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## **Press Release**

### **food & drink technology Africa established as the leading sector platform — “by Africa for Africa”**

**Following its successful premiere in 2014, with 1,100 participants from South Africa and abroad, food & drink technology Africa (fdt Africa) is now well on the way to establishing itself as the leading sector platform for food and beverage processing, packaging and logistics in Southern Africa. Sector leaders such as GEA Africa, Pentair Food & Beverage and Pyrotec have already registered for the next event which takes place on September 14 and 15, 2016 at Gallagher Convention Centre in Johannesburg.**

The motto of fdt Africa is “by Africa for Africa”. For this reason fdt Africa presents sector solutions that are tailored to the specific needs of the African market. The focus is on innovations and new developments that offer value add to African companies. Petra Westphal, Exhibition Group Director at Messe München responsible for the show, sees fdt Africa as a “seismograph” for the requirements of the African market: “Anyone who wants to stay up-to-date with the African food and beverage market, simply has to come along to fdt Africa.”

The organisers of fdt Africa are Messe München and its subsidiary MMI South Africa. The conceptual partner is VDMA Food Processing and Packaging Machinery Association (*Fachverband Nahrungsmittelmaschinen und Verpackungsmaschinen*).

Over the last few months a number of Presentation Meetings have already taken place featuring top speakers such as Dave Morely from Multivac Southern Africa, Steffen Manke of Bosch Packaging and Nick Tselentis of AMA – The Aerosol Manufacturers` Association, all of whom were informing the sector on the latest developments in the beverage and food market. “food & drink technology Africa sees itself in this regard as an ongoing source of information for the sector,” says Elaine Crewe, CEO of MMI South Africa. The most recent of these Presentation Meetings took place in October in Cape Town and Johannesburg, focusing on **Retailer requirements for packaging**.



The innovative ideas and solutions covered in these Presentation Meetings can be seen up close in September 2016 at food & drink technology Africa. The Exhibitor Forum planned at fdt Africa provides a further educational platform at which exhibitors present case studies. The emphasis is always on the requirements and challenges of the Southern African market.

The positive reaction of exhibitors and trade visitors is further evidence that the beverage and food industry in the promising market of Southern Africa is continuing to grow and that fdt Africa has the right trade-fair concept to serve its needs.

The next food & drink technology Africa takes place on September 14 and 15, 2016 at the Gallagher Convention Centre in Johannesburg.

All the key information on food & drink technology Africa 2016 and all the relevant exhibitor documentation is available at: <http://fdt-africa.com>

For impressions of the last food & drink technology Africa, which took place in March 2014, take a look at the gallery at: <http://fdt-africa.com/gallery/>

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### **About food & drink technology Africa**

food & drink technology Africa (fdt Africa) is the third and most recent addition to the drinktec family. It premiered in 2014 in Johannesburg, South Africa, as a trade fair with adjoining congress. The organisers are Messe München and its subsidiary MMI South Africa, which is based in Johannesburg. The conceptual sponsor is the Food Processing and Packaging Machinery Association of the VDMA (German Engineering Federation). The event, taking place every two years, brings together global and local manufacturers of food processing machinery, beverages technology and packaging machinery with producers of foodstuffs, liquid food and beverages that operate in the region (Southern Africa). An integrated exhibitor forum focusing on case studies with specific relevance to the needs of the regional market provides an opportunity for knowledge-sharing and professional development. The next fdt Africa takes place on September 14 and 15, 2016 at the Gallagher Convention Center in Johannesburg.