

## Pressrelease

drink technology India and International PackTech India are being held together in future

**Messe München and Messe Düsseldorf are pooling their know-how for the packaging industry in one of the most important growth markets**

drink technology India and International PackTech India are being held together in future. The joint venue from 18. to 20. November 2010 is the Bombay Exhibition Centre in Mumbai. Messe München GmbH and Messe Düsseldorf GmbH have signed a co-operation agreement about this as the organisers of the two trade fairs.

The two trade fair companies are convinced that the co-operation will create a major joint platform for packaging solutions. All the areas of industry that are looking for suitable packaging for their products will find suitable options at drink technology India and International PackTech India. The overall objective of the co-operation is the successful establishment of an Indian trading platform for customers from the packaging, beverage and liquid food industries. The two events are designed for trade visitors from India and the neighbouring regions. Messe München GmbH organises drink technology India, the international trade fair for beverage and liquid food technology; Messe Düsseldorf GmbH and its subsidiary Messe Düsseldorf India Pvt. Ltd. are responsible for International PackTech India, the international trade fair and conference for the packaging and packaging processing industry.

### **Demand for modern packaging is increasing steadily**

The large number of young people (average age: 25) and their enthusiasm about Western lifestyles make India with its population of 1.13 billion people a promising sales market. The steadily growing middle class (between 50 and 150 million people, according to different estimates), which is expected to increase tenfold by 2025, plays a significant role here too, as it has considerable purchasing power and is keen to spend. Demand for processed and hygienically packaged food is increasing because of this as well as because of changes in the way of life and organised retailing, with the increasing popularity of Western-style super- and hypermarkets.



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and Processing Industry  
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Mumbai/India  
[www.packtech-india.com](http://www.packtech-india.com)



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The Indian packaging industry has tremendous potential: per capita consumption of packaging in India amounts to only USD 15. The global average is USD 100. The market volume of the packaging industry has been growing by an average of 15 per cent per year and this figure is expected to rise to 22 to 25 per cent annually in the next few years. Consumption is being boosted by the increasing demand for food, beverages and everyday consumer goods. Packaging diversity – such as minipacks, multipacks and family packs – and thus the need for modern packaging machines are increasing too.

### **Booming market for the beverage industry as well**

India is a booming market for the beverage industry as well. It already accounts for about ten per cent of global beverage consumption today. This means that the country has the third-largest beverage consumption after the USA and China. But that is not the end of the road – by a long way: market analyses indicate that beverage sales in India will be increasing by more than 60 per cent between 2008 and 2012. Since India is (still) a country of tea and coffee drinkers, packaged cold drinks have enormous potential. Packaged water, beer, spirits and carbonated drinks are recording what are in some cases high double-digit growth rates. All in all, annual per capita consumption of packaged beverages is supposed to triple from 2.6 litres in 2000 to 8.7 litres in 2012.

Demand for milk and milk-based beverages is also rising. India is the world's biggest producer and consumer of milk, since milk plays a major role in the Indian diet. The consumption of milk and milk-based beverages has increased by an annual average of 2.7 per cent in the last four years and most of them (65 per cent) are sold "loose" / unpackaged. The proportion of the market accounted for by packaged milk and dairy products is increasing, however. In the past four years, for example, demand for milk filled in pouches has grown by 4.5 per cent annually, while the figure for milk in cartons is about 25 per cent.

The rising consumption is making it necessary for appropriate investments to be made by the beverage and food industry. Equipment and machinery need to be modernised or installed; Western know-how is popular in this context.

After China, India is the most important sales market for packaging machines in Asia. Last year, the country imported machines worth about USD 290 million. The main suppliers are Germany and Italy, but Asian suppliers like China and Taiwan are catching up.

In the country itself, there are about 600 to 700 companies that manufacture packaging machines. The sector is highly fragmented and 95 per cent of these producers have small or very small operations.



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## German Ministry of Economics is backing trade fair participation

drink technology India and International PackTech India 2010 are the ideal platforms for German companies that want to gain a foothold or strengthen existing contacts in this attractive market to present their products and services. These companies benefit from the fact that the German Ministry of Economics and Technology has included International PackTech India 2010 in its foreign trade fair programme and is therefore supporting the companies in their activities on the market.

The modern Bombay Exhibition Centre in India's biggest city of Mumbai as well as the professional assistance available from the experienced organisers Messe München GmbH and Messe Düsseldorf GmbH and their partners in the country guarantee smooth operations during and after the events. Both trade fair organisers are taking advantage of the in-depth experience they have been able to gather in the regular organisation of their individual events in India in recent years.

Both drink technology India and International PackTech India are offshoots of the leading industry events in Munich and Düsseldorf. drink technology India has developed from drinktec, the global trade fair for beverage and liquid food technology ([www.drinktec.com](http://www.drinktec.com)). The next drinktec is being held on the Neue Messe site in Munich from 14. to 19. September 2009.

The organiser of the International PackTech India trade event is Messe Düsseldorf, which holds interpack, the world's most important trade fair for the packaging industry and the relevant process industry, every three years ([www.interpack.com](http://www.interpack.com)). The next interpack is taking place in Düsseldorf from 12. to 18. May 2011.

VDMA, the German food and packaging machine trade association, Frankfurt ([www.vdma.com](http://www.vdma.com)), acts as a general ally for drinktec, drink technology India, interpack and International PackTech India. International PackTech India is supported by the Institute of Packaging Machinery Manufacturers of India, IPMMI, too.

Information about the events in Mumbai is available from [www.packtech-india.com](http://www.packtech-india.com) and [www.drinktechnology-india.com](http://www.drinktechnology-india.com).



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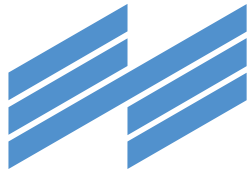
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