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Press Release

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Results of the exhibitor survey

Volker Kronseder, Chief Executive Officer of Kronen AG and Chairman of the Board of the Exhibitor Advisory Board, Germany: "The omens for drinktec 2013 were already very promising. The industry has a large and solid foundation, and our customers want to or must invest. The current development of demand characterized our expectations correspondingly. And these were confirmed! In addition to the traditionally strong visitor countries including Germany, many visitors came from markets outside of Europe and newly industrialized countries. However, we also recorded numerous representatives from medium-sized breweries. Our technological innovations evoked considerable and positive interest among all of our customers. Consequently, we are fulfilling the demands of the market for sustainable solutions that preserve the environment and resources as well as being ergonomic, but which are also profitable at the same time. Stocktaking of our result at drinktec 2013: Excellent!"

Prof. Matthias Niemeyer, Chief Executive Officer of KHS GmbH, Deputy Chairman of the Board of the Exhibitor Advisory Board, Germany: "drinktec is an indispensable platform for KHS, which 2013 confirmed once again. We had enthusiastic customers and interested parties from the whole world. In addition to discussions on technical subjects, we were able to conclude negotiations for specific projects. The interest in our innovations was enormous. The focal points were direct imprinting of PET bottles using the KHS Innoprint, the packaging system Nature Multi Pack, in which PET bottles are banded together into multipacks using special glues, our innovative rotary aseptic system Innosept Asbofill ASR as well as the new can filler series Innofill Can DVD."

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Heiner Schaefer, Managing Director of Schäfer Förderanlagen- und Maschinenbau GmbH, Deputy Chairman of the Board of the Exhibitor

Advisory Board, Germany: "drinktec is the gateway to the world for us as medium-sized firms. We are heading toward a new contact record this year, and the internationalism of the visitors has also increased. There is a lot of euphoria, because people expect new ideas, new stimuli and new impressions from drinktec. We are confident that the trade fair follow-up business will develop similarly well. The increasing variety of products is a chance and challenge at the same time for us as logistics company."

Richard Clemens, Managing Director of the professional association Food Processing and Packaging Machinery in the German Engineering

Federation (VDMA), Germany: "Visitors from more than 170 countries confirmed it once again: drinktec is the global business summit of the beverage industry. Regardless of whether large corporation or medium-sized exhibitor, all were more than enthusiastic about the quality and number of trade visitors. Thanks to the numerous inquiries in an already favorable business environment, companies can expect substantial investment activity worldwide."

Alain Vaessen, Marketing Manager, Ateliers François, Belgium: "All the players in the field of drink-technology are gathered here. The drinktec is the place to be to meet all these people!"

Cornelia Kerschbaumer, Marketing Manager of Austria Juice Group,

Austria: "The trade fair is proceeding very well. On one hand, it serves to meet regular customers, and on the other hand to find new customers. The quality of the visitors is outstanding, because drinktec is traditionally the meeting place of the industry."

Uwe Stoffels, Booth Manager, Ball Packaging Europe, Germany: "drinktec is a very international trade fair. The thematic structure and the hall layout are also optimum for us. We can demonstrate our position as an innovative partner

optimally and present our company and services differently as would be possible in customary customer pitches. The many high-quality discussions will certainly be reflected in trade fair follow-up business. We were also able to conclude a few contracts for orders on site."

Stephan J. Barth, Managing Partner, Joh. Barth & Sohn, Germany: "The trade fair in itself is a highlight. We are very satisfied with the course of the fair. We were able to cultivate our relations intensively with existing customers and friends of our company and establish contact with potential customers in addition. The increasingly stronger spreading of the craft movement was apparent in the form of many international visitors and made the trade fair noticeably more lively and colorful. We were able to use the trade fair optimally to make it very clear to our customers that our core competency of taste in beer is based on hops."

Jens Böhm, Marketing Manager BENEÖ GmbH, Germany: "drinktec 2013 has been a great success for BENEÖ. Our approach of offering convenient, healthy and palatable breakfast drink samples at the "New Beverage Concepts" innovation platform has raised a lot of interest among both our existing and potential customer base and representatives from the international press. drinktec has led to high quality meetings, with a clear focus on the development of innovative customer focused beverage solutions. We are looking forward to 2017."

Dr. Klaus Stadler, Director Environment & Water Resources Europe Group, Germany: "The complete Coca-Cola world comes together at drinktec every four years. This was also the case this time. We were represented here with approximately 800 people – bottlers as well as employees of the Coca-Cola Company. The technical managers look for new machines at drinktec, and the marketing people look for new ideas from the flavor companies. In addition, there are management and strategy meetings, and our colleagues from Atlanta support the bottlers with ideas and concepts. This meeting of the Coca-Cola family is unique in this form worldwide."

