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Closing Press Release

Trade Fair Duo drink technology India and International PackTech India on a Growth Course

- **25% more visitors**
- **30% more space**
- **35% increase in Indian exhibitors and branch offices**

The trade fair duo composed of drink technology India and International PackTech India enjoyed another substantial increase at their second joint event in Mumbai, India. From 6 until 8 November 2012, approx. 7,500 trade visitors, 25% more than two years ago, obtained information about the complete range of offers for the packaging, processing, beverage, foodstuffs and liquid food industries. As a result, it became clear once again: India is one of the most attractive markets in the world. Private consumption is booming and consequently the sales of beverages, food and other consumer products of daily use.

The fact that the trade fair duo creates valuable synergies and that its concept is accepted by the Indian beverage and foodstuffs industry is also proved by the impressive figures on the exhibitor side. A 30% increase of space overall, including a 40% increase at drink technology India and a 20% increase at International PackTech India speak for themselves. The increase in space just for Indian exhibitors and branch offices, which were registered as exhibitors, amounted to 35% for both trade fairs.

The trade fair visitors included top managers as well as technicians, engineers and users from mid-range management from all of India as well as neighbouring countries. They obtained an overview of the products and services of the more than 220 exhibitors, conducted specific business negotiations and ordered spontaneously on site, to the great satisfaction of the exhibiting companies from more than 20 countries.



International PackTech India 2012
 7th International Exhibition
 and Conference for Processes,
 Packaging and Printing
 Bombay Convention &
 Exhibition Center
 Goregaon (East), Mumbai/Indien
06. – 08.11.2012

Franz Kammerloher , Vice President sales southern asia / eastern asia, KRONES AG, Germany, summarized for the German exhibitors: "The trade fair surpassed all of our expectations. We held numerous, extremely successful discussions with customers. And regardless of whether organization, duration of the trade fair or the series of talks, everything was convincing and exceedingly positive."

Also an equal balance was drawn by Pratik Shah, Reifenhäuser India Marketing Ltd., for PackTech India: „The response was nothing less than overwhelming and we look forward to the next edition.”

Within the context of a joint German exhibit, 17 renowned German companies presented their offers. In addition, there were official national contingents from Switzerland, Italy and Turkey at International PackTech India. drink technology India also had a joint exhibition booth from China.

The Italian companies had the second largest foreign contingent and also expressed their great satisfaction with the three lively trade fair days. Giorgio Carmagnola Vietti from Cavanna S.p.A reported: “We have been very satisfied with the quality of visitors. The show gave us the opportunity to reach interesting new contacts in India.”

Domestic suppliers also assessed their participation at the two trade fairs positively. Pranay Patel, Director NPM Machinery Pvt. Ltd, India, was at dti for the first time: "I must congratulate MMI for providing a wonderful platform to us. Our participation has allowed us to explore the industry thoroughly by meeting potential people and sharing ideas with them. Visitors profile was indeed very purpose oriented and we definitely look forward to have participation in the next edition. We would be pleased to help out MMI in anyway to take the brand to new heights."

For Packtech India, Pratap Singh of Akash PackTech Pvt. Ltd. recorded: “International PackTech India is a good platform to meet the manufacturers, exporters, importers and competitors as well. A chance to introduce new products and advancements.” Abhijeet Deshpande by MGM-Varvel

expanded: „All the participants were quality participants. We would definitely participate in the next edition.”

In general, the focus of the exhibitors was very clearly on the needs of the Indian market and correspondingly customised solutions and products, among others, the topics of hygiene and water treatment. Products were emphasised at drink technology India and International PackTech India that link a high degree of efficiency with simple handling.

The organisers of the two trade fairs, Messe München (drink technology India) and Messe Düsseldorf (International PackTech India) as well as their Indian subsidiaries, held the fairs jointly for the first time two years ago. Exhibitors and visitors already profited at the premier from the know-how of two globally leading trade fair organisers and from the synergy effects between the packaging and beverage industries. This success story has been continued with this second event.

Dr. Reinhard Pfeiffer, Managing Director of Messe München GmbH, considers the concept of the double trade fair confirmed: "drink technology India and International PackTech India have demonstrated that together they are stronger and undoubtedly the leading technology platform on the Indian market. As a trade fair duo, the two events provide numerous synergies, from which the visitors from the various industry branches project."

Erhard Wienkamp, Area Manager of Düsseldorf Trade Fair, added: "And the exhibitors too, because we avoided further splitting of the Indian trade fair market thanks to the joint organization of the two trade fairs. India is a very interesting market. The boom in demand in the beverages, liquid food and foodstuffs sectors requires corresponding investments by industry. Facilities and machinery have to be modernized and built up. International PackTech India and drink technology India bring supply and demand together in a targeted manner."

Supporting Program: Exhibitor Forum and Congress

In addition to the presentations of the exhibitors, there was a comprehensive supporting program, among other things, a trade fair forum with talks by exhibiting companies as well as a conference on current industry topics. The talks and panel discussions, at which experts from India and abroad participated, also concentrated mainly on issues relevant to the Indian market. For example, exhibitors from India and Europe presented product and system solutions for current topics in the forum of drink technology India.

The focus of the International PackTech 2012 Conference was on innovative packaging technologies and solutions, labelling, coding, handling and storage. Environmental aspects were also dealt with, e.g., waste management and recycling technologies. The program closely related to actual practice was organised by IPMMI (Institute of Packaging Machinery Manufacturers of India) and IFCA (Indian Flexible Packaging & Folding Carton Manufacturers Association) with support from Messe Düsseldorf and Messe Düsseldorf India Pvt Ltd.

International PackTech India and drink technology India will again be held jointly in Mumbai on 25 to 27 September 2014.

Additional information:

www.drinktechnology-india.com

www.packtech-india.com.

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