



drinktechnology-india.com
6—8 November 2012
Bombay Exhibition Centre | Mumbai

drink technology India 2012

Your gateway to India's future

The most important trade fair for
beverage and liquid food technology in India

powered by **drinktec**

Sponsors:



SIEMENS

Forum organizer:



In conjunction with:



Organized by
Messe Düsseldorf GmbH



drink technology India 2012 – Your gateway to India's future.



1. Clear focus on beverage and liquid food technology
2. The world's market leaders introduce tailor-made solutions for India
3. Pace-setting platform brings together technology specialists and decisionmakers from all branches of the Indian industry
4. Matching supply and demand along the entire process chain: raw materials, processing, filling, packaging, logistics solutions
5. Strong partner: the organizer of the world's leading fair drinktec stands for top-class advice and expertise
6. Future-oriented, innovative business platform completed by the alliance with International PackTech India

Information about how to register:
www.drinktechnology-india.com/application

1. Clear focus on beverage and liquid food technology



dti understands the requirements of the beverage and liquid-food industry 100% and can satisfy them perfectly. As a result, everyone at dti – exhibitors from around the world and Indian visitors alike – find what they are looking for.

India's No. 1 event for the industry

Our objective is your long-term business success in India. You and your company should become part of what is already the most important platform that the industry has in India today – **dti is dedicated to you and your industry.**

Strong visitor loyalty*

90 % of all visitors plan to attend the next show.

91 % of all visitors would recommend the trade platform to others.

dti 2012 – quick facts**

- Some **130 exhibitors** from all over the world
- More than **8,000 trade visitors**** from India and neighbouring regions
- Attractive **Exhibitor Forum**
- In conjunction with **International PackTech India**

Olaf Müller, Vice President, Pentair Beverages & Niches:



"dti is the platform for one of the most attractive markets in the world. In 2010, dti has proven that it has become **India's number one fair for the beverage and liquid food industry.** The trade fair offers us a perfect opportunity to learn more about the vibrant Indian market, to meet customers and business associates and to build partnerships for the future. We are looking forward to dti 2012."

*Source: Survey of visitors at dti and International PackTech India 2010 – Wissler & Partner

**Source: Visitor registration dti and International PackTech India 2010



2. The world's market leaders introduce tailor-made solutions for India



Meeting the future: The exhibitors at dti present innovative, tailor-made products and solutions for India. Besides they can promote their areas of expertise for the Indian market at the Exhibitor Forum.

Unique future prospects

dti is the pacemaker for the Indian industry and is opening up new possibilities for India's beverage and liquid-food manufacturers. This is your opportunity: Join us and profit from the potential that the future-oriented market of India has to offer – **dti is your gateway to India.**

Enthusiastic trade visitors*

- 81** % gave the presence of market leaders a rating of good to excellent.
- 81** % reached their goal of making new business ties.
- 87** % reached their goal of gathering information about innovations.
- 94** % gave the fair a rating of good to excellent for the ambience/atmosphere.

Focus India***

- 93** % of all visitors came from India.

Present your company at the Exhibitor Forum

Take advantage of this opportunity and exchange ideas and information in discussions with Indian industry professionals.

India – Promising market**

- Large population: **10 percent of worldwide beverage production volume** is consumed in India at present.
- Growing incomes: The Indian market for soft drinks is expected to **grow by 15 percent annually** and to reach a total of 13 billion litres in 2015.
- Growing health consciousness: The sales volume of bottled water will almost double within the next five years and amount to **8.8 billion litres in 2015.**
- Large share of young people: Consumption of beer has become more popular in India – sales volume is **growing by 12 percent annually.**
- The role of milk: With an **output of 110 million tonnes per year**, India is the largest milk producer in the world.

Yatindra R Sharma, Managing Director, KHS India:



"dti is an event that the Indian beverage industry looks forward to eagerly. This event features a unique combination of the best brains in technology and global manufacturers who come together to provide the best Exhibitor Forum and an exhibition of amazing products and solutions to promote **dynamic growth of the Indian beverage industry.** KHS is privileged to be associated as a partner with this event."

3. Pace-setting platform brings together technology specialists and decision-makers from all branches of the Indian industry



dti brings together the entire Indian industry, namely companies of all sizes and from all branches of industry, technicians and representatives of middle and upper management. They are all here!

Best contact opportunities

Whether it comes to business partners or new customers – because of dti's targeted visitor communications in India and the surrounding region, dti allows you to reach all the contacts relevant to your business in just three days – **dti wins your Indian customers.**

Trade visitors according to branches of industry



Multiple responses possible
Source: Visitor registration dti 2010

Promising contacts*

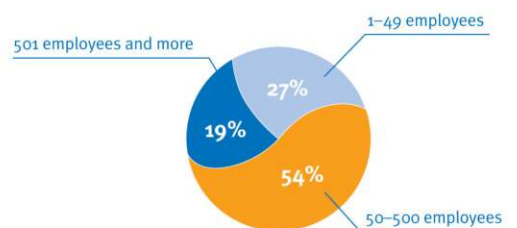
79 % of the visitors were decision-makers from middle and upper management.

