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Press Release

Final report

food & drink technology Africa closes with top results

- **Sustainability is a key issue in the food and beverage industry**
- **High international participation**
- **Co-location: Concept convinces exhibitors and visitors**

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From July 9 to 11, the fourth edition of food & drink technology Africa brought together the beverage, food and liquid food industry in Johannesburg, South Africa. Approximately 65 exhibitors from 13 countries presented custom solutions for the African market: from innovative developments for resource conservation to raw materials, processing, filling and packaging machines. The concept of co-location was also able to convince: analytica Lab Africa and IFAT Africa were held at the same time at the Gallagher Convention Centre, offering synergies in the exhibition area and the supporting program.

To Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München, it became clear that: “food & drink technology Africa has a great significance for the growth market of southern Africa. In particular, the topic of sustainability, whether in the packaging or production of food and beverages, is of concern to the industry.” The concept of co-location is therefore the right way “to react to these needs and to present cross-sectoral and tailor-made solutions for the industry,” said Pfeiffer. At the parallel trade fairs, 8,324 visitors were able to gather information about trends and innovations from the environmental, beverage and food industries as well as from laboratory technology and analytics.

The panel discussion on the occasion of the opening of the co-location with its topic “The Contribution of the Food & Drink Industry in Southern Africa to the

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Press Release | July 15, 2019 | 2/2

Sustainable Development Goals (SGDs)” also dealt with the topic of sustainability. Ranjt Baxi, former President of the Bureau of International Recycling (BIR) and Founding President of the Global Recycling Foundation, Douw Steyn, Director of Plastic SA, and Emmanuel Rurema, Managing Director of Pentair, agreed: Urgent and pre-eminently collective action by civil society, industry and the public sector is required to reduce plastic, manufacture sustainably and ensure the supply of food and drinking water. Rurema is already observing a rethinking in the food and beverage industry—worldwide. Manufacturers are aware of their responsibility to become more sustainable. The beverage industry, for example, is striving to reduce water consumption and wastage in production.

Sales market with potential

Petra Westphal, Project Group Director of Messe München, is convinced: “The high level of participation by international companies illustrates the potential offered by the South African market and the surrounding countries.” This is also confirmed by Vera Fritsche, consultant at the VDMA Food Processing and Packaging Machinery Association: “The consumption of food, liquid food products and beverages continues to increase, the production is growing.” This is reflected in the corresponding demand for modern manufacturing, processing and packaging technologies. “Importing machinery and plants from abroad is still necessary in order to be able to meet the growing demand,” said Fritsche.

food & drink technology in numbers

65 exhibitors from 13 countries came to food & drink technology Africa. National and international market leaders such as Bosch Packaging, Fermentis, GEA Africa, Instek Control, KHS Manufacturing, Pentair, SCHÄFER Container Systems and SMC Corporation South Africa (Pty) Ltd. were attracting 1,790 visitors. Joint stands from China, India and Germany illustrate the growing importance of the event for international companies.

Suzette Sheepers, Chief Executive Officer of Messe München in South Africa, is delighted: “Visitors took the opportunity to learn about trends and innovations at



Press Release | July 15, 2019 | 3/3

all three events. We will continue to offer this added value in the future, because the next food & drink technology Africa will also take place in co-location with analytica Lab Africa and IFAT Africa.”

Together, the events occupied 17,000 square meters in four halls and the outdoor area of Gallagher Convention Centre. Of the 8,324 visitors, 1,790 came from food & drink technology Africa. In total, 385 exhibitors presented their solutions and products. Of that total, 65 exhibitors exhibited at food & drink technology Africa, while 148 exhibitors accounted for analytica Lab Africa and 172 exhibitors for IFAT Africa.

The next co-location will take place from July 13 to 15, 2021. The venue will again be Gallagher Convention Centre in Johannesburg.

Further information on food & drink technology Africa can be found here:

www.fdt-africa.com

Photos & logos are available for download from the [media database](#).

About food & drink technology Africa

The food & drink technology Africa (fdt) trade fair is an important platform for the food, beverage and packaging industry in South Africa. It covers the entire process chain – from raw materials and processing, to bottling, packaging and logistics.

The trade fair takes place every two years in Johannesburg. The next food & drink technology Africa will again take place in co-location with analytica Lab Africa and IFAT Africa at Gallagher Convention Centre in Johannesburg from July 13-15, 2021.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.