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Presseinformation

Final report

drinktec presents itself as the global economic summit of the beverage and liquid food industry

- 65 percent international exhibitors
- More than 70 percent of visitors from abroad
- Exhibitors impressed by visitor quality

International, innovative and the highest possible quality – that's how best to describe drinktec, which was held from September 12 to 16, 2022, at the Munich trade fair center. A total of 1,002 exhibitors from 55 countries and nearly 50,000 visitors from 169 countries came to the world's leading trade fair for the beverage and liquid food industry.

drinktec – the world's leading trade fair

With 65 percent of exhibitors and more than 70 percent of visitors coming from countries outside of Germany, drinktec has impressively bolstered its status as the world's leading trade fair. Dr. Reinhard Pfeiffer, Messe München CEO: "drinktec shows us that world fairs in Europe are possible again. Most visitors came from abroad, and almost 40 percent of these from outside of Europe, such as Mexico, Brazil, South Africa, Japan and India. And it's quite revealing that the third strongest visitor country after Germany and Italy is the USA." Volker Kronseder, drinktec Chairman of the Advisory Board, adds: "When you go through the halls, you discover a multitude of new and further developments, you see that people from different countries are at last communicating with one another in person again. The innovation density is also extremely high again this year."

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drinktec – highest possible visitor quality

Richard Clemens, Managing Director of the Process Plant and Equipment Association, German Engineering Federation (VDMA), sums up: “The industry has been waiting for drinktec in particular with bated breath. The atmosphere is simply superb. The exhibitors are impressed by the internationality and high quality of the visitors.” An observation that Florian Schneider, Chief Commercial Officer at ZIEMANN HOLVRIEKA, seamlessly adds to: “drinktec is back, and with it our customers and interested parties from all over the world. The numbers do appear on the whole to be lower than in the past. But the quality is high. drinktec once again proves that it is the most important international platform.”

drinktec – innovation and incentive generator

drinktec also lived up to this claim with the innovations on display. Overall the exhibitors presented more than 700 new products and solutions in the Innovation Guide and Solution Guide digital offerings. Dr. Johannes T. Grobe, Head of Sales and Service at the KHS Group, explains why drinktec in particular is the place for premieres: “The world’s leading trade show enjoys a high standing in the industry as the most important source of innovation and incentive. It offers us the perfect opportunity to get together with our customers and partners at an international level. We enjoyed numerous chats and discussions on new investments during the show.” Marcus Ley, Vice President Global Accounts at Ecolab, adds: “In our view, drinktec is the leading marketplace where global industry experts and decision makers meet to identify innovations and state-of-the-art technologies to advance their operations. We have once more been able to connect with high quality and top management level visitors to advance our business objectives. Another unforgettable show!” And Reinhard Streit, Vice President and Managing Director Food & Beverage Europe at CCL Label summarizes: “In a nutshell, drinktec is the best global platform if you are in the beverage business.”

drinktec – the networking platform

For visitors drinktec is also the beverage and liquid food industry’s major networking platform, as Gary Guo, Vice President, Global Supply Chain with the Coca Cola Company, confirms: “It’s so good to be back here in Munich at

Presseinformation | September 16, 2022 | 3/4

drinktec after five years. This is one of the premier events in our business calendar and is a must-attend for us. Together with our global bottling partners we use drinktec to explore the latest developments and emerging technologies in areas such as supply chain, manufacturing, digital transformation and sustainability, and look for opportunities to transform our business. The event this year is better than ever.”

For drinktec Director Petra Westphal and her team, the customers’ feedback is more than positive: “The preparations for this year’s event really were something of a rollercoaster ride. The effects of the pandemic and geopolitical tensions have resulted in volatile framework conditions and uncertainties. And suddenly the first trade fair day is there. The world meets here with us in Munich after five years. The joy of getting together again is indescribable. The challenges of the day are intensively discussed and solutions are presented at all of the stands – the industry’s future is being shaped here.”

The next drinktec will be held in fall 2025. The exact date will be announced in plenty of time.

Further statements (in alphabetical order)

Dr. Roland Folz, Group President, Pentair Industrial Solutions

“It has been great to be back at drinktec to meet, connect and form new partnerships while nurturing existing ones in person.”

Monica Gimre, CEO and President, Sidel

“This year, drinktec provided opportunities for Sidel’s packaging experts to engage with customers, who told us that it has been great to reconnect with all of their stakeholders in one place. We designed an experience on our booth that has successfully welcomed customers back, after the pandemic, and provided them with a collaborative environment to reengage.”

Thomas Ricker, Chief Sales Officer, Kronen AG

“The entire world of the beverage and liquid food industry finally meets again this year in such a wonderful atmosphere. I would simply say, everyone is happy to be meeting again in person after such a long time. On the other hand there are of course a whole bunch of challenges in the world – the current political situation, the economic situation and in particular the sustainable future issue. But we can already say that we are more than happy with drinktec’s progression to date.”

Kai Schneiderwind, Senior Vice President, Process Automation Solution, Siemens AG

“We are very satisfied with our participation at drinktec. We were able to have many discussions about our innovations with our customers and received valuable feedback on the smart technologies for the beverage industry that will accelerate the digital transformation. drinktec will remain the industry’s leading global trade show for innovative solutions and sustainable production for us and our customers in 2025.”

You’ll find further information and image material at www.drinktec.com

About drinktec

drinktec has been held in Munich since 1951 and every four years since 1985. It is the most important event in the industry. Manufacturers and suppliers from all over the world, including global concerns and SMEs, meet here with producers and retailers of all sizes in the beverage and liquid food sector. The future is shaped at drinktec. The trade fair is regarded as the No. 1 platform for world premieres. Manufacturers showcase their latest technologies for the production, filling and packaging of all kinds of beverage and liquid food – including raw materials and logistics solutions. The themes of beverage marketing and packaging design round out the portfolio.

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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. 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.