

20 November 2010

## **PRESS REPORT**

### **Overwhelming turnout at India's premier platform for the packaging, processing, beverage and liquid food industries.**

#### **Increase in overall exhibitor and visitor attendance.**

The International PackTech India and drink technology India 2010 organized respectively by Messe Duesseldorf GmbH, Messe Duesseldorf India, Messe Muenchen GmbH and MMI India Pvt.Ltd, concluded on a high note with unprecedented results. The collaboration between the organizers in organizing the concurrent exhibitions has proven to be a winning synergy. Both exhibitions exceeded expectations in terms of the quantity and quality of exhibitors and visitors. The exhibitions drew the combined participation of 201 exhibiting companies from 22 countries. Nett space occupied by exhibiting companies from overseas more than double in comparison to the previous shows in 2008.

At press time, more than 6.000 buyers and professionals visited the 3-day exhibitions. This clearly underscores the growing importance of both exhibitions in India. It was visible that the opportunities offered at both shows were unparalleled adding a boost of optimism for all sectors involved in the packaging, processing, beverage and liquid food.

The Food Processing and Packaging Machinery Association of VDMA (German Engineering Federation) was instrumental in influencing the two exhibitions to be staged under one roof. "We are happy to see the two organizers combining their expertise. We find the co-location of both exhibitions an excellent concept as we have now one major and unique platform in India that caters to the entire value chain of food processing, beverage and packaging technology. It is important for companies involved in this sector to make their presence felt as India is an important market and is developing very dynamically," commented managing director Richard Clemens.

On opening day, 18 November 2010, organizers Messe Duesseldorf GmbH and Messe Muenchen GmbH announced that they are looking forward to continue their steadfast collaboration for many more years and will proactively develop the exhibitions further, a move welcomed by exhibiting companies and supporting organizations.

India's growing middle class and affluence and the increasing organized retail sector will continue to be the catalysts for growth in the packaging,



International PackTech India  
6th International Exhibition  
and Conference for  
the Packaging and  
Processing Industry

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drink technology India  
International trade fair for  
beverage and  
liquid food technology

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**18 to 20 Nov 2010**

Bombay Exhibition Centre,  
Mumbai, India

processing, beverage and liquid food industries. Hence, it is imperative for these sectors to upgrade their standards through innovative technologies in order to be on par with the world's best practice. Both International PackTech and drink technology India will continue to offer a conducive platform for exhibitors and visitors to network effectively, gather new contacts, catching up with existing customers and suppliers and to keep abreast of the latest market trends, demands and challenges.

Throughout the duration of the exhibitions, a very busy and positive atmosphere was observed. Many exhibitors have commented to the show organizers that they were pleased with their participation at the exhibitions and had received many good enquiries and valuable contacts.

Augmenting the exhibition were two noteworthy events. An exhibitor forum on drink technology by Messe Muenchen GmbH and a conference on packaging and sustainability organized by Cognizance Packaging along with Institute of Packaging Machinery Manufacturers of India (IPMMI) and Paper Film and Foil Converters' Association (PFFCA). Both events were well attended.

There was great interest in the three-day seminar organised at drink technology India by the Versuchs- und Lehranstalt für Brauerei (VLB) of Berlin, one of the world's leading brewing research centres. VLB's Managing Director, Josef Fontaine, comments: "It was an extraordinary opportunity to get in touch with a lot of interesting and nice colleagues from the Indian brewing and beverage sector. VLB is looking forward to a further development of this cooperation in 2012."

The next International PackTech and drink technology India will be held in Mumbai in October 2012 at the Bombay Exhibition Centre. Both exhibitions dedicated to providing the latest technology in machinery, processing and solutions will provide a focal point for the packaging, processing, beverage and liquid food sectors in India. Participation details will be made available soon.

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