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**Professional Support**

VDMA  
Food Processing and Packaging  
Machinery Association  
vdma.org

**Be part of the drinktec worldwide community**

The powerful global network drinktec worldwide embraces the World's Leading Trade Fair for the Beverage and Liquid Food Industry, drinktec, held in Germany, drink technology India, food & drink technology Africa, and CHINA BREW CHINA BEVERAGE. The strong brand combines international expertise with profound regional know-how.



**food & drink technology Africa**  
Johannesburg  
www.fdt-africa.com



**CHINA BREW CHINA BEVERAGE**  
Shanghai  
www.chinabrew-beverage.com



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Mumbai  
www.drinktechnology-india.com

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# Success story 2017

Facts and figures about the industry's must-attend event

Learn more about drinktec 2021  
at: [drinktec.com](http://drinktec.com)



## drinktec.com

World's Leading Trade Fair for the  
Beverage and Liquid Food Industry  
Processing + Filling + Packaging + Marketing

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# The best thing about being there: It pays off for you.

Innovations, business contacts across the globe and unlimited possibilities—drinktec repeatedly affirms its outstanding role as a world-leading international trade fair.



## International nature of exhibitors

- 1,749 exhibitors from 80 countries
- 1,243 international exhibitors
- 506 national exhibitors

## Enthusiastic exhibitors and great business successes

88% of exhibitors would recommend drinktec to others

87% would exhibit again at the next drinktec

Ratings from “excellent” to “good”



## Focus on business

Ideal conditions for lucrative deals and long-term contacts: Every second visitor can report direct contract conclusions made at drinktec.

Rating of participation goals from “excellent” to “good”



“drinktec once again surpassed our high expectations. We’re over the moon at the international spread and expertise of the visitors! drinktec is a trend-setter: Visitors’ focus was on innovative solutions for tomorrow’s applications.”

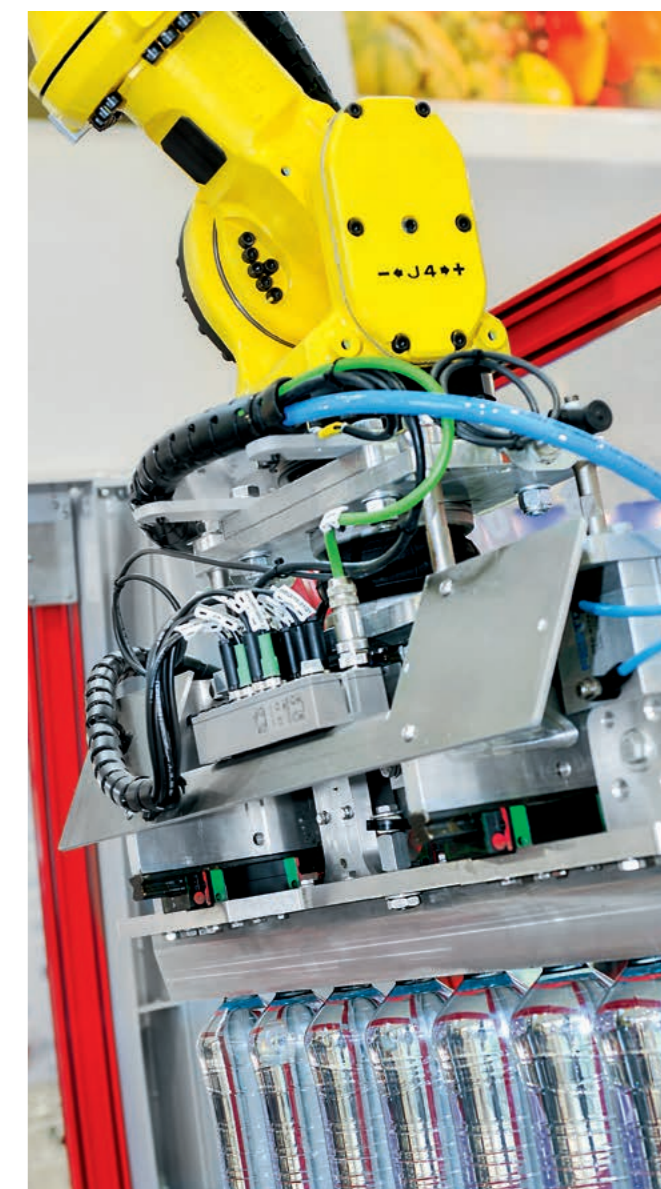
Richard Clemens, CEO, VDMA Food Processing and Packaging Machinery Association, Germany

Find out for yourself!  
Find more exhibitor statements at:  
[drinktec.com/statements](http://drinktec.com/statements)

## Top 15 exhibitor countries

(excl. Germany)

Italy	329
China	128
USA	72
United Kingdom	65
France	54
Netherlands	47
Turkey	44
Spain	39
Austria	38
Czech Republic	38
Switzerland	36
Belgium	35
India	23
Poland	23
Denmark	18



# Unlimited possibilities— At the heart of the industry.

Businesses both large and small, regional or global all agree on one thing: **drinktec is the industry's global economic summit.**



