



Messe München
Connecting Global Competence



Captivate your
target group!
At drinktec 2022

drinktec
Let Your Inspiration Flow

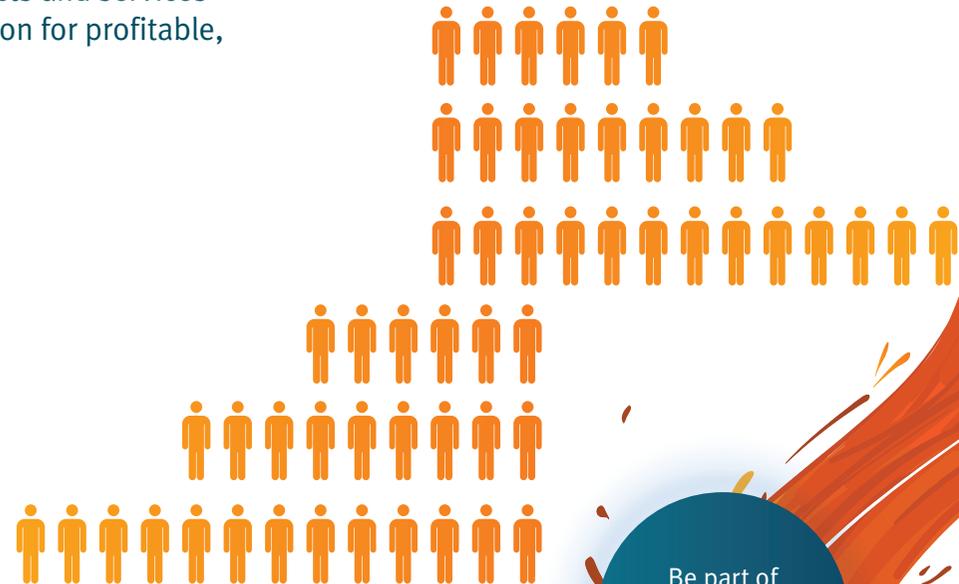
drinktec 2022

The top meeting for driving forces and pioneers in the beverage and liquid food industry

Every four years, drinktec is where exhibitors like you captivate an international, highly sophisticated specialist audience with world premieres and the solutions of tomorrow—and do so across all supply markets and the entire process chain. It transforms Munich into a place of inspiration, innovation and fascination. Perfect conditions for striking up new business relationships and fostering existing ones!

The best part for you as an exhibitor: You directly benefit! Showcase your products and services on an international stage, precisely reach your target group and lay the foundation for profitable, immediate contracts and follow-up business.

Our mission is your success.
We look forward to seeing you at drinktec 2022.



Be part of something great.
drinktec.com/application

Connecting the entire industry



Start a conversation with new customers and foster your existing business relationships. We can help you with innovative services.



World's leading trade fair

76,000 visitors from all
supply markets and
industry segments

With an 84% share of decision-makers,
it's the world's leading

business platform for the sector.

The authority
since

1951

Your
reliable
partner



330+ innovations and world premieres

Captivate visitors with your
innovative products and
set pulses racing in your
target group.



Customized

for small and large exhibitors,
regional and globally
active companies

Top-class supporting program

with outstanding experts,
visionary presentations and exciting
discussions.

See for
yourself:
drinktec.com/facts

Where the entire industry is at home

Score with your solutions
all along the process chain

Raw materials,
treatment agents
and additives

Energy
management,
water and
wastewater

Process technol-
ogy, components
and equipment
for beverages and
liquid food
production

Process auto-
mation, manage-
ment, control and
IT solutions

Filling
and packaging
technology

PETpoint
(PET technology
for beverages and
liquid food)

