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Press Release

drinktec cluster and fairtrade sign a marketing cooperation

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The aims of this cooperation are clear: a broader range of products and services to offer exhibitors and visitors and more targeted acquisition of market participants—for the events in the drinktec cluster of Messe München, and for those of fairtrade, a German organizer of food and beverage technology trade fairs. Messe München's drinktec cluster includes international subsidiary trade shows in South Africa, India and China, and fairtrade organizes specialist trade fairs in Ethiopia, Ghana, Nigeria and Iran. With immediate effect, the two cooperation partners aim to mutually support their respective trade fairs through corresponding marketing and sales activities. With their combined expertise in beverage, food and packaging technology, the intention is to expand and strengthen the individual events of both partners.

Both trade show organizers have excellent networks in the industry. This cooperation agreement draws together the offer of the individual exhibition platforms, which represent the entire process chain of the food, beverage and packaging industry. "We complement each other perfectly with regard to industries and country portfolios: the drinktec cluster can strengthen its presence on the African continent and further expand the range of fdt Africa with our partner's food technology and Africa expertise. In turn, fairtrade benefits from our global reputation and expertise in the beverage and liquid food industry. Together, we can combine the respective multipliers, partners and media into a global network for the food, beverage and packaging industries, thus guaranteeing our customers trade show platforms with even greater reach," explains Petra Westphal, Exhibition Group Director of the drinktec cluster. "I am

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delighted that with this cooperation, we are offering further value to our exhibitors and visitors," continues Westphal.

Paul März, Exhibition Director at fairtrade, adds: "Having worked in Iran since 1994 and on the African continent since 1997, we have a solid knowledge of these markets. Combined with the expertise of the drinktec cluster, this results in valuable synergies in order to achieve joint growth opportunities in the food and beverage industry. We very much look forward to the cooperation."

Richard Clemens, Managing Director of VDMA Food Processing and Packaging Machinery Association, sees significant benefits from the cooperation for exhibitors and visitors: "This partnership will ensure a positive development for all the events. Through this cooperation, we can sustainably expand the trade-fair platforms abroad, in particular on the African continent. This enhances the attractiveness of the events for both exhibitors and visitors."

The following events will be held this year: agrofood Nigeria, from March 28 to 30, 2017 in Lagos; iran food + bev tec from May 23 to 26, 2017 in Tehran; drinktec, from September 11 to 15, 2017 in Munich; agrofood West Africa, from December 5 to 7, 2017 in Accra; and drink technology India, from October 24 to 26, 2018 in Mumbai.

Further, general information about our events:

www.drinktec.com

www.drinktechnology-india.com

www.fdt-africa.com

www.chinabrew-beverage.com

www.fairtrade-messe.de

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About drinktec

drinktec has been held in Munich since its premiere in 1951. A four-year event cycle was introduced in 1985. drinktec is the most important trade fair for the sector. Manufacturers and suppliers from all over the world meet up here with producers and distributors of beverages and liquid foods. All sizes of company are represented at drinktec: global operators and SMEs alike.

The future is mapped out at drinktec. This event is regarded as the number one platform for launching new products on the world market. Here manufacturers present the latest technology for processing, filling and packaging all kinds of beverages and liquid food—raw materials and logistics solutions included. The themes of beverages marketing and packaging design round off the portfolio.

drinktec 2017, which takes place at the Messe München exhibition center in Munich from September 11 to 25, 2017 expects to attract around 1,600 exhibitors and 70,000 visitors. Around two-thirds of the visitors come from outside Germany. drinktec 2017 will take up 14 exhibition halls, covering a total of 150,000 square meters of space.

fairtrade - Valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe. Managed by its shareholder and committed to the values of a family business and team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, Building, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high

level of customer satisfaction. By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors. A member of UFI The Global Association of the Exhibition Industry, fairtrade's management system is ISO 9001: 2008 certified.

About Messe München

Messe München is one of the world's leading trade-show companies. It organizes about 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and about two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.