



Munich, September 23, 2016

## **Closing Report**

### **food & drink technology Africa—the success continues**

- **Over 40 percent increase in participant numbers**
- **Leading networking and knowledge platform for the beverage and food industry in Africa**
- **20 percent more exhibition space**

**food & drink technology Africa (fdt Africa) is continuing its success story. The most important sector event for the food and beverage industry in Southern Africa took place on September 14 and 15, 2016 at Gallagher Convention Centre in Johannesburg. 86 local and international exhibitors showcased their products, solutions and services on 1,250 square meters of exhibition space. Leading companies exhibited at the show, among them Bosch Packaging, Electric 80, GEA Southern and Eastern Africa, KHS Manufacturers South Africa, Pentair Food & Beverage and Ziemann. The number of participants increased by 40 percent to 1,550 –that´s a new record.**

With the concept of organising an event “by Africa for Africa”, food & drink technology Africa is now well established in the African trade fair calendar. It was clear to all participants that fdt Africa is the leading sector platform for food and beverage processing, packaging and logistics in Southern Africa. As well as the trade fair itself, the event´s extensive accompanying program helped elevate the networking benefits and knowledge transfer opportunities to a new level.

Markus Kosak, Exhibition Director of food & drink technology Africa, was delighted with the results, on both the exhibitor side and the visitor side: “These results reflect the prospects of this sector in Africa. And they are proof of the success of the concept of Messe München South Africa, developed in cooperation with the long-term partner, VDMA Food Processing and Packaging Machinery Association (*Fachverband Nahrungsmittelmaschinen und Verpackungsmaschinen*), and the drinktec team in Munich. Once again we saw a



presentation of ideas, technologies and products tailor-made for the demands of Southern Africa.”

The food and beverage market in Southern Africa is continuing to grow. Vera Fritsche, from the VDMA Food Processing and Packaging Machinery Association, said: “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.”

The growth of the African food and beverage market is also reflected in a 20-percent increase in exhibition space at fdt Africa, 86 local and international companies covered a total of 1,250 square meters of exhibition space and presented solutions tailored to suit the particular demands of the market in Southern Africa. Among them were also many drinktec exhibitors from Munich, e.g. Bosch, Electric 80, KHS and Pentair. In light of the high number of decision makers present at the trade fair exhibitors were very satisfied with the event: “I was particularly impressed with the quality of the participants in fdt Africa. It is a network platform to re-connect with customers on different topics. We will definitely be back again in 2018,” said Dominique Schlenk, Project & Sales Manager Southern Africa, Robatech SA, South Africa. This sentiment was echoed by Leoš Mládek, Key Account Manager, J4, Czech Republic: “This is the first fdt Africa we have taken part in, we have been pleasantly surprised. All the customers of importance for us were here. We will definitely be taking part again in fdt Africa in 2018.” For Brett Dunbar-Krause, Senior Marketing Communication Specialist Sub-Sahara Africa, Ecolab, South Africa, fdt Africa was a resounding success: “As well as the excellent organisation and support at the venue, we were especially pleased with the further increase in the quality and success of the event. The number of specific inquiries we received and the high level of interest from the participants showed us that we are in the right place, with the right solutions, and at the right time.”

The 1,550 participants (2014: 1,100 participants) came from all sectors of the food and beverage industry. It is very evident that interest in this event has risen considerably. “fdt Africa in 2014 was an immediate success,” explained Elaine Crewe, CEO of Messe München South Africa. “This rise in interest in the event and particularly the quality of the participants shows us that we are getting it right with the content delivered at fdt Africa,” she continued. Including South Africa, the international experts, decision-makers and specialists also came from neighboring African Countries such as Namibia, Zimbabwe and Botswana. Warren Vogel, Key Accounts Manager, Testo, South Africa, was impressed: “This is my first visit to



fdt Africa and I was very impressed by the diversity of the offering presented by the exhibitors. I was able to benefit from the knowhow of industry experts and I am confident that the talks I had here will support me in the future development of my company.”

The accompanying program to the trade fair enabled participants to gather information on how to meet the challenges and needs of the market in Southern Africa. In the Exhibitor Forum, the focal themes of “Resource-efficient production – save water and energy” and “Latest trends in packaging for the food and beverage industry” were chosen to reflect the current demands of the market in Southern Africa. Top experts from the sector—among them Emmanuel Rurema, Business Development Director Africa, Pentair and Jörg Thomas, Director Regional Center Africa, KHS Manufacturing South Africa—outlined case studies.

Further highlights in the accompanying program were the “MicroBrew Symposium South Africa” and the “UniMicroBrew design competition”. In the “MicroBrew Symposium South Africa”, organised by the brewing research and teaching institute VLB Berlin (*Versuchs- und Lehranstalt für Brauerei in Berlin*), the emphasis was on aspects of technology and quality in brewing beer. The “UniMicroBrew design competition”, organised by South African Breweries Ltd (SABMiller), honored the best university microbrewing team.

The trade fair was organised by Messe München South Africa, Messe München GmbH, organisers, of drinktec, the “World’s Leading Trade Fair for the Beverage and Liquid Food Industry”, and supported by the VDMA Food Processing and Packaging Machinery Association. Among the partners in the accompanying program were the *Versuchs und Lehranstalt für Brauerei in Berlin* (VLB) and South African Breweries Ltd (SABMiller), with whom drinktec has also been collaborating for many years.

food & drink technology Africa also marked the start of the worldwide roadshow for drinktec, the “World’s Leading Trade Fair for the Beverage and Liquid Food Industry” takes place in Munich from September 11 to 15, 2017.

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](http://www.fdt-africa.com),  
on social media: [www.facebook.com/drinktec](https://www.facebook.com/drinktec), [www.twitter.com/fdt\\_africa](https://www.twitter.com/fdt_africa)  
and at [www.blog.drinktec.com](http://www.blog.drinktec.com)



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## **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 predominantly 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.