Containers,
packaging materials,
equipment and
closures

Beverage
marketing,
restaurant
supplies and
equipment

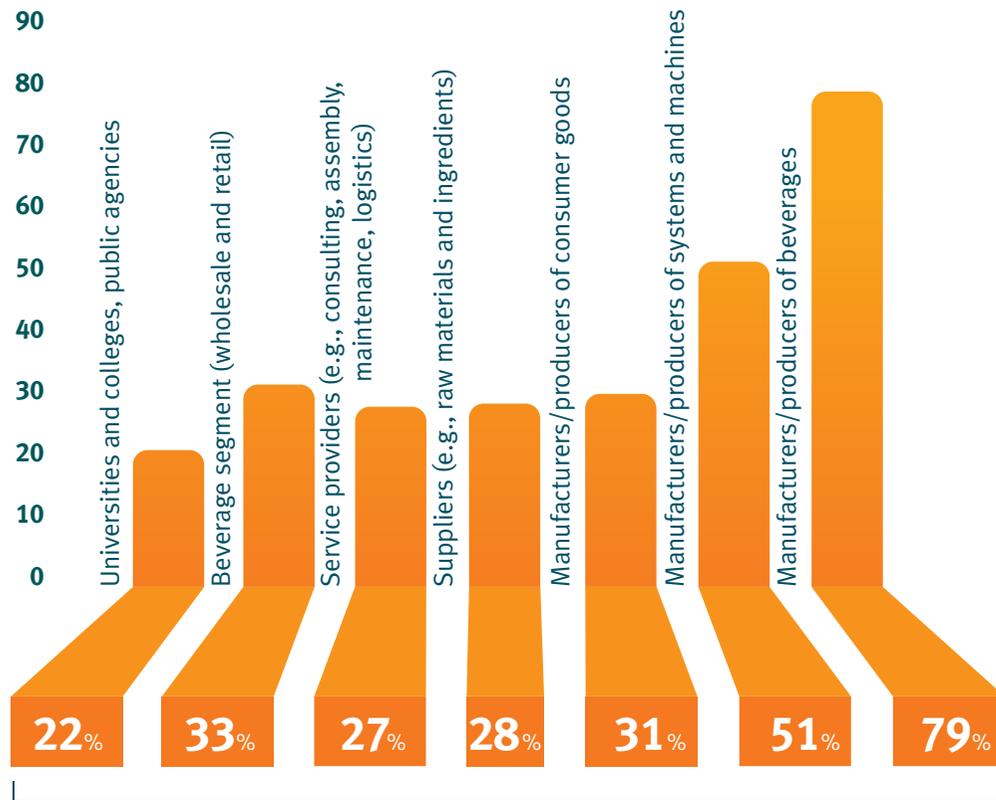
Logistics along
the process chain

Our
exhibition areas:
[drinktec.com/
exhibitionsectors](http://drinktec.com/exhibitionsectors)

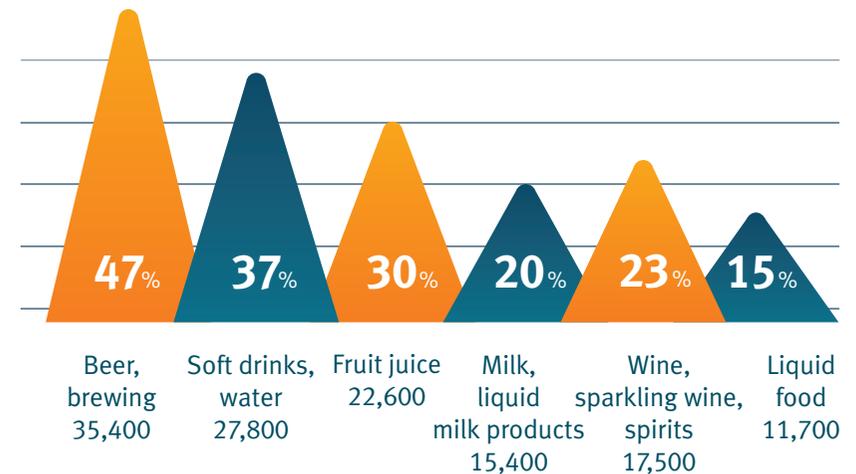
The place to be for your target groups

Meet the top decision-makers among visitors, from all segments and supply markets

Visitors come from these supply markets/segments



84% thereof are decision-makers



35,400	27,800	22,600	15,400	17,500	11,700
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You can expect these target groups: drinktec.com/facts

The leading global hot spot

Capture new potential and connect with market players from around the world

The Number 1 worldwide: Be there when the international who's who from the industry meet in Munich. Expand your global business network and captivate new customers with your solutions.

More than 76,000 visitors from 170 countries.



Top visitor countries in 2017 (excluding Germany)

Italy	6,250	Japan	1,431
China	2,242	Netherlands	1,361
France	2,062	Spain	1,341
Russian Federation	2,053	Belgium	1,317
United States	1,822	Czech Republic	1,286
Switzerland	1,818	Brazil	1,275
Austria	1,773	Poland	1,143
Great Britain and Northern Ireland	1,762		



The global hot spot.
drinktec.com/facts

Top marks from visitors

It's not only the exhibitors whose pulses are racing

For more than 70 years, we have worked with our exhibitors to inspire trade visitors from all relevant company divisions. drinktec is the leading driver and a vital innovation platform for top decision-makers from around the world, as visitor structure and satisfaction demonstrate.



rate
drinktec 2017
as excellent
to good



would
recommend
drinktec
to others



would
attend the next
drinktec again

Compelling
facts:
drinktec.com/facts

The international hub

Making something great together

drinktec is the leading international business platform in the sector. This is evident in the international nature of exhibitors, who have made drinktec the global hot spot in the beverage and liquid food industry for many years.

