



# food & drink technology Africa

## 14 – 15 SEPTEMBER 2016

### GALLAGHER CONVENTION CENTRE, JOHANNESBURG

food & drink technology Africa is a biennial trade fair held in Johannesburg, South Africa. The trade fair and conference is the third off set of Messe München's drinktec, the world's leading trade fair in the beverage and liquid food industry. The first edition hosted 84 local and international exhibitors, presenting the latest machines and technologies for food and beverage processing and packaging. The event welcomed around 1100 participants from 31 countries, including South Africa, Namibia, Botswana and Zimbabwe and was surrounded by a high-quality conference programme, organised by VDMA.

#### REASONS TO PARTICIPATE

- **Clear focus** on beverage and food industry.
- **International and local market leaders** present tailor-made solutions for South Africa and surrounding countries.
- **Trend-setting platform:** the coming together of global technology specialists, decision-makers and operators from the South African food and beverage industry – the best in one location.
- **Matching supply and demand along the entire process chain:** raw materials, processing, filling, packaging and logistic solutions.
- **Strong partner:** the organisers of the world's leading fair, Messe München's drinktec, stands for first-rate advice and expertise.
- **Knowledge transfer:** networking platform which combines exhibition and forum with latest case studies.

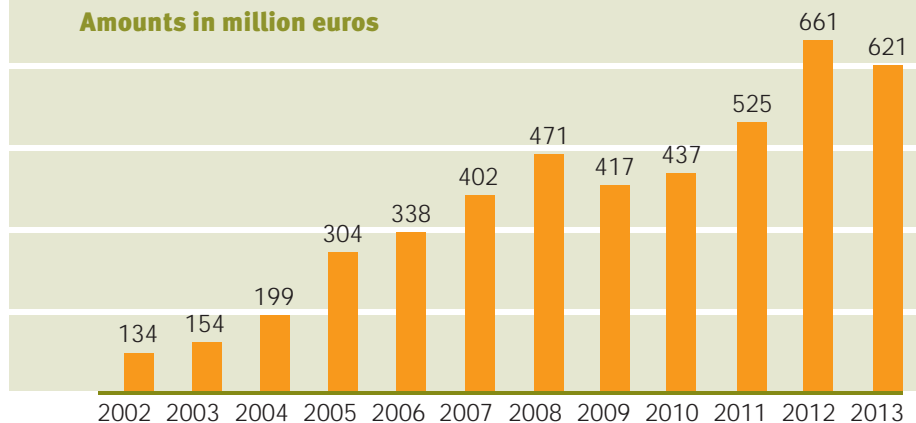


#### VISITOR TARGET GROUPS

- Food and Beverage industry
  - Alcoholic beverages
  - Bakery products and pasta
  - Confectionaries
  - Convenience food products
  - Dairy products
  - Fish and seafood products
  - Hot drinks (coffee and tea)
  - Meat and meat products
  - Oils and fats
  - Soft drinks
- Consultancy
- Contract packaging
- Education
- Food retail

#### SOUTHERN AFRICAN COUNTRIES: VALUE OF IMPORTS OF FOOD PROCESSING AND PACKAGING MACHINERY

Amounts in million euros



Source: VDMA, Export statistics of 52 countries.

#### TARGETS FOR fdt AFRICA 2016

- 120 exhibitors
- 2 000 participants
- 3 000 m<sup>2</sup> of exhibition space

## 2014 VISITORS RATINGS

- 87% rate the overall assessment as good to excellent.
- 86% benefited from fdt-Africa.
- 90% would participate again.
- 91% would recommend fdt-Africa.
- 97% thought fdt-Africa would become more important in the next two years.

## TOP 5 ACHIEVED VISITOR AIMS

1. New business relationships.
2. Increasing information and new products.
3. Maintaining existing client relationships.
4. Studying the competition.
5. Furthering product knowledge.



## 2014 EXHIBITORS RATINGS

- 76% rate the overall assessment as good to excellent.
- 84% of the exhibitors benefited from fdt-Africa.
- 92% would participate again.
- 80% thought fdt-Africa would become more important in the next two years.

## TOP 5 ACHIEVED EXHIBITOR AIMS

1. Maintaining existing business relationships.
2. Company/Product image presence and promotion.
3. Preparing future business transactions.
4. Looking at the African market.
5. Building new business relationships.

## UPCOMING SHOWS - DRINKTEC WORLDWIDE



**drink technology India**  
December 15–17, 2016, Bombay Convention & Exhibition Centre, Mumbai



**China Brew China Beverage**  
October 11–14, 2016  
SNIEC, Shanghai



**drinktec**  
World's leading trade fair for the beverage and liquid food industry  
September 11–15, 2017, Messe München

## EXHIBITOR STATEMENTS

**Steffen Manke, General Manager,  
Robert Bosch Packaging South Africa:**

We are happy with the exposure we have given to new clients, especially smaller companies. We have received a lot of enquiries on our liquid division, which gave us a good chance to present our solutions in sectors such as the dairy industry.

**Emmanuel Rurema, Director Business Development –  
Africa, Pentair Filtration & Process:**

Pentair thanks the organisers for taking the step to bring this event into Africa.

**Dirk Grafe, Industry Manager Brewery Automation,  
Siemens AG:**

The number and quality of exhibitors was very good for the first trade fair of its kind in Africa. I am convinced that together we can transfer the information about the successful launch of this event to all of our African customers to increase the prospect of them joining us at the next event. Having said that, and considering the high standard and professional organisation and execution of the show, we are sincerely looking forward to 2016.

## CONTACTS



**Organisers - Messe München International**

**MMI South Africa (Pty) Ltd:**  
1st Floor Kiepersol House, Stonemill Office Park,  
300 Acacia Rd, Darrenwood, Cresta, 2194

**Exhibition Management South Africa & Africa:**  
Dain Richardson: dain.richardson@mmi-southafrica.co.za  
Tel.: +27 11 476 8093

**International:**  
Markus Kosak  
markus.kosak@messe-muenchen.de  
Tel.: +49 89 949 20112

**Stefanie Lorenz**  
stefanie.lorenz@messe-muenchen.de  
Tel. +49 89 949 20113

**www.fdt-africa.com**  
**info@mmi-southafrica.co.za**



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