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## Press Release

### **analytica Lab Africa, food & drink technology Africa and IFAT Africa to co-locate for the first time in 2019.**

- **First trade fair dates: July 9 – 11, 2019**
- **Synergies from the co-location will create added value for exhibitors and visitors**
- **South Africa is one of the leading industrial economies on the continent**

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**Wide-ranging water delivery and purification, solutions for the food and beverage industries as well as laboratory technology, analysis and other application areas are key issues in the future market of Africa. The premier industry trade fairs analytica Lab Africa, food & drink technology Africa (fdt Africa) and IFAT Africa will be co-located in 2019, to showcase new innovations in the areas of analysis as well as beverage, food and environmental technologies. The three trade fairs will be held every two years at Gallagher Convention Centre in Johannesburg.**

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, who oversees drinktec and the analytica cluster, said: “Our new concept creates a joint platform where exhibitors and visitors can explore trends and innovations in the environmental, beverage and food industries and in the field of analysis.”

The three trade fairs generate synergies in the area of water: fdt Africa supports the growth of the beverage and food processing and production market in southern Africa. The industry needs far-reaching and stable water supply and purification. One of the focal points of fdt Africa is solutions related to the efficient use of water as a raw material, service water or a means of cleaning. IFAT Africa covers all aspects of the topic of water: from the production of drinking water and purification to waste water treatment. Analysis and quality control play a major role to meet the high standards for water quality and food safety. Visitors

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to analytica Lab Africa learn about solutions that range from sampling to a broad range of analytical methods and evaluation processes.

### **South Africa: Trend indicator for markets in Africa**

South Africa's economy continues to be very appealing to Messe München. Stefan Rummel, the International Managing Director of Messe München who oversees the global IFAT cluster, is certain: "By combining the three trade fairs, we are creating a concept that will uniquely highlight the special features of the African market and offer the right, overarching solutions. As the organizer, we are not only seizing on the growth trend in the three industries but are also actively fueling it."

Messe München has been expanding its portfolio in the African market for several years now: In 2014, drinktec entered the sub-Saharan region with food & drink technology Africa. A year later, IFAT continued the internationalization by holding the first IFAT Africa. With the recently acquired Lab Africa (now called analytica Lab Africa), Messe München expanded the range of its technology-oriented professional trade fairs even further. The local trade fairs provide international exhibitors with access to high-potential markets.

The co-located trade fairs will be held at Gallagher Convention Centre, one of Africa's largest conference and exhibition venues. Located in Midrand, between Pretoria and Johannesburg, Gallagher is conveniently positioned in the business hub of Gauteng. This 5-star Convention Centre is easily accessible to exhibitors and visitors by road and by the Gautrain which links the venue to Pretoria, Sandton and OR Tambo International Airport. The first co-location is scheduled for July 9 – 11, 2019. Interdisciplinary talks in the supporting program will be jointly organized by analytica Lab Africa, fdt Africa and IFAT Africa to ensure the best-possible knowledge transfer across all industries.

You will find more information about the trade fairs at:

[www.analytica-africa.com](http://www.analytica-africa.com), [www.fdt-africa.com](http://www.fdt-africa.com) and [www.ifat-africa.com](http://www.ifat-africa.com)



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**About food & drink technology Africa**

The food & drink technology Africa (fdt) trade fair is the leading platform for the food, beverage and packaging industry in southern Africa. It covers the entire process chain – from raw materials and processing, to bottling, packaging and logistics.

The trade fair takes place every two years in Johannesburg. 86 national and international exhibitors and around 1,550 visitors attended food & drink technology Africa 2016. The next food & drink technology Africa will take place in the Gallagher Convention Centre in Johannesburg from September 4 to 6, 2018.

**About the drinktec worldwide network**

drinktec worldwide represents a strong global network that unites drinktec – the world's leading trade fair for the beverage and liquid food industry in Munich – with the drink technology India (dti), CHINA BREW CHINA BEVERAGE (CBB) and food & drink technology Africa (fdt) trade fairs. drink technology India, CHINA BREW CHINA BEVERAGE and the food & drink technology Africa are the leading platforms in their respective countries for the industry. The trade fairs in China (Shanghai) and Africa (Johannesburg) take place every two years. In India the event takes place in Mumbai in even-numbered years. In odd-numbered years the event takes place twice a year: in Bangalore in the spring, in New Delhi in autumn.

With a total of 2,847 exhibitors and more than 140,000 visitors in Munich, India, China and Africa, Messe München is the world's leading event organizer for the beverage, food, packaging, milk and liquid food industry.