



03

Munich, September 13, 2018

## **Press Release**

### **Final report**

## **food & drink technology Africa established on the South African market**

- **Around 1,600 participants from 81 countries**
- **Exhibitors praise high-quality contacts**
- **Co-location of fdt Africa 2019: Exhibitors delighted with concept**

**With its third edition, the trade fair for the food, beverage and packaging industry in South Africa has established itself on the market. As a networking event, food & drink technology Africa (fdt Africa) offered a platform for the industry to exchange views on current and future trends.**

111 exhibitors and around 1,600 participants from 81 countries took part in the international trade fair which took place in Johannesburg on September 4–6. National and international exhibitors such as Anton Paar, Bosch Packaging, Dematech, Ecolab, GEA Africa Ltd., KHS Manufacturing, MacSteel Fluid Control, Renlaw Ltd., Schaefer Keg and Ziemann Holvieka GmbH represented the entire process chain of the food, beverage and liquid food industry.

“The trade fair demonstrated the potential of the market for beverages, food and liquid food in South Africa. With our involvement in the region, we are creating the ideal platform for the industry to utilize this business potential”, reported Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München. Suzette Scheepers, Chief Executive Officer of Messe Muenchen South Africa, added: “We are very pleased about the positive feedback from exhibitors and visitors. The trade fair ranks high within the industry, especially with regards to the exchange of views, networking and professional development.”

Isabella Lauf  
PR Manager  
Tel. +49 89 949-21487  
Isabella.lauf@  
messe-muenchen.de

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



**Press Release** | September 13, 2018 | 2/2

According to the VDMA Food Processing and Packaging Machinery Association, the South African food and beverage industry continues to have high growth potential. Vera Fritsche, Advisor International Trade Fairs, Markets and Economy at the VDMA Food Processing and Packaging Machinery Association, confirmed: “The use of state-of-the-art technology is an important factor in meeting the current challenges of the market and driving future growth. fdt Africa brings together manufacturers and the end user industry. This was also demonstrated by the quality of the contacts that the exhibitors were able to establish during the three days.”

With its extended supporting program, fdt Africa offered added value for exhibitors and visitors in addition to the exhibition. The Speakers Corner gave an insight into the latest topics on the market, including lectures and presentations by Brewster Craft, Centec, Pall, the South African Association of Fragrances and Flavour Industry (SAFFI), Sphere Foods Africa and the VDMA Food Processing and Packaging Machinery Association. A new feature this year was the symposia from Bosch Packaging as well as Bühler, KHS Manufacturing and Pentair. The Africa Beer Awards of the Institute of Brewing & Distilling (IBD) Africa Sector was another highlight of the event. Suzette Scheepers expressed her content: “We were very proud to host the Africa Beer Awards with IBD at the trade fair and congratulate all winners.”

The next edition of fdt Africa will already take place in 2019—outside the established regular cycle of the event. This is due to the new co-location of the trade fair with analytica Lab Africa and IFAT Africa. Petra Westphal, Exhibition Group Director of Messe München, said: “Going forward, we will offer exhibitors and visitors of fdt Africa the opportunity to obtain even more comprehensive and cross-thematic information on trends and innovations from the environmental, beverage and food industries as well as analytics. Together, the collocated trade fairs ensure the best possible knowledge transfer for all industries.” The exhibitors consistently rated this move as being positive and already expressed their interest in participating. Among them was Brett Dunbar-Krause, Senior Marketing Communications Specialist for Ecolab: “We were able to establish



**Press Release** | September 13, 2018 | 3/3

first-class contacts—across the entire process chain of the industry. We are already looking forward to 2019.”

The first joint event of analytica Lab Africa, fdt Africa and IFAT Africa will take place at Gallagher Convention Centre in Johannesburg on July 9–11, 2019.

More information about fdt Africa is available at: [www.fdt-africa.com](http://www.fdt-africa.com)

Photos & logos are available for download from the [media database](#).

#### **About food & drink technology Africa**

The food & drink technology Africa (fdt) trade fair is an important platform for the food, beverage and packaging industry in South Africa. It covers the entire process chain – from raw materials and processing, to bottling, packaging and logistics.

The trade fair has taken place every two years in Johannesburg. 111 national and international exhibitors and around 1,600 visitors attended food & drink technology Africa 2018. The next food & drink technology Africa will take place in co-location at Gallagher Convention Centre in Johannesburg from July 9-11, 2019.

#### **About drinktec worldwide**

drinktec worldwide represents a strong global network that unites drinktec – the world’s leading trade fair for the beverage and liquid food industry in Munich – with the drink technology India (dti), CHINA BREW CHINA BEVERAGE (CBB) and food & drink technology Africa (fdt) trade fairs. drink technology India, CHINA BREW CHINA BEVERAGE and the food & drink technology Africa are the leading platforms for the industry in their respective countries. The trade fairs in China (Shanghai) and Africa (Johannesburg) take place every two years. In India the event takes place in Mumbai in even-numbered years. In odd-numbered years the event takes place twice a year: in Bangalore in the spring, in New Delhi in autumn.

With a total of 2,847 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, food, packaging, milk 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 as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.