremely popular again, are now firm fixtures of drink technology India.

drink technology India, pacprocess and food pex India

drink technology India is staged yearly in conjunction with the pacprocess and food pex India trade fairs of Messe Düsseldorf. Exhibitors and visitors can benefit from the advantages given by this unique combination of three trade fairs

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as this means they can leverage synergies given by the co-location. The three trade fairs cover the entire bandwidth of the beverage, dairy and liquid food technology (drink technology India), packaging and related processes (pacprocess India) as well as food and confectionery processing and packaging (food pex India) all under one roof and is unrivaled in the region.

drink technology India alternates every year between Mumbai and New Delhi. The next drink technology India will take place in Mumbai from December 9 to 11, 2020.

You can find further information about drink technology India [here](#). [Image material](#) is available for free download.

drink technology India

The drink technology India (dti) trade fair is the most important event for the Indian beverage, dairy and liquid food industry. It takes place alternately in Mumbai and New Delhi and is co-located with pacprocess India, indiapack and food pex India trade fairs organized by Messe Düsseldorf. The trade fair is the largest marketplace for the Indian beverage, dairy and liquid food industry with a total of over 590 exhibitors and 28,400 visitors on an area covering 35,000 square meters (gross).

bev & food tec network powered by drinktec

bev & food tec network is the world's leading network for the beverage and liquid food industry. It consists of the world's leading trade fair drinktec (Munich) and its offshoots CHINA BREW CHINA BEVERAGE (China), drink technology India (India), food & drink technology Africa in South Africa and Home & Craft in Germany. The network also includes oils & fats in Germany. With a total of almost 3,000 exhibitors and more than 140,000 visitors in Munich, India, China and Africa, Messe München is the world's leading event organizer for the beverage and liquid food industry.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.