



drinktechnology-india.com
6 – 8 November 2012
Bombay Exhibition Centre | Mumbai

No. 1
November 2011

Registration documents online

drink technology India and International PackTech India under starter's orders

drink technology India (dti) and International PackTech India are under starter's orders: preparations for both trade fairs are hotting up with the publication and dispatch of registration documents. From November 6-8, 2012 these tandem events in the Indian city of Mumbai will be the point of contact for the international packaging, packaging printing, processing, beverage and liquid food industries.

Two years ago the organizers of the two trade fairs, Messe München (dti) and Messe Düsseldorf (International PackTech India) and their Indian subsidiaries, joined forces for the first time. More than 6,000 trade visitors traveled to Mumbai in November 2010 to find out all about the latest innovations and developments in the packaging, processing, beverage and liquid food industries over the three days of the exhibition. Both exhibitors and visitors benefited from the expertise of two of the world's leading trade fair organizers and from the synergistic effects between the packaging and the beverage industries. The premiere went so well that the organizers decided to continue working together in the long term.

Companies can also register online now, for dti at www.drinktechnology-india.com, for International PackTech India at www.packtech-india.com. The venue is the Bombay Convention & Exhibition Center, where 12,000 square meters of exhibition space are available in Hall 6; this is almost 50% more than in 2010. With the market in India and its neighboring states continuing to boom, the signs are excellent for further expansion. In about a year from now, well over 260 companies will be presenting their products at the joint trade fair platform. A forum with speakers from exhibiting



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

companies will supplement the presentations on the stands. Also as in 2010 there will be an accompanying conference on packaging themes.

German companies have the chance to take part in dti and International PackTech India as an exhibitor in the German pavilion.

Much thought has been given to the converting and packaging printing market for the upcoming trade fair. From 2012 there will be two new focus areas in the product categories for International PackTech India, so that companies providing machinery and equipment for finishing packaging materials and packaging and manufacturers of packaging technologies and machinery and equipment for printing packaging will have the chance to raise their profile even further.

drink technology India and International PackTech India are active in a market that is one of the fastest growing economies in the world. The demand for machinery, equipment and the corresponding accessories cannot be satisfied through domestic production alone, and so interest in state-of-the-art technology from western Europe, the US or China is correspondingly high. In 2010 imports of machinery for food and packaging increased by 14 percent, their value reaching a total of 560 million US dollars. With a market share of 19 percent, Germany is one of the main supplying countries, behind Italy at 22 percent. (Source: Euromonitor International)

The impetus for the Indian packaging market comes mainly from the growing demand for food and other everyday consumer goods, driven by a growing middle class keen to consume, and the increasingly organized retail trade. Local products in particular are still provided in very simple packaging, but customers increasingly want attractive and hygienic packaging. In addition the range of sizes of packaged goods is getting broader, particularly as quite a number of companies also have their eye on the low earner customer segment. Small packages in particular, for example single-use packs or 50 ml bottles, for shampoo, washing powder, hair oil, hair dye, toothpaste and lightening creams, are greatly in demand. (Source: gtai)

The Indian beverage market is still poorly developed in comparison with countries such as China or Japan, and so has great potential. The market researchers at 'Euromonitor International' estimate growth rates in double figures in the next five years. Huge increases are expected in non-alcoholic beverages such as bottled water (16.5 percent per year), fruit juice (21.7 percent) and soft drinks (8.6 percent) in particular. In the case of alcoholic drinks India has always been one of the biggest sales markets in the world. Beer is becoming increasingly popular, especially among young people, and the sector is set to grow by up to 12 percent over the next few years.

Press contacts:

Messe München GmbH

Johannes Manger and Maritta Dötter

Tel. (+49 89) 949-21482 / -21484

Johannes.Manger@messe-muenchen.de

Maritta.Doetter@messe-muenchen.de

Messe Düsseldorf GmbH

Eva Rugenstein/Desislava Angelova

Tel. (+49 211) 45 60 -240

RugensteinE@messe-duesseldorf.de and

AngelovaD@messe-duesseldorf.de