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Press Release

analytica Lab Africa, food & drink technology Africa and IFAT Africa to co-locate for the first time in 2019.

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- **First trade fair dates: July 9 – 11, 2019**
- **Synergies from the co-location will create added value for exhibitors and visitors**
- **South Africa is one of the leading industrial economies on the continent**

Wide-ranging water delivery and purification, solutions for the food and beverage industries as well as laboratory technology, analysis and other application areas are key issues in the future market of Africa. The premier industry trade fairs analytica Lab Africa, food & drink technology Africa (fdt Africa) and IFAT Africa will be co-located in 2019, to showcase new innovations in the areas of analysis as well as beverage, food and environmental technologies. The three trade fairs will be held every two years at Gallagher Convention Centre in Johannesburg.

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, who oversees drinktec and the analytica cluster, said: “Our new concept creates a joint platform where exhibitors and visitors can explore trends and innovations in the environmental, beverage and food industries and in the field of analysis.”

The three trade fairs generate synergies in the area of water: fdt Africa supports the growth of the beverage and food processing and production market in southern Africa. The industry needs far-reaching and stable water supply and purification. One of the focal points of fdt Africa is solutions related to the efficient use of water as a raw material, service water or a means of cleaning. IFAT Africa covers all aspects of the topic of water: from the production of drinking water and purification to waste water treatment. Analysis and quality control play a major role to meet the high standards for water quality and food

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safety. Visitors to analytica Lab Africa learn about solutions that range from sampling to a broad range of analytical methods and evaluation processes.

South Africa: Trend indicator for markets in Africa

South Africa's economy continues to be very appealing to Messe München. Stefan Rummel, the International Managing Director of Messe München who oversees the global IFAT cluster, is certain: "By combining the three trade fairs, we are creating a concept that will uniquely highlight the special features of the African market and offer the right, overarching solutions. As the organizer, we are not only seizing on the growth trend in the three industries but are also actively fueling it."

Messe München has been expanding its portfolio in the African market for several years now: In 2014, drinktec entered the sub-Saharan region with food & drink technology Africa. A year later, IFAT continued the internationalization by holding the first IFAT Africa. With the recently acquired Lab Africa (now called analytica Lab Africa), Messe München expanded the range of its technology-oriented professional trade fairs even further. The local trade fairs provide international exhibitors with access to high-potential markets.

The co-located trade fairs will be held at Gallagher Convention Centre, one of Africa's largest conference and exhibition venues. Located in Midrand, between Pretoria and Johannesburg, Gallagher is conveniently positioned in the business hub of Gauteng. This 5-star Convention Centre is easily accessible to exhibitors and visitors by road and by the Gautrain which links the venue to Pretoria, Sandton and OR Tambo International Airport. The first co-location is scheduled for July 9 – 11, 2019. Interdisciplinary talks in the supporting program will be jointly organized by analytica Lab Africa, fdt Africa and IFAT Africa to ensure the best-possible knowledge transfer across all industries.

You will find more information about the trade fairs at:

www.analytica-africa.com, www.fdt-africa.com and www.ifat-africa.com

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Messe München is further expanding its international network in the field of laboratory technology, analysis and biotechnology with a new event in South Africa. From July 09 to 11, 2019, analytica Lab Africa will take place at the Gallagher Convention Center in Johannesburg. For the premiere of the event in analytica's network, the organizers – Messe München and its subsidiary Messe München South Africa – expect over 125 exhibitors and more than 2,000 visitors on 6,000 square meters gross of exhibition area.

analytica worldwide

Part of the analytica network are also the trade fairs analytica China, analytica Anacon India and India Lab Expo, analytica Vietnam and analytica Lab Africa.

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 as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.