*Source: Survey of visitors at dti and International PackTech India 2010 – Wissler & Partner

**Source: Euromonitor International 2011, VDMA

***Source: Visitor registration dti and International PackTech India 2010

Trade visitors according to company size*



Key visitors

- **Beer/brewing industry:** Asia Pacific Breweries, United Breweries Limited, SAB Miller, Carlsberg India Pvt. Ltd.
- **Fruit juices:** Mapro Foods Pvt. Ltd., Vishal Beverages Pvt. Ltd., Fresh Valley.
- **Milk/liquid dairy products:** Cadbury India Limited, Danone, Mother Dairy Fruit & Vegetable Pvt. Ltd
- **Soft drinks:** Parle Agro Pvt. Ltd., Pepsico India, Podaran Soft Drinks, Coca Cola India
- **Water:** Organic Industries Ltd., Mount Everest Mineral Water Ltd., Hindustan Unilever Limited
- **Wine/sparkling wine/spirits:** Riona Wines Pvt.Ltd, Pause Wines and Ideas Pvt. Ltd, United Spirits Ltd.

Gunter Walden,
Vice President Vertical
Market Management
F&B, Siemens:



"Siemens has been part of dti since 2007. The combination of discussions at the exhibitor stands and talks in the Exhibitor Forum give Siemens insight into how the Indian beverage market works and what challenges are faced by every supplier. The growing number of visitors reflects the popularity of dti, which for us was confirmed by the quality of the technical discussions. Verdict – **we are on the right track and close to the customer!**"



4. Matching supply and demand along the entire process chain: raw materials, processing, filling, packaging, logistics solutions



Exhibition sectors and visitor target groups are closely aligned, supply and demand are carefully matched to one another at dti. In short: dti brings together what belongs together.

Unique business opportunities

dti's clear market orientation makes it an efficient business platform – and the right place for your customers to make investment decisions. For you as an exhibitor, that means perfect conditions for your trade-fair success – **dti drives your business in India.**

Range of exhibits

- Aseptic systems
- Filling and packaging technology
- Packaging materials
- PET technology
- Process technology and process automation
- Raw materials/additives
- Restaurant and catering equipment

Visitors who are willing to invest*

85 % gave the show a rating of good to excellent for the scope and completeness of its exhibits.

73 % prepared to make investments.

64 % made direct transactions.

Roland Pokorny, Vice President Corporate Communications, Krones:



"dti 2010 has been a **great success** for us. This exhibition is a good platform for presenting Krones to the Indian market, and for discussing innovations and trends with our customers in their country, as well as for making new contacts. We are looking forward to participating again in 2012."

*Source: Survey of visitors at dti and International PackTech India 2010 – Wissler & Partner



5. Strong partner: the organizer of the world's leading fair drinktec stands for top-class advice and expertise



dti is a spin-off of drinktec, the World's Leading Trade Fair for Beverage and Liquid-Food Technology. Thanks to its international network and its in-depth sector-specific and trade-fair expertise, the dti team can give you the most effective platform for your business success in India.

High quality and superior service

The organizers, MMI India and Messe München International, stand for service at the highest level. You are guaranteed maximum quality, a smooth-running fair and reliable collaboration in the spirit of partnership with genuine professionals – **dti is your best partner for India.**

drinktec

Go with the flow.

drinktec worldwide

drinktec

16 – 20 September 2013
New Munich Trade Fair Centre
Munich, Germany

China Brew & China Beverage

19 – 22 September 2012
China International Exhibition Center
Beijing, China

6. Future-oriented, innovative business platform enhanced by the alliance with International PackTech India



dti has been held in conjunction with International PackTech India (organized by Messe Düsseldorf) since 2010. This unique strategic alliance between these two first-rate events proves that dti continues to develop in the interest of its customers.



One trade platform – The “Who’s Who” of two industries

Beverage and liquid-food technology on the one hand, and packaging, processing and printing on the other: The sector for beverage and food processing is covered in its entirety. The advantage for you as an exhibitor? More visitors and, thus, potential customers at a single location at the same time – **drink technology India and International PackTech India work to your benefit.**

Highly rated co-operation*

86 % of the trade visitors consider the alliance between drink technology India and International PackTech India important

Thomas Rutka, Managing Director, Ziemann India:



“The quality of visitors at dti 2010 was excellent – not only concerning global players, but also with regard to the local breweries and investors from the soft drink and food industry present at the fair. **The large number of visitors confirms that dti will also be successful in the future together with International PackTech India.**”

Venue

Bombay Exhibition Centre (BEC), Hall 6
Mumbai/India

Information about getting there,
accommodations and visa service:
www.drinktechnology-india.com

Dates

6 – 8 November 2012

Opening hours

6 – 7 Nov. 2012: 10 am – 6 pm

8 Nov. 2012: 10 am – 5 pm

Setup/dismantling dates

Setup: 3 – 5 Nov. 2012

Dismantling: 9 Nov. 2012

Organizer

MMI India Pvt. Ltd.

Contact

India

MMI India Pvt. Ltd.

Ms. Avisha Desai

Lalani Aura, 5th Floor, 34th Road,
Khar (West), Mumbai 400 052, India

Tel: +91 22 42554710

Fax: : +91 22 42554719

avisha.desai@mmi-india.in

International

Messe München GmbH

Ms. Petra Westphal | Ms. Martina Maciejewski

Messegelände

81823 München, Germany

Tel. (+49 89) 9 49 - 2 01 14

Conceptual sponsor

VDMA (German Engineering Federation)

Food Processing and Packaging Machinery Association

www.vdma.org



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