



Delhi, October 30, 2023

**Press Release**

**Innovations in food, beverage and liquid sectors attract massive footfalls at drink technology India, PackMach Asia Expo and World Tea & Coffee Expo 2023**

- 20,000+ sqm exhibition space featuring 200+ exhibitors, displaying 1,000+ products.
- The triad event featured Live Demos, Hosted Buyer Programme, Buyer-Seller meetings, Place2Beer, and knowledge-rich conferences.
- The event was held on 4-6 October 2023 at Pragati Maidan in Delhi.

drink technology India, a part of drinktec brand now managed by YONTEX GmbH & Co.KG, concluded its latest edition of drink technology India, PackMach Asia Expo, World Tea & Coffee Expo 2023 on a high note. The combined events brought together processing and packaging machine manufacturers and suppliers, and stakeholders from the food, beverage (non-alcoholic and alcoholic), liquid foods, confectionery & bakery, snacks, FMCG, pharmaceutical, cosmetics industries along with supply chain & logistics professionals.

This triad event covered all aspects of production, processing and packaging—from filling plants, Filtration to testing/measurement, and brewing equipments to innovative packaging concepts brought the entire industry under one roof, empowering home-grown companies as well as connecting the international market with Indian companies. The technology providers meaningfully engaged with the end-user community through hosted buyer program and Buyer Seller meetings. It's well curated conferences had eminent speakers debate and deliberate on topics of high importance to the industry. This edition, the conferences focussed on the topics of holistic transformation of beverages through digitization, sustainability and automation, recent trends and developments in packaging, and packaging of food, pharmaceuticals, and cosmetics, and more.

Craft beer is gaining popularity, consumers are increasingly choosing to explore the diverse flavors of beer over buying a packaged bottle. In keeping with this trend, drink technology India 2023 offered an excellent opportunity to experience, experiment, and network with brewers from across the country through its '**place2beer**' program. '**place2beer**' brought together discussions on "pathway to profitability in breweries and Contribution from breweries in environmental sustainability". From Live Demo's to engaging discussions, the overall event has been successful in delivering 3 days of absolute business to its exhibitors and visitors.

**Anthony Dsouza, President, IPMMI**, says, "The packaging industry is expected to continue to grow in the coming years, driven by factors such as increasing demand for food & beverages, growing e-commerce sales, and stricter regulations on food safety and sustainability. Our collaboration with MMI as co-organisers of PackMach Asia Expo puts us in a strong position to capitalize on this growth and provides us with a unique opportunity to reach user industries looking for innovative and sustainable packaging solutions."

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**Naveen Seth, Deputy Secretary General, PHDCCI**, says, “Beverage and liquid food manufacturers are increasingly grappling with shifting consumer preferences, climate change, and environmental regulations. I am pleased that this edition of drink technology India provided a valuable forum for the industry to learn about the changing mindset of millennial consumers, global trends in sustainability, and innovative technologies to address critical challenges. I was pleased to see the significant increase in the scale and quality of participation, from high-tech equipment displays to thought-provoking discussions and quality business opportunities.”

Regarding the scale and impact of the triad tradeshow, **Bhupinder Singh, CEO, Messe Muenchen India**, says, “This year's event reaffirmed its status as the largest B2B gathering for the beverage and liquid food industry in India. The combined tradeshow along with their supporting programs provided a valuable forum for brands to share their real-world experiences testing ideas and innovations in the market. The buyer-seller forum was again a key attraction, showcasing the power of ideas and networks to generate real business deals. We are grateful for the vibrant participation at this year's event and are committed to continuing to facilitate meaningful connections and unlock new opportunities for the industry.”

**Mr. Ambrish Rupak, General Manager-Sales, Clearpack**, said, “We have been part of drinktec India since the last 6 to 7 editions, the show has grown in size in the last few editions. With promotions done by the organisers we have seen increase in the footfalls from the beverage industry year on year.”

**Mr. Prashant Bhat, Chief R and D officer, Mother Dairy**, said, “The kind of response that drinktec has received is superb. We understand there more than 250 companies exhibiting showing packaging, processing and ingredients. Forums like these help product developers, packaging developers to understand latest technologies and apply them in new product development.”

Visit [drink technology India](#), [PackMach Asia Expo](#) and [World Tea & Coffee Expo](#) to register.

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#### **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

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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.