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Top result: ProFood Tech sets standards as the new leading trade fair for food and beverage technology in the NAFTA region

- This supplier trade fair convinces the industry
- 447 exhibitors from 16 countries
- Almost 6,500 high quality trade visitors

ProFood Tech celebrated an absolutely convincing premiere from April 4-6, 2017 in Chicago. The event instantly met the very high expectations of the new trade fair format held by industry and commerce, and impressed with extraordinary results: Almost 6,500 trade visitors informed themselves about the service portfolio of 447 national and international exhibitors from 16 countries. With the strong participation of visitors and exhibitors and its market-oriented focus, ProFood Tech already underlines its importance as a central meeting point for buyers and decision makers of the food technology industry in the NAFTA region with the premiere event. "The positive response of the industry to this new trade fair format confirms our dialogue-oriented concept approach and the interest in a new leading international trade fair in the NAFTA region", Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, is pleased to comment. "The high level of internationality of the trade fair premiere confirms the global expertise and industry competence of Koelnmesse gathered from many leading trade fairs, for example, Anuga and Anuga FoodTec, which we have incorporated into the partnership". Charles D. Yuska also reached a very positive conclusion about the trade fair: "ProFood Tech reaffirmed our belief that North America needed a comprehensive processing event," says Charles D. Yuska, president and CEO, PMMI, producer of the PACK EXPO portfolio of trade shows. "It was developed with massive support across market segments giving us a true pulse of the industry. Together we developed a one-of-a-kind show exclusively catering to the processing industry." Michael Dykes emphasizes ProFood Tech as a platform for innovation and networking: "The conference program delivered a commanding overview of the latest trends and advancements in food processing," said Michael Dykes, IDFA president and CEO. "Overall, ProFood Tech demonstrated the countless growth opportunities that exist for companies willing to employ new technology and techniques to boost production, efficiency and profits. Attendees now have new supplier contacts, inventive ideas and powerful business solutions they can use to meet their needs and goals."

ProFood Tech is the only trade fair in North America that represents all segments of food and beverage technology and is perfectly tailored to meet the needs of the NAFTA market. Exhibitor participation was correspondingly good. Top players from the food and beverage processing segment, such as Azo, BASF Corporation, Bizerba,



ProFood Tech
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www.profoodtech.com

Your contact:
Imke Arends
Tel.
+49 221 821-2219
Fax
+49 221 821-3544
E-mail
i.arends@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Gerald Böse
(President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Chr. Hansen, Delkor Systems, Deville Technologies, Elopak Inc., Gea, Harpak-ULMA Packaging, Kronos, Polypack, SAP, Serac, Tetra Pak, Trepko, and Veolia Water Solutions presented their products and innovations. Many North American exhibitors, as well as US subsidiaries of German and international companies presented their service portfolios and reported good business deals and discussions.

A total of 447 exhibiting companies from 16 countries were represented at the premiere event, 81 of which came from abroad. Besides US companies (366 exhibitors), the strongest participation came from Turkey (20 exhibitors), Canada (15 exhibitors), Italy (10 exhibitors), and Denmark (9 exhibitors). Denmark, Italy, and Turkey were represented with group stands. The exhibitors were also impressed by the decision-making competence of the trade visitors. A total of almost 6,500 trade visitors came to ProFood Tech.

Supporting and congress programs

The extensive and diverse supporting and congress programs, organized by the IDFA, offered lectures of relevance for the industry with high quality speakers and a perfect platform for business contacts and exchanging ideas with TOP decision makers. The ProFood Tech Learning Hub presented interactive sessions revolving around the themes of innovation and regulation. The presentation of Innova Market Insights on trends in the food industry for 2017 and beyond was very well attended.

ProFood Tech is organized jointly by the internationally active trade fair organizer Koelnmesse, the Association for Packaging and Processing Technologies (PMMI), and the IDFA (International Dairy Foods Association).

The next ProFood Tech will take place from March 26-28, 2019.

Exhibitor and visitor opinions

David Penta, President, Deville Technologies:

“For a first-year event, we had a fantastic show with more than expected leads. We look forward to the next ProFood Tech.”

Emmanuel Cerf, Vice President of Sales and Marketing, Polypack, Former PMMI Show Committee Chairman and current Board member:

“I remember a little over two years ago when ProFood Tech was just a conversation. I don’t think any of us could imagine such a successful opening event with world-class exhibitors and quality attendees with processing challenges in hand. I look forward to coming back in two years.”

Ricardo Ariel Mejiba Muñoz, Production Manager, Helacor SA (Grido Helado Argentina):

“The quality of suppliers exhibiting at ProFood Tech brought us all the way from Argentina. The show offers information and technology that helps us stay ahead in the industry. This is a very comprehensive event. We are glad we made the trip.”

Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

Wine & Gourmet Japan

Tokio, Japan, 12.-14.04.2017

Eu'Vend & coffeena

Cologne, Germany, 27.-29.04.2017

THAIFEX - World of Food Asia

Bangkok, Thailand, 31.05.-04.06.2017

About PMMI

[PMMI](#), The Association for Packaging and Processing Technologies, represents the voice of more than 800 North American manufacturers and suppliers of equipment, components and materials as well as providers of related equipment and services to the packaging and processing industry. It works to advance a variety of industries by connecting consumer goods companies with manufacturing solutions through leading trade media, as well as the world-class [PACK EXPO portfolio of trade shows](#) - PACK EXPO International, PACK EXPO Las Vegas, Healthcare Packaging EXPO, PACK EXPO East, EXPO PACK México and EXPO PACK Guadalajara.

Learn more at [PMMI.org](#) and [Packexpo.com](#) and [PMMIMediaGroup.com](#)

About IDFA

[IDFA](#) represents the nation's dairy manufacturing and marketing industries and their suppliers with nearly 525 members. The association's nearly 200 dairy processing members run more than 600 plant operations that represent more than 85 percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States.

Visit IDFA at www.idfa.org

Note for editorial offices:

Press information is available at:

<http://www.profoodtech.com/heres-latest-news-profood-tech-2017>

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Your contact:

Imke Arends

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2219

Fax +49 221 821-3544

i.arends@koelnmesse.de

www.koelnmesse.com