



## drink technology India—the success story

### drink technology India: An annual success story as of 2017!



Hall impressions drink technology India

It all started as a conference with an accompanying exhibition. Today, together with IndiaPack, FoodPex and pacprocess, drink technology India is the most important event for the beverage and liquid food industry, food industry and for packaging production and printing in India

To meet the demands of the rapidly growing Indian market, Messe München and Messe Düsseldorf decided to hold the exhibition on an annual basis and at alternating venues starting in 2017. The event's base remains Mumbai every two years. During uneven years, it switches exhibition venues to serve various industry locations in India as effectively as possible. The next exhibition takes place in New Delhi from October 26–28, 2017.

### 2010 to 2016—Annual increases in exhibitors, visitors and space



Hall impressions drink technology India

After 2008 we decided on a fresh start and shifted the event to the Bombay Exhibition & Convention Centre as a trade show taking place every two years.

The trade fair organizers at Messe München International and Messe Düsseldorf conducted a series of preliminary talks with the idea of combining their experience and knowledge in an event to serve the market in India. This resulted in a successful cooperation starting in 2010: drink technology India powered by drinktec and International PackTech India powered by interpack. The line-

### Save the date

**drink technology India**

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up at this joint trade platform was a “Who's Who” of two industries. This was successfully continued in the years 2012 and 2014. In 2016, the range of exhibits at drink technology India and International PackTech India was expanded to take developments on the Indian food and beverage market into account. The newly developed exhibition FoodPex India focuses on the processing and packaging of solid foods of all kinds. The combination resulted in a range of exhibits that covers the topics of packaging and related processes, beverage technology and liquid food as well as food processing and packaging. It also further increased the appeal of the exhibition and sends a strong signal to the Indian food and beverage market.

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## 2007—The birth of drink technology India



drink technology India 2007

drink technology India started out in 2007, when its title was drink technology + PET India. The event was conceived as a hotel conference with an accompanying exhibition, which was well received by the participants. The idea was that the conference would slowly develop into a trade fair. It successfully took place again in 2008 at the Grand Hyatt Hotel. The event was overshadowed by the terrorist attacks in Mumbai at that time.

Nevertheless, the first congress showed us, that an event like the dti was needed for the Indian beverage market.