

## **drinktec in Chicago – reception at Worldwide Food Expo**

drinktec shows its colours in the whole world, also in the USA. End of October, roughly two years before the start of the event, the World Fair for Beverage and Liquid Food Technology presented itself at the Worldwide Food Expo in Chicago. Both trade fairs are joint in a marketing partnership.

At a reception in the trade fair halls at Lake Michigan, Exhibition Director Petra Westphal gave American journalists, exhibitors and trade visitors a taste of the mega event in Munich. It was especially the image video featuring pictures and impressions of drinktec 2005 that left a mark. Complete filling lines, live and in operation, as they are shown here, are rather an exception at American trade fairs. Also the facts and figures of the next drinktec 2009 – 1500 exhibitors, 140,000 sqm of exhibition space and an estimated number of 70,000 visitors – were met with surprise, at least by those who were not yet familiar with drinktec. Small talk and technical discussions while having beer, soft drinks and American “pretzels” rounded off the successful reception.

The USA are an important market for drinktec. Nearly 1500 US American visitors came to drinktec 2005, and at least as many are expected in 2009. drinktec 2009 takes place from 14 to 19 September 2009 in the New Munich Trade Fair Centre. Further information is available online at [www.drinktec.com](http://www.drinktec.com).