

YONTEX

FAQs

Essential Questions

Q. 01

What is YONTEX GmbH & Co. KG?

YONTEX GmbH & Co. KG is a jointly held subsidiary of Messe München GmbH and NürnbergMesse GmbH. It was founded to organise, conduct and further develop two leading international trade fairs for the beverage and liquid food industry – drinktec, including its international branches, and BrauBeviale.

Q. 02 What are the advantages of combining the drinktec and BrauBeviale brands under the YONTEX umbrella?

YONTEX was founded to take advantage of synergies between the drinktec and BrauBeviale events. The aim was a forward-looking evolution of the two organisations' current and future event formats, so as to provide even more attentive support for the needs of the international beverage and liquid foods industry. The two trade fairs' focuses and distinctions from one another will be sharpened, at the same time enabling them to custom-tailor their services to their markets (both national and international) and their customers.

Q. 03 Will the two trade fairs be combined into one?

No, BrauBeviale and drinktec will remain strong, independent brands, each fulfilling an individual purpose for its exhibitors and visitors, with distinct focuses, offering different kinds of added value.

Q. 04 Where will the trade shows be held?

Both events will still be held in their customary cycles at their familiar locations – BrauBeviale at the Nuremberg Exhibition Centre and drinktec at the Messe München exhibition grounds.

Q. 05

Will the events' cycles change?

No, BrauBeviale and drinktec will still follow their familiar cycles.

The upcoming event dates:

- BrauBeviale: 2023, 2024, 2026, 2027 and 2028
- drinktec: 2025 and 2029

Q. 06 As a subsidiary of the two event organisations, can the new company ensure that the event cycles that are now familiar to the industry will still be maintained?

Yes. Space for these events is booked long in advance. If it becomes necessary to change a date, that is always done in consultation with the advisory board from the profession and with the honorary sponsors. Additionally, both brands are deeply embedded as familiar components of the events year at NürnbergMesse and Messe München.

Q. 07 What changes will customers see?
What's the benefit to the industry?

In future, all our customers will be able to address all matters concerning these events with a central contact partner – whether for the locations in Nuremberg, Munich, or around the world. This combination will enable the new company to operate with a much clearer focus on the customer, and to give even fuller attention to the industry's needs, including in developing the themes for new events.

Q. 08 How will the merger affect the upcoming BrauBeviale?

All registered exhibitors received their booth confirmations at the end of May 2023. Their data will be transferred to the new company in full compliance with the EU's General Data Protection Regulation. BrauBeviale will then be handled entirely within the new company by the same contact people who are already familiar to the clientele. As from the founding of the new company, the NürnbergMesse logo on correspondence with exhibitors will be replaced by the YONTEX logo.

Q. 09 I am an exhibitor at BrauBeviale 2023 and made my contract with NürnbergMesse. Is that contract still valid? If not, what will change?

As part of the spin-off of BrauBeviale from NürnbergMesse GmbH, the contract was transferred to YONTEX GmbH & Co. KG. The “General Terms and Conditions of Participation” and the “Special Terms and Conditions of Participation for BrauBeviale 2023” will still apply.

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Q. 10

What will be done with my data?

Our exhibitors' and visitors' data will be transferred to YONTEX GmbH & Co. KG by its parent companies, Messe München GmbH and NürnbergMesse GmbH. We have sent out information about the further use of the data by YONTEX GmbH & Co. KG. If visitors or returning exhibitors who are not yet registered for BrauBeviale, do not wish their data to be used, they are entitled to refuse permission.

Q. 11 Do I have to resubscribe to the user newsletters for BrauBeviale and drinktec?

If you would like to continue receiving the newsletters, there's nothing you need to do. You'll continue to receive your subscribed publications in their familiar form and quality, covering all aspects of BrauBeviale and drinktec.

Q. 12

What is the focus of BrauBeviale?

BrauBeviale in Nuremberg is one of the leading trade shows for capital goods for the beverage industry worldwide, but especially in Europe. It is held for three days annually at the Nuremberg Exhibition Centre. BrauBeviale takes a year off in years when drinktec is held. Smaller and medium-sized companies display their wares and services here alongside start-ups and global players. The exhibitors offer products and solutions for all aspects of the process chain in beverage production, ranging from ingredients to technologies and components, packaging, accessories, and marketing ideas.

Most visitors come from the beer industry (49%), followed by machine and plant construction (16%), soft drinks (18%) and wine, sparkling wine, and spirits (7%).

BrauBeviale is a long-standing social event for the industry – far more than just a meeting site for business partners. Since the trade fair emphasises Europe, its accompanying programme of events focuses heavily on current developments in the European beverage market.

Q. 13

What's the event focus at drinktec?

A key international trade fair for its sector, drinktec is the global business summit for the beverage and liquid foods industry. It's held for five days every four years in Munich. Manufacturers and suppliers from all over the world attend, including large corporations that operate worldwide, as well as small and medium-sized companies. They meet with producers and dealers of every size in beverages and liquid foods.

Most visitors come from the beer industry (46%), followed by soft drinks (30%), bottled water (32%), fruit juices (26%), milk (17%) and still and sparkling wines (15%). With an 84% contingent of decision-makers, drinktec is the world's most significant business platform in its field. Its exhibitors present the full value chain in beverage and liquid food production. Solutions range from ingredients to process technology, bottling plants, packaging equipment, and logistics solutions. Beverage marketing and packaging design round out the portfolio.

