

## **YONTEX: Successful first full financial year**

### **Joint Venture in the Beverage- and Liquid-Food-Industry proves to be a strong asset in the trade fair landscape**

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With a positive assessment, YONTEX GmbH & Co. KG concludes its first full financial year. The consistent visitor numbers at BrauBeviale 2024, the rebranding of drinktec India, and the collaboration with Messe Frankfurt for the US-based EATS trade fair all demonstrate that expertise in the beverage and liquid food industry is a significant asset within the trade fair landscape.

Founded in July 2023, YONTEX is a 50% subsidiary of Messe München and NürnbergMesse. The company leverages the combined expertise of the drinktec and BrauBeviale trade fair teams to offer a comprehensive trade fair portfolio tailored to both solution providers as well as the manufacturers within the beverage and liquid food industry. Rolf M. Keller, Managing Director of YONTEX commented: "An initial assessment shows that we are on the right track with our trade fair offerings. Targeted consulting and clear market orientation are essential for all exhibitors. In addition to drinktec 2025 from 15 to 19 September in Munich - for which planning is already in full swing, our trade fair team offers further additional platforms for exchange in the beverage and liquid food industry, both nationally and internationally."

#### **BrauBeviale 2024 and cooperation for further business segments**

BrauBeviale 2024, held in November, welcomed 30,821 visitors over three days, building directly on the previous year's results. Approximately two-thirds of visitors were from Germany, with the remaining third hailing from other European countries and international regions, demonstrating a high level of consistency in visitor origin. Visitor satisfaction was also comparable to previous events, with many attendees travelling to Nuremberg with the intent to finalise contracts or make purchases, meeting their expectations.

The broad know-how for the exchange within the beverage industry further solidifies its appeal as a cooperative partner. YONTEX has entered into a partnership with the German Winegrowers' Association (Deutscher Weinbauverband e.V.), which will officially begin at the 65th International DWV Congress in Mainz (1 to 3 December 2025), marking the start of a multi-year cooperation.

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**drinktec India 2024**

The rebranding of the trade fair, formerly known as drink technology India, with the brand name "drinktec India" marked a significant milestone in the development of the drinktec cluster last year. The exhibition, which has been part of the portfolio since 2007, continues to demonstrate impressive growth, underlining its importance to the beverage and liquid food industry in the region.

At the 2024 edition of the trade fair in Mumbai, over 300 exhibitors from India and abroad showcased their solutions across more than 18,000 square meters of exhibition space. Visitor numbers increased to 14,756, further solidifying the event's appeal. The platform is now attracting a broader audience beyond the Indian subcontinent and is expected to continue growing in significance for the beverage, liquid food and packaging industries as well as the tea and coffee sectors in this region. In 2025, drinktec India will take place again in Mumbai from 13 to 15 November 2025.

**China Brew China Beverage 2024**

China Brew China Beverage 2024 - which has been a permanent fixture in the drinktec cluster for many years - once again proved its importance to Chinese industry professionals. With more than 80,000 square meters of exhibition area and 55,828 visitors, the trade fair once again provided a comprehensive information hub for the Chinese beverage industry. The trade fair also proved valuable for international exhibitors, with around 20% of exhibitors coming from abroad, fostering strong connections within the Chinese beer and beverage market. The next edition of China Brew China Beverage will be held from 12 to 15 October 2026.

**New in the portfolio: EATS 2025**

EATS - Equipment, Automation and Technology Show for the Food & Beverage - is consolidating its position in the industry with support from drinktec. In close partnership with drinktec, the world's leading trade fair for the beverage and liquid food industry, the trade fair EATS, organized by Messe Frankfurt, will strengthen its beverage segment and offer a comprehensive package for visitors from the beverage industry. EATS will take place from 28 to 30 October 2025 at the McCormick Place Convention Center in Chicago.

Starting with the 2025 edition, the exhibition space will be segmented by sector, enabling exhibitors to make targeted connections with professionals in their sector and present their products to the right audience. A key example of this industry focus is the beverage sector, where the support of the drinktec team will ensure a tailored presence for manufacturers and solution providers from the beverage industry.

**drinktec 2025 sets the tone for the industry**

The world's leading trade fair drinktec 2025 will take place in Munich from 15 to 19 September 2025. Almost fully booked, the event is poised to showcase a broad range of innovations. According to the latest evaluations by VDMA, presented during the

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**Brau  
Beviale**

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first steps of the drinktec roadshow for multipliers worldwide, the beverage industry has been growing steadily for several years, with further investment anticipated to improve efficiency, flexibility, and sustainability in production. Against this backdrop, drinktec 2025 will once again provide a strong impetus for the future of the industry.

**Statements by the conceptual sponsors**

**Richard Clemens, Managing Director of the Food Processing and Packaging Machinery Association within VDMA, e.V.**

*“Two trade fairs from a single source - drinktec in Munich and BrauBeviale in Nuremberg under the stewardship of YONTEX is the right move for the community and will benefit exhibitors and visitors alike. We are already looking forward to the world economic summit of the beverage industry in September in Munich - drinktec.”*

**Stefan Stang, Managing Director Verband Private Brauereien Bayern e.V.**

*“Combining the two most important trade fairs in the brewing and beverage industry - BrauBeviale and drinktec - in the YONTEX company was a forward-looking step. The concentrated beverage trade fair expertise is now concentrated in one team. Following the success of last year's BrauBeviale, we are now eagerly anticipating another impactful industry event at drinktec in Munich this September.*

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