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oils+fats 2009: New dates, new venue, new opportunities

- **oils+fats 2009 is being held at the New Munich Trade Fair Centre**
- **New dates: September 16 – 18, 2009**
- **Success story of oils+fats 2008 confirmed by opinion-research institute**

In the future, oils+fats, the International Trade Fair for the Production and Processing of Oils and Fats made from Renewable Resources, will be held at the New Munich Trade Fair Centre in September.

As a result, Messe München GmbH is not only honoring the exhibitors' request to hold the fair earlier in the year. It is also giving the international oils and fats industry a new home at the trade-fair center in Munich-Riem, which is tailored to its needs.

The next oils+fats is being held in Hall B0 of the New Munich Trade Fair Centre in Riem from September 16 – 18. 2009.

By moving the exhibition forward from November to September, oils+fats – now in its third year – is responding to the significant increase in the number of industry events that are held at the end of the year, a trend that is particularly noticeable in the agricultural sector and in regions outside of Europe. This also gives oils+fats the option of changing how often the fair is held in the future.

The move also opens up new possibilities for the international trade fair, which was developed at the M,O,C, Event Center and has established itself as the most important industry gathering in Europe after just two years. According to Norbert Bargmann, Managing Director at Messe München GmbH: "We are taking advantage

of the opportunity to continue expanding oils+fats and to give the future market for renewable resources an ideal forum. Besides attractive new dates, the facilities at the New Munich Trade Fair Center in Riem give the oils and fats industry an exhibition hall that is tailored to this specialty trade fair's needs.

The second edition of oils+fats in 2008 was more international than ever: With some 1,500 participants (1,200 visitors and 273 representatives from 70 exhibiting companies) from 58 countries, it was a complete success. The countries with the largest contingents of visitors were Germany, Austria, the Netherlands, Belgium, Italy, Denmark, Poland, the United States, Turkey and France, in that order. From November 18 – 20, 2008, 70 leading manufacturers from 15 countries presented products and solutions that covered everything related to the production and processing of oils and fats made from renewable resources at a single platform. The extensive range of exhibits – from auxiliary materials, plants and machinery to quality control and logistics – met with a great deal of demand among German and international participants alike. Once again, the global response to oils+fats was extremely positive, something also reflected by the increased percentage of foreign exhibitors (some 40 percent) and foreign visitors (some 47 percent). The results of a survey conducted by the independent market-research institute "forschungplus" confirm the high level of satisfaction among participants. According to the survey, 87 percent of all exhibitors gave the fair a rating of good to excellent for the quality of its visitors, and 84 percent of all visitors are planning to attend oils+fats again in the future.

Thanks to its new dates in 2009, for the first time ever oils+fats will take place at the same time as drinktec, the World Fair for Beverage and Liquid Food Technology (drinktec's dates: September 14 – 19, 2009). This combination opens up new possibilities for both exhibitions. It gives participants at oils+fats a chance to present themselves as an independent branch of industry to an audience of international professionals at both events and to underscore the increasing international importance of renewable resources in both the food and energy sectors. Conversely, the international oils and fats industry represents an interesting target group for exhibitors and visitors at drinktec.

Additional information about oils+fats: www.oils-and-fats.com

Additional information about drinktec: www.drinktec.com

About oils+fats

oils+fats is being held at the New Munich Trade Fair Centre from September 16 – 18, 2009. It is the only international B2B trade fair for the production and processing of oils and fats made from renewable resources that focuses on practice-oriented solutions. As a central European platform, it not only showcases products and services, it also examines the latest trends and provides participants information on the latest technological developments. That makes oils+fats the most important industry gathering for experts and decision-makers in the oils and fats industry.

About drinktec

drinktec is the World Fair for Beverage and Liquid Food Technology, which makes it the industry's most important trade fair. It is where manufacturers (suppliers) from around the world go to meet with key producers, wholesalers and retailers of beverages and liquid-food products. In the industry, drinktec is regarded as a platform for launching new products on the world market. drinktec depicts the entire process chain, which explains its claim to be the world's leading trade fair for this sector. Manufacturers present the latest technologies for producing, bottling and packaging all kinds of beverages and liquid foods – including raw materials and logistics solutions. One of drinktec's trademarks is that entire plants, systems and machines are set up here and demonstrated in action – only drinktec offers a display of this kind. Some 1,500 exhibitors from approximately 60 countries and some 70,000 visitors from more than 160 countries are expected at drinktec 2009, which is being held at the New Munich Trade Fair Centre from September 14 – 19.

About Messe München International (MMI)

Messe München International (MMI, Munich Trade Fairs International Group) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad – in Europe and in Asia – and with 66 foreign representatives serving 89 countries, MMI has a truly global network.

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