Oliver Hoffmann, Head of Group Marketing, Döhler, Germany: "drinktec is especially significant for us. A compliment to the trade fair company too, because drinktec is also one of the best marketed trade fairs. You meet a very wide range of decision-makers here. Company owners and CEOs come with their complete management staff. We do not treat any other trade fair with such intensiveness and so much work. For example, our booth concept is developed anew each time. This time, we had different topic islands for various beverage sectors. With our new innovation platform, we try to win over young companies and start-ups with good ideas for cooperative ventures. One focal point of our exhibition was on cereal malt ingredients, i.e., malt bases and malt extracts for the brewery and foodstuffs industries."

Marcus Ley, AVP Corporate Accounts, Ecolab Europe GmbH, Germany: "drinktec was fun! It provides Ecolab with a platform unique in the world to present the company and its innovative force to our complete target group compactly. The experienced internationalization of drinktec fits just right with the general globalization of brands. We found the again growing number of Asian visitors to be especially striking. The increasing share of contacts from the dairy industry is also notable. We met the most important decision-makers of our global and national customers this year once again. Contract decisions progressed and high-quality new contacts established. Conclusion: We are completely satisfied. The effort was worth it. Everyone was there."

Anja Oltmanns, Marketing Manager, GEA, Germany: "drinktec is a melting pot of the industry and a leading trade fair for us, both with respect to its size and significance. There is nothing comparable in any other country. The number of visitors was considerable higher than in 2009; all were there from craft brewers to large corporations, and all continents were represented. Overall, it is a lot livelier than four years ago, and customers are more active and again willing to invest."

Pascal-Louis Caillaut, Communication Director, Gebo Cermex, France:

"We are very, very happy to be here. Since the re-establishment of our company in April of this year, our exhibition at drinktec 2013 is one of the most important events for us. We are exhibiting for the first time worldwide to our customers and the public – and drinktec was not selected at random for this event. After all, it is the most important and most visited trade fair of the industry. We were very impressed by the high degree of internationalism of the trade fair; visitors came from everywhere in the world. The quality of discussions was very good and holds the promise of successful, future business relations."

Martin Hammerschmid, Managing Director, GERNEP GmbH, Germany: "We have been represented at drinktec since the start. While the trade fair was clouded by international events in part in former years, today there is again a completely positive basic mood. We also see this in the number of visitors. We are very satisfied and were even able to generate new orders. The dedication of the trade fair with its numerous global activities before the event pays off and makes drinktec the uncontested leading trade fair of the industry."

Michael Mäusl, Managing Director, Hümmer Werbung GmbH, Germany:

"We had very many international visitors from Germany and foreign countries at our booth. The international specialists are very interested in packaging solutions. It is especially striking that many international decision-makers are at the trade fair. Many new customers approached us with inquiries. After many top-rate discussions, we expect corresponding inquiries in trade fair follow-up business. drinktec is the optimum platform for our goal to generate new customer contacts and cultivate existing ones, and consequently it is extremely significant for us"

Rufino Landaluce, Managing Director, LANDALUCE S.A., Spain

„drinktec remains the world reference regarding the brewing sector. This year again most of the relevant companies have attended the exhibition. But even when there is a big concentration both on brewing groups and suppliers companies, still the affluence of visitors has been important."

Martin Hladik, General Manager, Lindr Cooling and Dispensing Systems, Czech Republic: "Why we came to drinktec for the first time? – Because we want to be where all our key clients are and acquire new clients. So far we are very happy about the visitor quality and managed to get a lot of new contacts. drinktec 2013 definitely met our expectations. Especially, we are satisfied with the ease of getting our stand build up. drinktec is very well organized. And it is a necessity for our business. We will definitely come again in 2017."

William E. Cecil, Vice President Machinery & Automation, Mead Westvaco Corporation, USA: "I have been to drinktec since 1993. It is the only trade show our company attends, because it is the most important one of the beverage industry. The traffic and quality of the visitors rose to a high degree within the last four years. It seems to me that there are very much decision makers from Asia, the US, Europe – from everywhere! drinktec is very important to us: We are a global company and drinktec allows us to send a great message to all the beverage companies all over the world. In my opinion, drinktec is all about innovation!"

Sandra Foo, Marketing Manager, NINGBO LEHUI FOOD MACHINERY, China: "We had two booths at drinktec 2013, one focused on brew technology and one focused of packaging technology. We will not do this on every fair, drinktec is special. We meet many visitors from Burma, Mongolia, Indonesia and Europe, so we are very satisfied with drinktec 2013. It was much better than 2009. All the visitors are professional and you can see drinktec is an international show. We will absolutely attend at drinktec 2017."

Olaf Müller, Vice President, Pentair Food & Beverage, USA: "drinktec 2013 has again confirmed its significance as technology platform and indispensable industry meeting spot and provided us with the possibility to present all product groups from Pentair relevant for the foodstuffs and beverage sector together at one trade fair booth. We were especially pleased about the substantial interest and the great deal of openness for innovative and sustainable solutions, for

example, our beer membrane filtration. Of course, we are going to participate at drinktec in 2017 again."

