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Press Release

Excitement Builds for the Upcoming Edition of drink technology India, PackMach Asia Expo, and World Tea & Coffee Expo 2024

- Over 18,000 sqm of exhibition space featuring 300+ exhibitors and 3,000+ innovative products.
- The triad event to feature Live Demos, a Hosted Buyer Programme, Buyer-Seller Forum, Place2Beer, and Insightful Conferences.
- 150+ domestic and international hosted buyers from Bhutan, Egypt, Ethiopia, Ghana, Jordan, Kenya, Nepal, Saudi Arabia, Sri Lanka, Tanzania, and Vietnam.
- Organized by Messe Muenchen India, the trade fairs will take place from October 23-25, 2024 at the Bombay Exhibition Centre, Mumbai.

Messe Muenchen India is thrilled to announce the upcoming editions of drink technology India, PackMach Asia Expo, and World Tea & Coffee Expo 2024. Scheduled from October 23-25, 2024, at the Bombay Exhibition Centre, this highly anticipated triad event will serve as a key meeting point for the food, beverage, FMCG, pharma, and cosmetics industries, all of which are experiencing robust growth. As market trends increasingly favor innovation and sustainability, this event presents a prime opportunity for these industries to converge, explore cutting-edge solutions, and foster collaboration. Together, these trade fairs create a dynamic synergy that drives progress and unlocks new opportunities for industry-wide growth.

drink technology India, a flagship event under the renowned drinktec brand by YONTEX GmbH & Co. KG, is set to make a significant impact this year. This trade fair will take place alongside PackMach Asia Expo, which is co-organized with the Institute of Packaging Machinery Manufacturers of India (IPMMI) and World Tea & Coffee Expo. Together, the triad event will bring over 300 exhibitors, offering a comprehensive showcase of advanced technologies covering production, processing, and packaging for the beverage and liquid food industries.

The 2024 edition will emphasize technological advancements and sustainability, featuring the latest trends in filling systems, filtration processes, brewing equipment, and packaging innovations. Visitors can also look forward to well-curated conference programs addressing key topics such as digital transformation, sustainability, and automation, with industry leaders sharing their insights on the future of the beverage, packaging, and processing industries.

A standout feature of the event is the **Hosted Buyer Program**, which connects top decision-makers and qualified buyers from across the globe, including countries such as Bhutan, Egypt, Ethiopia, Ghana, Jordan, Kenya, Nepal, Saudi Arabia, Sri Lanka, Tanzania, and Vietnam. It offers them exclusive access to tailored networking opportunities and personalized business meetings. This program is designed to create high-value connections, promote in-depth discussions, and establish strategic partnerships. Additionally, the Buyer-Seller Forum will facilitate direct interactions between exhibitors and potential buyers through pre-scheduled meetings, enabling meaningful business discussions, encouraging new partnerships, and expanding professional networks.

The rising popularity of craft beer will take centre stage at 'place2beer' program, a dedicated platform for exploring a wide variety of unique beer flavours. Visitors can engage directly with brewers and experience innovative practices within the brewing industry.

The event will also feature live demonstrations, where visitors can witness cutting-edge technologies and equipment in action. These demos provide a hands-on understanding of the latest advancements, allowing participants to better grasp how these innovations can benefit their operations.

Mahadevan Iyer, President, IPMMI, says, "We are glad to be collaborating with Messe Muenchen India for another edition of PackMach Asia Expo. The packaging industry in India is at a pivotal point of transformation. As we embrace new technologies and sustainable practices, PackMach Asia Expo 2024 will serve as a critical platform for fostering innovation and collaboration across the packaging sector and beyond. With this year's co-location with drink technology India and World Tea & Coffee Expo, we

are looking forward to creating an ecosystem that drives growth, not just for the packaging sector, but for all interconnected industries."

Petra Westphal, Executive Vice President, YONTEX adds, "drink technology India has been a cornerstone in the evolution of India's beverage industry, serving as a platform for innovation and growth for over a decade. As we prepare to unveil an exciting new chapter in this journey, we envision a future where the trade fair not only strengthens India's position in the global beverage landscape but also accelerates the adoption of latest technologies, sustainable practices, and collaborative partnerships. This year's event will mark a turning point, bringing the industry closer to a future defined by innovation, resilience and global competitiveness."

Avisha Desai, Business Unit Head – Consumer & Capital Goods and International Business, and Member of Management Board, Messe Muenchen India, says, "The beverage, packaging, and tea & coffee industries are at the forefront of innovation and sustainability, and trade fairs like drink technology India, PackMach Asia Expo, and the World Tea & Coffee Expo 2024 are crucial platforms for showcasing this progress. Through this triad event, we are connecting over 15,000 potential buyers from user industries with more than 300 exhibitors in a massive 18,000 sqm exhibition space. Business professionals can explore 3000+ most advanced and innovative technologies, forge valuable connections, and stay ahead of industry trends. Together, these exhibitions offer a comprehensive view of the entire production and supply chain, from beverage manufacturing to packaging solutions, creating a dynamic space for industry growth and collaboration."

About Messe Muenchen India:

Founded in 2007 as a wholly owned subsidiary of Messe München GmbH, Messe Muenchen India Pvt. Ltd. is one of the largest trade fair organizers in the country today. The company has an extensive portfolio of B2B trade fairs covering a wide range of consumer and capital goods as well as emerging technologies. The company serves the Indian industry and international market with powerful brands such as air cargo India, analytica Anacon India/India Lab Expo, bauma CONEXPO India, drink technology India, electronica India, IFAT India, Indian Ceramics Asia, Intersolar India/The smarter E India, LASER World of PHOTONICS INDIA, MatDispens, Pack Mach Asia Expo, Pharma Pro Pack, productronica India, SmartTech Asia, World Tea & Coffee Expo, and many others.

Messe Muenchen India works closely with industry stakeholders to develop well-researched trade fairs that bring latest innovations to the market and facilitate meaningful business interactions. Headquartered in Mumbai with offices in New Delhi and Bengaluru, Messe Muenchen India connects global competence by bringing professionals together for business, learning and networking.

About YONTEX GmbH & Co. KG:

YONTEX GmbH & Co. KG is a subsidiary of Messe München GmbH and NürnbergMesse GmbH. The YONTEX team combines the experience and the lifeblood of the drinktec and BrauBeviale teams. With these synergies, the new company is right in the middle of the beverage and liquid foods industry and ready to jointly open up new paths for trend-setting trade and world-leading exhibitions, industry events and digital B2B formats.

This is how YONTEX brings the whole world of the beverage and liquid food industry together. As part of the industry, YONTEX sees its most important task in advancing the global beverage and liquid food industry at our leading trade and world fairs. By creating space for encounters, offering a stage for new solutions and providing impulses for future developments, the two trade fairs drinktec and BrauBeviale. drinktec is continuously taking place in Munich, Germany, every four years whereas BrauBeviale located in Nuremberg , Germany, is organised yearly with the exception of drinktec years.