International nature of exhibitors



Top exhibitor countries 2017 (excluding Germany)

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

1,749
exhibitors* from
80 countries

88% would recommend us
to others

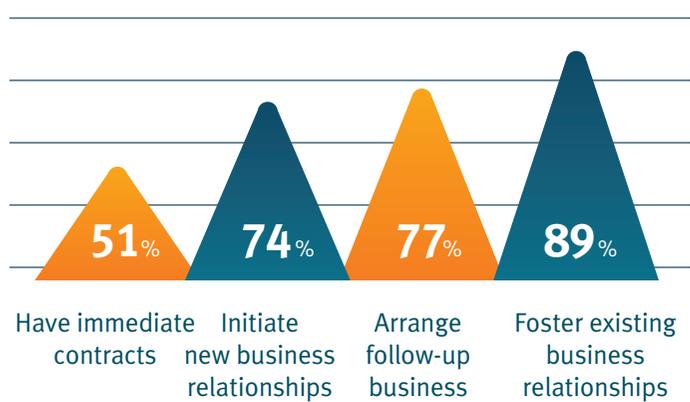
*Incl. SIMEI@drinktec

Our mission: to spark your enthusiasm

Benefit from ideal conditions for excellent networking and outstanding sales figures from direct contracts

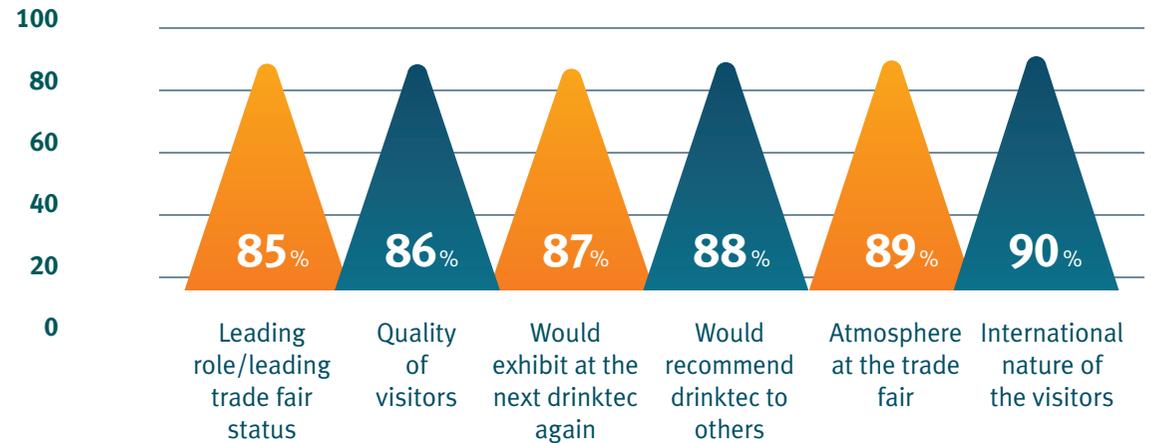
Focus on your business

Ratings from “excellent” to “good”



You will be amazed

Ratings from “excellent” to “good”



Ideal conditions for lucrative deals and long-term contacts:
Every second visitor registered immediate contracts at drinktec 2017.

Be part of something great.
drinktec.com/application

Excellent services for your trade fair success

Take advantage of our innovative exhibitor services and expert support—before, during and after the trade fair



Solutions Directory

To ensure that your target group finds its way to you quickly and easily, the Solutions Directory addresses the specific challenges faced by visitors in different categories.

More contacts and more potential customers at your stand



Innovation Guide

drinktec offers the Innovation Guide as a platform for the latest developments and trends. It provides the best possible visibility for your innovations throughout your target group.

Showcase product premieres and innovations live and set new standards



Matchmaking Tool

The Matchmaking Tool facilitates contact between trade visitors and exhibitors. You can publish your open appointments in advance and securely manage booked appointments.

Quickly and easily establish contacts and win new customers



TrustedTargeting

With TrustedTargeting, you can reach your target group anytime and anywhere—even outside of the trade fair. Simply provide your promotional material online and you'll benefit from a customized online campaign.

Reach new target groups with a new marketing tool

Our services:
[drinktec.com/
exhibitorservices](https://drinktec.com/exhibitorservices)



drinktec 2022

Your contact to the project management

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E-mail: exhibitor@drinktec.com

Your contact to our worldwide drinktec team



**[drinktec.com/
international](https://drinktec.com/international)**



International network

drinktec is at home all over the world, not just in Munich.
With many trade fairs around the globe, we open the doors to
new growth markets for you: **bev-and-food-tec-network.com**

All figures stem from a survey conducted among both visitors and exhibitors by the market research company Gelszus Messe-Marktforschung GmbH.
Multiple choices possible.

Be part of
something great.
**[drinktec.com/
application](https://drinktec.com/application)**

Date

September 12–16, 2022

Location

Messe München

Organizer

Messe München GmbH

Messegelände

81823 München, Germany

We are everywhere you would expect us.

-  blog.drinktec.com
-  linkedin.com/company/drinktec
-  facebook.com/drinktec
-  twitter.com/drinktec
-  youtube.com/drinktec
-  drinktec.com/newsletter



Professional support

VDMA Food Processing and Packaging Machinery Association at www.vdma.org

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