

Weltleitmesse für die Getränke- und Liquid-Food-Industrie  
Herstellung + Abfüllung + Verpackung + Marketing  
4.–8. Oktober 2021, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry  
Processing + Filling + Packaging + Marketing  
October 4–8, 2021, Messe München, Germany

drinktec.com

**drinktec**  
Let Your Inspiration Flow

Munich, 4/7/2020

## Presseinformation

### New date: drinktec 2021 set for October

- **Postponement necessary due to newly acquired International Motor Show**
- **drinktec to be held from October 4–8, 2021 in Munich**

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**Messe München will organize the International Motor Show (IAA) for the first time in September 2021. As a result, drinktec is changing its event calendar: the world's leading trade fair for the beverage and liquid food industry will be held three weeks later from October 4 – 8, 2021, at the Munich exhibition grounds.**

Messe München München newly acquired International Motor Show (IAA) organized by the German Association of the Automotive Industry. This decision will mean that the world's largest automotive trade show will be held every other year in Munich starting in September 2021. "During the final round of negotiations, the engineering association insisted that the motor show be held in September," said Dr. Reinhard Pfeiffer, Deputy Chairman of the Executive Board of Messe München. "We were forced to adjust our event calendar as a result." "We are really happy that we were able to work out a new date for drinktec in close cooperation with the trade fair's Advisory Board."

Volker Kronseder, the head of the drinktec Advisory Board, said: "Of course, at first we were not thrilled about having to reschedule. We then got together in the advisory board, which represents a cross-section of all areas of the industry, and discussed various optional dates. We eventually found an alternative date that was supported by a broad consensus."

Richard Clemens, Managing Director of the Food Processing and Packaging Machinery Association of the German Engineering Federation, said: "Following this intense and constructive discussion with all market experts, we were able to

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find a new date for drinktec that really underscores its importance as the world's leading trade fair for the beverage and liquid food industry.”

Preparations for drinktec 2021 are moving forward on schedule. Interested companies may continue to register online at [www.drinktec.com](http://www.drinktec.com).

### **New date – important information for exhibitors**

All companies that have already completed the online registration process (for exhibitors) for the old date (September 13 – 17, 2021) do not have to do anything.

The drinktec team will send individual booth location recommendations to them by the end of June 2020 – along with a reminder about the new trade fair date. A registration for the new date (October 4 – 8, 2021) will become binding when a company accepts the booth location recommendation.

The project team will be happy to answer exhibitors' questions. Its members can be reached at +49 89 949–11318 or at [drinktec.exhibitor@messe-muenchen.de](mailto:drinktec.exhibitor@messe-muenchen.de)

### **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 up 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 take place from 4 to 8 October 2021 in Munich. Around 1,600 exhibitors from 80 countries and 75,000 visitors from around 180 countries are expected.