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Press Release

Closing report

Overwhelming response for first food & drink technology Africa

The inaugural food & drink technology Africa trade fair and conference took place with rave reviews and has been deemed a success by all involved in the event which took place at Gallagher Convention Centre from 18 – 19 March. 84 local and international exhibitors presented the latest technologies in the food and beverage processing and packaging industry.

The conference programme, organised by the VDMA, running alongside consisted of open and closed sessions with speakers focusing on hygienic, safe and efficient production of high quality food and beverages as well as case studies presented by exhibitors which were relevant to the current industry.

Organisers, Petra Westphal, Exhibition Group Director, Messe München International and Elaine Crewe, CEO, MMI South Africa (Pty), are delighted by the response “Our aim was to introduce the latest, leading technologies in the industry to the African market, in order to increase the markets competitiveness and growth. We hoped to assist important industry players to build lasting business relationships and partnerships, which we believe we have achieved.”

The event welcomed around 1100 participants from various countries, including South Africa, Angola, Botswana, Cameroon, Ghana, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Nigeria, DRC, Zambia and Zimbabwe.

Exhibitors at the event have voiced their satisfaction with the first edition on African soil. Steffen Manke, General Manager, Robert Bosch South Africa Limited explained: “Our expectations have been exceeded for a first time show in Africa and the quality of visitors has been excellent. fdt Africa was a real success for us.”

Emmanuel Rurema, Director Business Development – Africa, Pentair Filtration & Process added: “As a company with inspired solutions for a changing world, Pentair found in this event the opportunity to showcase its latest innovations and integrated solutions in Africa. It was good to meet some of our African customers and connect with new ones.”

Even with it being the premier event, fdt Africa proved to be an excellent platform for doing business as Taryn Browne, Commercial and Marketing Co-ordinator, GEA Mechanical Equipment emphasised: “fdt Africa has now established itself in the market as a trade show that can provide a platform



into the industry, we look forward to working together with the organisers to growing the event further.”

fdt Africa marks a further phase in the internationalisation of drinktec Munich - the World's Leading Trade Fair for the Beverage and Liquid Food Industry. Other events have been set up in India and China. The conceptual sponsor of fdt Africa is the Food Processing and Packaging Machinery Association of the VDMA (German Engineering Federation).

“With the successful start of fdt Africa the overall market position of drinktec as the world's leading platform for the beverage and liquid food industry has been emphasized”, concluded Richard Clemens, Managing Director, VDMA and Dr. Reinhard Pfeiffer, Managing Director, Messe München International.

Additional information and photos for download can be found at www.fdt-africa.com

The next food & drink technology Africa will take place in March 16 and 17, 2016.

www.fdt-africa.com

www.drinktec.com

www.drinktechnology-india.com

www.chinabrew-beverage.com

Contact – South Africa

MMI South Africa (Pty) Ltd.

PO Box 4367

Cresta 2118

South Africa

Dain Richardson

Phone: +27 11 476 8093

Fax: +27 11 478 4323

dain.richardson@mmi-southafrica.co.za