A top pace-setter and source of innovation, drinktec counts as the industry's premiere platform for new developments worldwide (more than 700 innovations and solutions in total during the 2022 year). Its accompanying events present global trends with a strong focus on the future, including those that already demonstrate significance for the next generation.

Q. 14 As a visitor or exhibitor, is it still important for me to attend both events?

Yes. Each event will preserve its own focuses. The two trade fairs' emphases and distinctions from one another will be sharpened to ensure that our exhibitors and visitors enjoy a unique experience at each.

Q. 15 What happens to the associated foreign trade fairs?

In future, YONTEX will be strategically responsible for the foreign trade fairs drink technology India and the international part of ChinaBrew ChinaBeverage, and the subsidiaries of Messe München in India and China will be responsible for their implementation and further development. CBCE will continue to be the responsibility and implementation of NürnbergMesse China. Beviale Moscow was already discontinued shortly after the start of the war in Ukraine and will not be continued.

Q. 16

Will anything change in the events' focus?

The beverage and liquid foods industry stands out for its lively innovation. As they always have, the drinktec and BrauBeviale trade fairs will continue to pick up on and reflect the industry's trends. Additions and further emphases will always align with these general conditions in the sector. The YONTEX team also views this as its mission – always to keep a finger on the pulse of the beverage and liquid foods industry, and to develop and expand the goods and services the industry needs.

Q. 17 Will the service partners still be the same?
(Construction services, etc.)

Yes, we intend to ensure continuity at the on-site events in Nuremberg and Munich, and will also continue to rely on our time-tested service partners.

Q. 18 Who will the new contact people be?

The new company will be an agile unit that combines the event teams for BrauBeviale and drinktec, including their familiar contact people.

CEO Rolf M. Keller and Executive Vice President Petra Westphal have been working in the beverage and liquid food industry for years. They'll still be working with the YONTEX team to keep developing our services for the industry. Moritz Müller, formerly a unit manager at NürnbergMesse, will head and advance the Operations unit as Executive Director.

Andrea Kalrait, Executive Director for BrauBeviale, and Markus Kosak, Executive Director for drinktec Cluster, will fill out the management and leadership team. In customer contacts for operations, the team from BrauBeviale and drinktec still will still be on hand: Lucia Baier, Cornelia Ebner, Corinna Feicht, Jörg Gebhard, Jannica Geissler, Vanessa Kratzer, Cindy Nemedi-Varga, Lennart Preuss and Daniela Schellhorn.

Q. 19 Will there be synergies for exhibitors and visitors? (Such as bundled offers)

We'll be reviewing all options currently available to event exhibitors and visitors to see how we can generate the greatest possible benefit for our business partners. We'll keep developing those options all the time.

Q. 20 Are there formats that will extend across both events?

Each event has its own profile, concept, and portfolio. We'll be reinforcing this focus with the aid of various formats, and basing our decisions on the benefits to our various user groups. That may also mean that we develop new formats that match each industry's own current profile of requirements.

Q. 21

What will happen to the honorary sponsors?

The honorary sponsors will remain the same: VDMA e.V. – Fachverband Nahrungsmittelmaschinen und Verpackungsmaschinen – for drinktec, and Verband Private Brauereien Bayern e.V. for BrauBeviale. Both were closely involved in the process of founding YONTEX, and fully support the new company. With this support, and in close consultation with them, we'll continue to be able to offer the right concepts for the industry's needs.

Q. 22 Will there be new formats, new event concepts? Online and on-site?

We always keep evolving our events in coordination with the industry, so we can always keep a finger on the pulse of the beverage and liquid foods sector. If we launch new formats, we'll notify our exhibitors, visitors and the press in plenty of time.

Q. 23 What role will the two parent companies play?

Messe München GmbH and NürnbergMesse GmbH are the partners in YONTEX GmbH & Co. KG. In that capacity, they'll be kept informed about the evolution of business through the usual channels of communication with shareholders, as provided by the Commercial Code and the partnership agreement. In addition to the company's two brands, BrauBeviale and drinktec, the parent companies of YONTEX GmbH & Co.KG will provide strong backing to ensure sound, dynamic development for the new firm.

Q. 24 What terms and conditions will apply for me as an exhibitor? The ones I already know from Nuremberg or Munich, or entirely new ones?

YONTEX will ensure continuity in defining terms for exhibitors. We have no way to foretell whether changes in conditions in the market, for instance regarding the purchase of services, might necessitate changes in terms.

Q. 25 When will the new company begin operations?

YONTEX GmbH & Co. KG officially began operations on 1 July 2023.

Q. 26 Are there any plans to do something similar for other industry events?

This project was sharply focussed on beverage technology and liquid foods. There are no plans for further mergers.

Q. 27 What consequences have you drawn from the Ukraine war and the resulting economic sanctions?

Our GTC also contain passages that are applicable to the current situation surrounding the Ukraine war: „If economic sanctions have been imposed by the EU, Germany, other EU/EEA states or the USA against the state in which the exhibitor is based or from which the exhibitor’s products originate (e.g. due to wars in violation of international law, war crimes or similar), the exhibitor may be excluded from admission in whole or with regard to individual products, insofar as admission of the exhibitor is not reasonable for the organizer or the other trade fair participants. This also applies if the economic sanctions do not prohibit participation in the event.“ - No exhibitors from the Russian Federation have been admitted since the beginning of the Ukraine war.

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