

Munich, April 9, 2018

Press Release

Starting in 2019 in South Africa:

analytica Lab Africa, food & drink technology Africa and IFAT Africa to use a colocation

- First trade fair dates: July 9 – 11, 2019
- Synergies from the parallel event will create added value for exhibitors and visitors
- South Africa is one of the leading industrial states on the continent

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Wide-ranging water delivery and purification, solutions for the food and beverage industries as well as laboratory technology, analysis and other application areas are key issues in the future market of Africa. The leading industry trade fairs analytica Lab Africa, food & drink technology Africa (fdt Africa) and IFAT Africa are joining forces. In the future, they will jointly showcase new innovations in the areas of analysis as well as beverage, food and environmental technologies. Beginning in 2019, the three trade fairs will be held every two years in the Gallagher Convention Centre in Johannesburg.

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, who oversees drinktec and the analytica cluster, said: “Our new concept creates a joint platform where exhibitors and visitors can explore trends and innovations in the environmental, beverage and food industries and in the field of analysis.”

An example, how the three trade fairs will generate synergies in the area of water: fdt Africa supports the growth trajectory of the beverage and food market in southern Africa. The industry needs far-reaching and stable water supplies and purification. One of the focal points of fdt Africa is solutions related to the efficient use of water as a raw material, service water or a means of cleaning. This is where the connection to IFAT Africa comes into play. IFAT Africa covers all aspects of the topic of water: from the production of drinking water and

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purification to waste water treatment. Analysis and quality control play a major role here in order to meet the high standards for water quality and food safety – visitors to analytica Lab Africa learn about solutions that range from sampling to a broad range of analytical methods and evaluation processes.

South Africa: Trend indicator for markets in Africa

South Africa's economy is among the strongest on the African continent. Africa's third-largest economy continues to be very appealing to Messe München. Stefan Rummel, the International Managing Director of Messe München who oversees the global IFAT cluster, is certain: "By combining the three trade fairs, we are creating a concept that will uniquely highlight the special features of the African market and offer the right, overarching solutions. As the organizer, we are not only seizing on the growth trend in the three industries, but are also actively fueling it."

Messe München has been expanding its portfolio in the future market of Africa for several years now: In 2014, drinktec entered the sub-Saharan region with food & drink technology Africa. A year later, IFAT continued the internationalization effort by holding the first IFAT Africa. With the recently acquired Lab Africa (which is now called analytica Lab Africa), Messe München expanded the range of its technology-oriented professional trade fairs even further. The local trade fairs provide international exhibitors with access to high-potential markets.

The collocated trade fairs will be held in the Gallagher Convention Centre. Situated between Pretoria and Johannesburg, it has very good travel connections and provides exhibitors and visitors with the highest level of comfort. A long-range hall concept will be introduced for the first joint trade fair that is scheduled for July 9 – 11, 2019. Interdisciplinary talks in the supporting program that will be jointly organized by analytica Lab Africa, fdt Africa and IFAT Africa will ensure the best-possible knowledge transfer for all industries.

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You will find more information about the trade fairs at:

www.analytica-africa.com, www.fdt-africa.com and www.ifat-africa.com

About analytica Lab Africa

Messe München is further expanding its international network in the field of laboratory technology, analysis and biotechnology with a new event in South Africa: From July 09 to 11, 2019, the analytica Lab Africa will take place at the Gallagher Convention Centre in Johannesburg. For the premiere of the event in analytica's network, the organizers – Messe München and its subsidiary MM South Africa – expect some 125 exhibitors and more than 2,000 visitors on 6,000 square meters gross of exhibition area.

About food & drink technology Africa

The food & drink technology Africa (fdt) trade fair is the leading platform for the food, beverage and packaging industry in southern Africa. It covers the entire process chain – from raw materials and processing, to bottling, packaging and logistics.

The trade fair takes place every two years in Johannesburg. 86 national and international exhibitors and around 1,550 visitors attended food & drink technology Africa 2016. The next food & drink technology Africa will take place in the Gallagher Convention Centre in Johannesburg from September 4 to 6, 2018.

About IFAT Africa

IFAT Africa is the leading environmental technology trade fair in sub-Saharan Africa focusing on water, sewage, waste and recycling. With an exhibition space of 6,000 square meters, IFAT Africa 2017 witnessed 152 exhibitors from 16 countries and 1,800 visitors from 38 countries. The next edition of the biennial event will take place from July 9 until 11, 2019 at the Gallagher Convention Centre in Johannesburg, co-located with analytica Lab Africa and food & drink technology Africa.

About Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.