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Munich, June 27, 2018

## Press Release

### South Africa

## Beverage and food industry focuses on resource conservation and energy efficiency

- **Water scarcity in Africa calls for innovative measures for the food and beverage industry**
- **food & drink technology Africa positions itself as a forward-looking platform for the industry**

**Water is the decisive element in the food and beverage industry, whether as an ingredient or in production and cleaning. The demand is correspondingly high—while at the same time the scarcity of this precious raw material is steadily increasing. At food & drink technology Africa (fdt), the focus will therefore be, among other things, on solutions for water and energy management.**

Water is not only the most important raw material in the production of beverages and food, in production, it is also used for other purposes, for example as process water, energy source or for cleaning. Demand and consumption are correspondingly high. In South Africa, food and beverage manufacturers are faced with the challenges of increasing water scarcity, for this reason, the production of beverages and food is increasingly focusing on a holistic view of resource consumption. Companies are looking for new approaches to an efficient resource and energy management, from reliable, environmentally friendly and energy-efficient pumping of water from company-owned wells to appropriately treated process water that can be used for irrigation or equipment cleaning—the starting points for solutions are many and varied.

### Innovative strength at fdt Africa

Local and international exhibitors such as Dematech, Ecolab, Ningbo Lehui, Pall and Praj Industry will present their ideas and products from this field at fdt Africa,

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taking place from September 4 to 6. Visitors will receive a comprehensive overview of water treatment and water recycling as well as possibilities for reducing water consumption.

Water and energy management will also play an important role in the supporting program. The fdt Africa Speakers Corner offers a three-day platform for the exchange of experiences and practical solutions for the food and beverage industry. In her presentation “How technology contributes to saving water and energy in beverage production, food processing and packaging”, Vera Fritsche from the VDMA Food Processing and Packaging Machinery Association, will give an initial overview of the respective technologies. Further presentations on hygiene and energy saving are currently being planned. The supporting program thus responds precisely to the needs of the local industry, creating a definite added value, both for exhibitors from the segment and for the exhibition visitors. Consequently, fdt Africa 2018 will once again show what is technically expedient for the local industry today and possible tomorrow.

More information about fdt Africa is available at: [www.fdt-africa.com](http://www.fdt-africa.com)

Photos & logos are available for download from the [media database](#).

#### **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 at Gallagher Convention Centre in Johannesburg from September 4 to 6, 2018.

#### **About drinktec worldwide**

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 for the industry in their respective countries. 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.

**Messe München**

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Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.