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Bavaria alliance: drinktec and BrauBeviale join forces

- Messe München and NürnbergMesse establish joint venture YONTEX and thus further expand their leading position in the world market for the beverage and liquid food industry
- Shareholders, trade associations, and exhibitors welcome the combination, point to added value for customers

The two most important international trade fairs for the beverage and liquid food industry will join forces to strengthen their positions in the world market. drinktec from Munich, the world's leading trade fair for the beverage and liquid food industry, and Nuremberg's BrauBeviale, the leading capital goods trade fair for the beverage industry in Europe, have joined forces to form the joint venture "YONTEX" as of 1 July 2023. The company is based in Nuremberg, and CEO will be Rolf M. Keller, previously divisional director at NürnbergMesse, who has decades of experience working in the field of beverage industry trade fairs. Both trade fairs will continue to operate as independent brands, retain their names, and keep their events at the respective locations in Munich and Nuremberg, but under the shared umbrella of YONTEX. As a result of this step, Bavaria will become the preferred meeting place of the global beverage industry and creates synergies and added value for trade fair customers. Albert Füracker, Bavarian Minister of State for Finance and Homeland: "The collaboration between NürnbergMesse and Messe München in the field of beverage technology strengthens Bavaria's leading role in this trade fair segment worldwide!"

The merger of drinktec and BrauBeviale into one company is the largest merger of two trade fair flagships in Germany to date. Both trade fairs will be able to continue their individual growth unimpeded, widen their national and international reach in terms of customer contacts, and bundle their resources to the benefit of their exhibitors and visitors. The CEOs of Messe München and NürnbergMesse concur in their assessments of the new joint venture: "We are seizing a unique opportunity for both exhibition companies to position ourselves jointly and join our forces in the world market, even though we will continue to compete with each as two different trade fair venues in Bavaria", said Peter Ottmann, CEO NürnbergMesse Group. "We are united by a common goal", added the two Messe München CEOs Dr Reinhard Pfeiffer and Stefan Rummel: "This combination will ensure the future of drinktec in Munich and BrauBeviale in Nuremberg. After all, both trade fairs want to successfully defend and extend their strong positions in the highly competitive worldwide environment. Together, they can now raise their brand profiles and offer genuine added value to

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customers on the basis of synergies.” The German Federal Cartel Office has already approved this cooperation venture in the sector of beverage technology trade fairs.

Same venues, same cycles, same contacts

The new company YONTEX will present itself for the first time with the BrauBeviale to be held in Nuremberg from November 28 to 30, 2023. Both events will be held as before at their accustomed venues, both will retain their prestigious brand names and their well-known contact persons. Moreover, they will be held in the same cycles as before: drinktec will be held at the Munich Exhibition Centre every four years, the next event being in 2025, and BrauBeviale will still be held annually at the Nuremberg Exhibition Centre, as before, except for the “drinktec years”. In addition to Munich, drinktec is also held at two additional venues: an annual event in India (drink technology India) and a biennial event in China (CHINA BREW CHINA BEVERAGE).

A 19-person team of experienced trade fair professionals from drinktec and BrauBeviale, as well as some new trade fair professionals, will be the foundation of YONTEX in the future. This new team includes CEO Rolf M. Keller and Executive Vice President Petra Westphal, who had previously been a project manager for drinktec and its international exhibitions, Executive Director BrauBeviale Andrea Kalrait, Executive Director drinktec Cluster Markus Kosak, and Executive Director Operations Moritz Müller.

Trade associations and exhibitors welcome YONTEX

YONTEX will create genuine added value for its exhibitors and visitors, offering a wider reach, shorter paths, and greater business potential. In the future, each customer will have a single, central contact for all matters related to the beverage technology trade fairs, regardless of where they are held.

The trade associations serving as honorary sponsors also support the combination of the two trade fairs as a joint event for the global beverage technology market. **Richard Clemens, CEO of the Food Processing and Packaging Machinery, Process Machinery and Equipment Association of the German machinery and equipment manufacturing association VDMA (Deutscher Maschinen- und Anlagenbau):** “By joining forces, we will not only strengthen but actually extend Bavaria’s position as a centre for the global beverage and liquid food industry!” **Georg Rittmayer, President of the Bavarian private brewery association Private Brauereien Bayern e.V.,** added: “This merger sets the course for a sustainable development of the two most important brewing and beverage fairs. Together we are now shaping the future of the beverage industry!” Exhibitors have also expressed their approbation. **Volker Kronseder, Chairman of the Supervisory Board of Krones AG:** “Now what belongs together has finally been put together. Two highly competent partners who can achieve even more together for the future of our industry!” **Dr Johannes T. Grobe, CEO KHS Group:** “Congratulations! Together with us, these two long-time partners on an equal footing will now conquer the world!”

Press releases, FAQ, photos and further information about YONTEX can be found at: www.yontex.com

About the NürnbergMesse Group

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It includes NürnbergMesse GmbH and that company's 15 subsidiaries and affiliates. The Group employs more than 1,000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public.

About Messe München

Messe München is one of the world's leading international networking platforms, both in Munich and across the world, on site and online. True to its claim "Connecting Global Competence", Messe München serves as a global networking platform, bringing together decision makers from all over the world. The Messe München portfolio comprises more than 50 own trade fairs for capital goods and consumer goods, as well as new technologies, which deal with topics of current interest to society. These include the world's leading trade fairs bauma, BAU, IFAT, and ISPO Munich. The annually more than 200 events of Messe München draw around 50,000 exhibitors and around three million visitors per year. With its network of associates and international representatives, Messe München is present in more than 100 countries of the world.

About BrauBeviale

BrauBeviale in Nuremberg is one of the leading capital goods trade fairs for the beverage industry worldwide. The trade fair is linking its success story to its aspiration to unite the beverage community in the future too. It's where tradition and longstanding experience meet inspiration and the latest trends – at a regional and global level. For German and international exhibitors and trade visitors from more than 135 countries, it offers the ideal platform for working together to launch innovations and set important trends for the entire beverage industry. BrauBeviale is ably supported by the honorary sponsor, the Bavarian private brewery association Private Brauereien Bayern e. V., which provides its expertise, its network, and the European Beer Star competition as a flagship attraction.

About drinktec

The drinktec trade fair has been held in Munich since 1951. It has been held in a four-year cycle since 1985. It is the most important event for this industry. Manufacturers (suppliers) from all over the world, including both global enterprises and small and medium-sized enterprises, are given the opportunity to meet with producers and distributors of beverages and liquid food, ranging in size from small to large. The future is made at drinktec. Within the industry, this trade fair is widely considered to be the premiere platform for the presentation of world-first innovations. Manufacturers present the latest technologies for

the production, bottling, and packing of beverages of all kinds, even including liquid food, along with the needed raw materials and logistical solutions. Beverage marketing and packaging design round out the portfolio.

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All press texts, additional information, and photographs about Messe München and NürnbergMesse are available to download free at: www.messe-muenchen.de/presse
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