



Munich, October 27, 2016

Press release

Exhibitor testimonials – food & drink technology Africa

Dylan Groves, Sales Manager, Anton Paar, South Africa: “We have seen our existing clients and see fdt Africa as a strong brand. fdt Africa 2016 has given us a good opportunity to create a partnership with the micro brewers in South Africa and a great chance to sponsor with the University of Pretoria! We will definitely be back in 2018!”

Brett Dunbar-Krause, Senior Marketing and Communications Specialist, Ecolab, South Africa: “Besides excellent organisation and strong support from the team, I was super impressed that the second edition has built on the first and is even more successful. The quality of delegates is phenomenal, I am impressed.”

Taryn Browne, Communications and Marketing Manager, GEA Africa, South Africa: “GEA Southern & Eastern Africa exhibited at the 2nd biennial food & drink technology exhibition which took place at Gallagher Convention Centre on the 14th & 15th September. We are happy to say that we felt it was a well organised event. It was good to see 80+ exhibitors at this year’s show and very positive that some of the bigger players such as Pentair Food & Beverage, Endress + Hauser, Ecolab, KHS Manufacturing, Robert Bosch GmbH, Döhler GmbH and Döhler South Africa were also present. Exhibiting at industry shows is undoubtedly a valuable way to meet potential customers and turn them into business, as well as brand awareness for GEA. We’d like to take the opportunity to thank all involved for a great show and look forward to the growth of fdt Africa, and being there again in 2018.”

William McClintock, Key Account Manager, Imbera APAC, Mexico: “We participated for the first time at fdt Africa. For us, the event was very successful. The organization of the event was also very good and we hope that the show continues to grow in 2018.”



Raymond Karsten, Managing Member, Instek Control, South Africa: “Instek Control found fdt Africa to be an extremely well presented and Professional Exhibition. We found working with the organisers a pleasure every time there was interaction. The exhibition delivered on high quality Professional Visitors with true interest in the products being exhibited.”

Leoš Mládek, Key Account Manager, J4 s.r.o, Czech Republic: “This was our first fdt 2016 was such a surprise. People were really interested in our products, we met small and big companies and we will definitely be here for 2018.”

Joerg Thomas, Managing Director, KHS Manufacturing South Africa, South Africa: “KHS was very pleased with the professional and patient organisation of fdt Africa 2016. Still being a very small trade fair we have, due to our excellent exposure being able to exhibit at the entrance of the hall, received new leads and business contacts. The patience and understanding organisation helped to prepare and set up everything in time.”

Dominique Schlenk, Project & Sales Director Southern Africa, Robatech, South Africa: “At fdt 2016 we met quality visitors. It is a network platform to re-connect with customers on different topics. We will join in 2018. It’s fun to come!”

Geoff Penny, Executive Director, SACB, South Africa: “We encourage all technology suppliers to the baking industry in South Africa to participate in future “fdt Africa” events. As fdt Africa grows it will provide a good opportunity to present products to the industry.”

Luca Cavina, Area Sales Manager, Sacmi Imola S.C, Italy: “We exhibited at fdt 2016 for the first time and we didn’t expect such a huge number of quality visitors. We are very happy that we joined fdt Africa 2016.”

Clément Huyghe, Customer Sales Representative, Servinox, France: “The contacts were really effective. The visitors knew exactly what to search for. We discovered that South Africa is a high potential market for us and we are even in contact with a positive distributor.”



Vera Fritsche, Advisor International Trade Fairs, Markets and Economy, VDMA Food Processing and Packaging Machinery Manufacturers Association, Germany: “In

Southern Africa, too, the trend is towards integrated solutions, so it is important to have an event here that covers the entire value chain and also offers solutions tailored to the challenges and demands of the market in Southern Africa. This concept has worked well at fdt Africa, as seen in the significant rise in visitor numbers and the overall satisfaction of participants. fdt Africa is on a good course.”

Juliane Rahl, Editor, PR, Events, Versuchs und Lehranstalt für Brauerei in Berlin

(VLB), Germany: “The VLB MicroBrew Symposium South Africa (MBSSA) was a complete success with 65 participants. In part, that is because VLB Berlin was able to hold its event as part of the supporting program of fdt Africa. After the symposium, participants and organisers had a chance and the time to hold discussions with one another and with many of the exhibitors at the fair. We feel that the MBSSA and fdt Africa are an outstanding combination and look forward to collaborating again in two years.”

Mario Allendoerfer, Sales Director Africa, Ziemann Holvrieka, Germany: “Since fdt Africa has been launched two years ago, the African Market is moving. Craft brewing becomes an important role in the South African Market. The big players getting bigger and fdt Africa is growing. For Ziemann Helvrieka it was the right decision to participate in fdt Africa and we are sure that we will meet again in 2018.”

The next food & drink technology Africa will take place in 2018.

Find impressions of food & drink technology Africa 2016 [here](#)

Further information on food & drink technology Africa: www.fdt-africa.com,
on social media: www.facebook.com/drinktec, www.twitter.com/fdt_africa
and at www.blog.drinktec.com



Your press contacts for food & drink technology Africa:

Benjamin Büttner

Tel. (+49 89) 949-21484, Fax (+49 89) 949-9721484

e-mail: benjamin.buettner@messe-muenchen.de

Dain Richardson

Tel. +27 11 476 8093

e-mail: dain.richardson@mmi-southafrica.co.za

About food & drink technology Africa

food & drink technology Africa (fdt Africa) is the 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 Messe München South Africa, which in Johannesburg. The conceptual sponsor is the Food Processing and Packaging Machinery Association of the VDMA (German Engineering Federation). The event, takes place every two years, brings together local and international manufacturers of food and beverage processing machinery, beverages technology and packaging machinery with mainly regional producers of foodstuffs, liquid food and beverages. An integrated exhibitor forum focusing on case studies with specific relevance to the needs of the regional market provides an opportunity for professional development. The next food & drink technology Africa (fdt Africa) will take place 2018.