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Press Release

Unique accompanying program rounds off food & drink technology Africa 2016

The countdown is on for food & drink technology Africa, taking place on September 14 and 15, 2016. For the second time the future of the African food and beverage industry will be on show at Gallagher Convention Centre in Johannesburg. Coupled with the chance to review solutions tailored specifically to the African market, visitors to fdt Africa 2016 can also look forward to an exciting program of supporting events.

New in 2016: As well as all the innovations and new developments on show by exhibitors, fdt Africa 2016 also features an Exhibitor Forum—a knowledge platform for presenting expertise and experience on how to master the challenges and meet the requirements of the market in Southern Africa. Here, on both days, top experts from the sector will be setting out practice-oriented case studies and engaging in panel discussions. The main themes are chosen to reflect the needs of the African market: “Resource efficient production – save water and energy”, “Latest trends in packaging for the food and beverage industry” and “Solutions for the bakery industry”.

Resource efficient production – save water and energy

Manufacturing beverages and food is an energy-intensive industry. Large quantities of water are needed—for the processes themselves, and also for cleaning the plant. South Africa is one of the driest countries in the world. Water shortages, the ongoing energy crisis, energy price increases and the planned introduction of a “carbon tax” are leading to additional costs for the food and beverage manufacturers. The focus of these companies is therefore on purchasing machinery and plant that use less energy and less water. Under the theme of ‘Resource efficient production – save water and energy’, fdt Africa 2016 will be highlighting ways of saving water and energy and thereby reducing production costs to remain competitive.



Latest trends in packaging for the food and beverage industry

Packaging fulfills a number of functions: It protects, it presents information and it helps transport the products. At the same time packaging has to get noticed and make the product look appealing. In order to create an identity brands have to invest in packaging. In South Africa, convenience is a major theme. Ever busier lifestyles ensure that people are always on the look-out for innovative and easy-to-handle products and packaging. In addition to this, the packaging has to be eco-friendly and easy to recycle. Responsible management of resources is therefore becoming an increasingly competitive advantage for companies. More and more consumers are taking the decision on whether or not to purchase a brand on the basis of ecological criteria. The second main theme in the Exhibitor Forum is therefore innovations in the packaging industry.

Solutions for the bakery industry

The third theme in the Exhibitor Forum concentrates on the bakery industry. As in other countries around the world, South African consumer behavior is affected by increasing urbanisation and the expanding middle classes. Baked goods—biscuits, snack bars, sweet and savory snacks—are becoming ever more popular. In the coming years, market researchers are expecting double-digit growth in per-capita consumption of these products. Innovative solutions for efficient production and packaging of baked goods is therefore the focus here.

Alongside the Exhibitor Forum and panel discussions the supporting program at food & drink technology Africa also features a number of additional events:

MicroBrew Symposium

On September 13, one day before fdt Africa 2016, the 'MicroBrew Symposium South Africa' will be taking place, organised in cooperation with the brewing research and teaching institute VLB Berlin (*Versuchs- und Lehranstalt Berlin*). This symposium will feature creative brewers from Southern Africa, as well as international specialists in beer, presenting on aspects of technology and quality in brewing beer, and drawing on their own experience. Local success stories from the African beer scene will also be presented.

UniMicroBrew design competition

In 2004, in cooperation with South African Breweries Ltd (SAB), the first small-scale piece of Brewing Kit was installed at the University of Pietermaritzburg in Kwa-Zulu Natal. By 2008 further installations were funded by SAB and set up at other universities. SAB expanded on this project by launching the first universities micro-brewing championships in 2008. The



award, presented each year since then, is a seal of quality in the beer industry in Southern Africa. Winners from this year's UniMicroBrew design competition will be showcased at fdt Africa 2016.

hb Media Tour

Leading up to fdt Africa 2016, the team at PETplanet Insider magazine will be setting off on a truck tour of South Africa and neighbouring countries. Editors from hb Media publishers will visit companies in the sector, to carry out interviews and discussions on the requirements of the food and beverage sector in Southern Africa. These experiences will be collected and presented at fdt Africa 2016.

Visitors can now pre-register [online](#).

All the latest information on food & drink technology Africa 2016 can be found at www.fdt-africa.com.

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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.