

Munich, February 24, 2021

## Press release

### drinktec postponed until September 2022

- **New dates: September 12 to 16, 2022**
- **Industry representatives and Messe München make timely decision in view of the extensive planning trade fairs for industrial goods require and drinktec's 4-yearly cycle**
- **Global reach is key to success: Intercontinental travel for fall 2021 still too uncertain**

Christoph Uzarek  
Brand Manager  
Tel. +49 89 949-21410  
christoph.uzarek@  
messe-muenchen.de

**The drinktec advisory board and Messe München have taken a joint decision today to postpone the world's leading trade fair for the beverage and liquid food industry until the fall of 2022. The new dates are September 12 to 16, 2022. This action was prompted by the international nature of the drinktec event. The decision could not be delayed given that industrial goods trade fairs involve extensive planning and complex high-tech construction work.**

Despite the coronavirus crisis, drinktec is registering high demand for floorspace from customers both in Germany and abroad. Three quarters of the available exhibition floorspace has already been booked. "This confidence in the brand and drinktec's reputation as the world's leading trade fair in its field are precisely why we need to ensure that we meet our customers' expectations," says Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München. "Until recently, we assumed that the pandemic situation would improve, making international travel possible. The latest developments have quashed these expectations. Two thirds of all drinktec visitors come from abroad. Of these, half come from other continents. This means we cannot deliver the benefits of a leading global trade fair this year."

The global beverage industry meets in Munich only once every four years. "Companies synchronize their innovative developments in line with this cycle, which is why we had to find timely dates in the trade fair calendar. Canceling altogether and leaving an eight-year gap in between trade fairs would have been unacceptable for the industry," explains Dr. Pfeiffer.

Volker Kronseder, Chairman of the drinktec advisory board, welcomes the trade fair's proactive approach as many exhibitors, especially those with large-scale exhibits, would have to start preparing for the trade fair now: "We are very glad

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
messe-muenchen.de



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to see that Messe München is acting on the unanimous wishes of the panel of experts. The earlier we take this decision, the lower the costs and the greater the planning security for customers. We expect conditions to be much improved and more stable in 2022.”

drinktec’s conceptual sponsor, the VDMA (German Mechanical Engineering Industry Association), also supports the decision. Richard Clemens, Managing Director of the VDMA’s Food Processing and Packaging Machinery Association, says: “The beverage industry has been hit hard by the coronavirus and needs fresh impetus, which a drinktec weakened by travel restrictions couldn’t provide. The market can expect an impressive drinktec 2022 that will give the entire industry the stimulus it needs.”

Preparations and plans currently underway for drinktec 2021 and the integrated oils+fats event will now be seamlessly transferred to the new 2022 dates.

#### **About drinktec**

drinktec has been held in Munich since 1951 and every four years since 1985. It is the most important event in the industry. Manufacturers and suppliers from all over the world, including global concerns and SMEs, meet here with producers and retailers of all sizes in the beverage and liquid food sector. The future is shaped at drinktec. The trade fair is regarded as the number one platform for world premieres. Manufacturers showcase their latest technologies for the production, filling and packaging of all kinds of beverage and liquid food – including raw materials and logistics solutions. The themes of beverage marketing and packaging design round out the portfolio. The next drinktec will be held in Munich from October 4 to 8, 2021.

#### **Messe München**

Messe München is one of the world’s leading networking platforms. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München’s portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract around 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers’ requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.

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