Philippe Blonda - Marketing & Sales Director Resilux, Belgium: "We have experienced an exciting exhibition, focusing on the possibilities to show our products and innovations. We have been able to reinforce our customer relationship with existing customers and generate new sales leads. The participation at an international exhibition as the drinktec will help us to increase the market awareness of Resilux as a valuable partner in PET packaging."

Pietro Cassani, General Manager, SACMI Group, Italy: "SACMI already knew that drinktec is the world's most important beverage industry event... but the 2013 edition exceeded even our most optimistic expectations! SACMI presented several cutting-edge innovations. All these systems, especially the production line, attracted huge numbers of visitors to the SACMI booth, as did the reputation of drinktec itself, which drew decision-makers and top-level beverage industry personnel from all over the globe."

Gunther Walden, Head of the Foodstuffs and Beverage Division at Siemens Industry, Germany: "drinktec remains unchanged the leading trade fair of the industry. We presented innovative solutions for the beverage industry to numerous visitors and decision-makers at our booth, and consequently provided a good overview of our comprehensive offer for the automation and F&B industry sectors. Main topics were energy efficiency as well as productivity increases thanks to interlinking automation and industry software. We are very satisfied with our participation at the trade fair."

Mongi Goundi, Managing Director, Sinalco International, Germany: "We have now participated in drinktec for the third time, and the trade fair remains the most important industry meeting place for us. This has been demonstrated above all by the very high degree of internationalism of the visitors this year. We are very happy that we were able to welcome customers from Myanmar, Qatar,

Algeria and Africa at our booths. This is certainly also due to the outstanding preparation of and collaboration with Messe München; many requested to schedule appointments with us already in advance of drinktec. Sinalco would definitively also be interested in participating in international events of drinktec."

Luigi Panzetti, Managing Director, System Group, Italy: "System Logistics is pleased to return to Munich after beginning our drinktec experience four years ago. The beverage world is increasing its interest in automated systems for intralogistics, and the level of investment is growing. The great names of the beverage industry have been visiting our booth. We believe this fair is the best opportunity to meet customers from the beverage industry, to discuss strategic issues related to their future developments, including automation to support growth and efficiency."

Zhang Songning, President, Tech-Long, China: "We are very satisfied with the results of drinktec 2013. We had talks with visitors from Japan, Korea, USA, South American and Europe, especially Germany. We will create new potential clients. Our fair highlight was the turn key solution provider. We had many interested visitors for them. Also I can say that we will attend the drinktec 2017."

Volker Till, CEO, Till GmbH, Germany: "drinktec is the ideal platform for innovative companies like ours to present new technologies to market leaders of the global beverage industry. We are more than satisfied with the course of the trade fair, were able to establish new contacts and have achieved all of our set goals. Digital printing was definitively a highlight of the trade fair. Although we exhibited at the fair for the first time this year, we were able to record an extremely high degree of interest. drinktec has an extremely important position in our marketing mix, and we also hope to present successful new technologies in 2017."

Mehmet Sen, Product Director, Ugur Cooling Inc., Turkey: "drinktec is the trade fair highlight in our marketing mix. We are convinced of the value of

visitors and their overall quality. We use drinktec to meet all of our international key accounts and present our innovations to a wide-ranging audience. Our focus on sustainability and efficiency matches the main theme of drinktec.“

Heinrich Sievers, Managing Director, WILD, Germany: "First of all, I would like to thank the trade fair company, because they publicized drinktec in the emerging markets in advance of the fair as promised. I have never been able to welcome so many customers and interested parties from the Middle East, Asia, Africa and Eastern Europe at our booth. We surpassed our trade fair objectives by far thanks to highly interesting contacts and projects.

Of course, we are also going to take part in 2017."

Volker Mewes, Authorized Signatory, ZIEMANN International GmbH, Germany: "We are very satisfied with the number of visitors this year, the internationalism and above all the quality of discussions held. Orders submitted during the trade fair also give us reason to remain optimistic about the future. There's no question that we will again be present at drinktec in 2017."

The next drinktec will take place from 11 to 15 September 2017.

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About drinktec

drinktec is the "World's Leading Trade Fair for the Beverage and Liquid Food Industry". It is the most important trade fair for the sector. Manufacturers and suppliers from all over the world – global companies and SMEs alike – meet up here with all sizes of producers and retailers of beverages and liquid food products. Within the sector drinktec is regarded as the number one platform for launching new products on the world market. At this event manufacturers present the latest technology for processing, filling, packaging and marketing all kinds of beverages and liquid food – raw materials and logistics solutions included. The themes of beverages marketing and packaging design round off the portfolio.

drinktec 2013, which took place at the Messe München exhibition center in Munich, from September 16 to 20, 2013, attracted 1,445 exhibitors from 77 countries. And with 66,886 trade visitors from 183 countries, drinktec 2013 celebrated a resounding success.