## International nature of visitors

More than **76,000** visitors from **170** countries

## Top marks from visitors

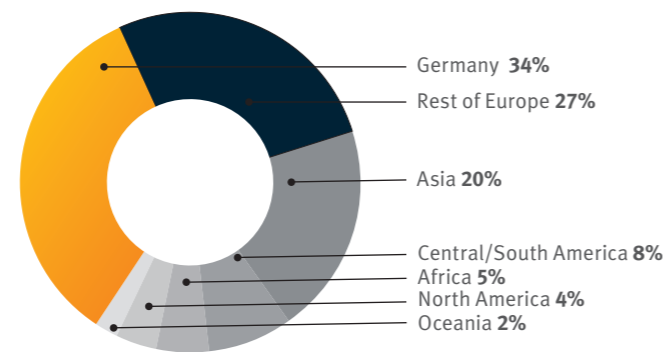
**98%** rated drinktec 2017 from excellent to good

**98%** would recommend drinktec to others

**96%** would attend the next drinktec



## Origin of visitors



## Visitors from all parts of the production chain



## Visitors by industry

Industry	2017 visitors in %	2017 visitors	Increase over 2013
Soft drinks, water	36.6%	27,816	↑ 39%
Fruit juice	29.7%	22,572	↑ 53%
Beer/brewing	46.6%	35,416	↑ 29%
Wine, sparkling wine, spirits	23.0%	17,480	↑ 74%
Milk/liquid dairy products	20.2%	15,352	↑ 35%
Liquid food	15.4%	11,704	↑ 35%

\* Multiple selections possible.

## Top 30 visitor countries

(excl. Germany)

Italy	6,250	India	992
China	2,242	Mexico	856
France	2,062	Ukraine	855
Russian Federation	2,053	South Africa	836
USA	1,822	Turkey	724
Switzerland	1,818	Denmark incl. Greenland	710
Austria	1,773	Romania	702
Great Britain & Northern Ireland	1,762	Thailand	675
Japan	1,431	Sweden	665
Netherlands	1,361	Australia	663
Spain	1,341	Argentina	624
Belgium	1,317	South Korea	478
Czech Republic	1,286	Croatia	469
Brazil	1,275	Greece	463
Poland	1,143	Hungary	462

# Combined strength for the future: Leading the way through innovation.

The cornerstone for tomorrow's developments is laid at drinktec, the future platform for the beverage industry.

## The innovation platform for the industry

94% of visitors regard drinktec as a driver of innovations for the industry

95% of visitors are satisfied with the innovations/world premieres presented by exhibitors

## Unique digital services attract new customers

**NEW**

Two premieres became two success stories. First, the Innovation Guide effectively steered visitors to the exhibited innovations. And second, the solutions directory and its 50 different solutions categories proved to be the fastest and most accurate link between exhibitor solutions and visitor needs.

- 332 innovations were presented by exhibitors to a global audience
- 759 entries in the solutions directory
- 44% of visitors know and use these services
- 97% rated these services from "excellent" to "good"



## Stimulus for marketing and product management

drinktec attracted almost 7,000 product managers and 15,000 marketing and sales experts—an impressive 24% more than in 2013. The Innovation Flow Lounge was a special highlight: It offered a wealth of inspiration for marketing strategies, packaging solutions and beverage concepts. The special New Beverage Concepts area was also very popular, giving visitors the opportunity to sample new taste experiences and ingredients.



“This trade fair will give the global beverage and food industry a major boost for the next four years.”

**Volker Kronseder, chairman of the drinktec advisory board and the beverage machines and dairy technology division within the VDMA**

Find out for yourself! Find more exhibitor statements at: [drinktec.com/statements](http://drinktec.com/statements)

## Facts on the wine, sparkling wine and spirits segment

drinktec rounded off its offering for the wine industry through its collaboration with SIMEI, the International Enological and Bottling Equipment Exhibition. drinktec had more visitors than ever before from the wine segment and was able to increase visitors for the segment by 74%.

- 974 exhibitors offer solutions for the segment
- 207 exhibitors at SIMEI@drinktec
- 17,480 visitors from the segment



## Where small and craft brewers quickly feel at home

- 1,228 exhibitors with solutions for the beer segment
- 35,416 visitors from the beer segment
- Every 5th visitor was a craft brewer or supplier for the industry

The new exhibition area Home & Craft rounded off the segment: 32 exhibitors presented solutions for brewing on a smaller scale.

## Visitor statements with weight

Rating from "excellent" to "good"

97% Completeness/Scope of offering

96% Exhibitor target groups reached (in terms of markets and industries)

95% Leading trade fair character/leading role of the fair within the industry

95% Presence of market leaders

“drinktec is a great marketplace and the ideal forum for presenting our expertise. Our customers came from every continent, and there were significantly more brewers here than four years ago. Even the little guys no longer have reservations about attending drinktec.”

**Stephan Barth, CEO, Joh. Barth & Sohn, Germany**

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Source: Visitor registrations and exhibitor applications for drinktec 2017, as well as drinktec 2017 exhibitor and visitor survey – Gelszus Messe-Marktforschung GmbH