



Munich, October 26, 2020

Press Release

drink technology India now online

- Online exhibition and conference platform on December 9-11, 2020
- Next edition on site in Mumbai: October 20-22, 2021

Due to the rampant spread of COVID-19 in the country and the consequent travel restrictions imposed by the Government of India, show organizer Messe Muenchen India has announced the postponement of the Mumbai edition of drink technology India to October 20-22, 2021. To meet business networking requirements, an online exhibition and conference platform is scheduled for December 9-11, 2020.

The trade fair on site was also scheduled from December 9-11, 2020 at Bombay Exhibition Center, Mumbai. However, considering the safety of the stakeholders, exhibitors and visitors, the show organizers have rescheduled the trade fairs. The decision of postponement is also based on industry feedback received through the extensive survey conducted by the organizer.

Mr. Bhupinder Singh, CEO, Messe Muenchen India explains, “Owing to the restrictions enforced by the Government of India on travel and mass-gatherings, December is no longer a viable option to organize drink technology India.” Mr. Singh added that, “Health and safety of everyone involved in the trade fairs is our prime concern. For the upcoming edition we will strictly follow government directives and standard operating procedures to ensure a safe environment to conduct business at our trade fairs. To meet our customers’ business networking requirements, we are holding an online exhibition and conference platform on the originally scheduled date of December 9-11, 2020.”

Dr. Reinhard Pfeiffer, Deputy Chairman of the Board, Messe München GmbH also comments on the postponement, “In view of the current situation in India, rescheduling the trade fair is a sound decision. As a partner of the industry, however, we are providing digital formats to enable B2B networking, which is more important than ever in these turbulent times.”

Online event: From conference to buyer-seller meetings

The online exhibition and conference platform of drink technology India offers a business opportunity to global customers while protecting data and providing a

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real-time dashboard view on their engagement with buyers, a conference program, and buyer-seller meetings. Participants can also make use of synergies with other shows in the Messe Muenchen India portfolio, such as analytica Anacon India & India Lab Expo, IFAT India, MatDispens, Pharma Pro&Pack Expo, PackMach Asia Expo, World Tea & Coffee Expo and The Smarter-E.

About drink technology India

The drink technology India (dti) trade fair is the most important event for the Indian beverage, dairy and liquid food industry. It takes place alternately in Mumbai and New Delhi and is co-located with pacprocess India, indiapack and food pex India trade fairs organized by Messe Düsseldorf. The trade fair is the largest marketplace for the Indian beverage, dairy and liquid food industry with a total of over 400 exhibitors and 21,900 visitors on an area covering 27,900 square meters (gross).

About the bev & food tec network powered by drinktec

The bev & food tec network is the leading global network for the beverage, food and liquid food industry. It consists of drinktec (Germany), oils+fats (Germany and India), Home & Craft (Germany), drink technology India (India) and food & drink technology Africa (South Africa) as well as the cooperation event CHINA BREW CHINA BEVERAGE (China). With a total of almost 3,000 exhibitors and more than 140,000 visitors in Munich, India, China and Africa, Messe München is the world's leading organizer for the beverage, food and liquid food industry.

About 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 about 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.