



INTERVITIS INTERFRUCTA

International Technology Trade Fair for Wine, Fruit and Fruit Juice
22.-26.04.2007 Stuttgart Trade Fair Centre

NEWS

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India – growth market for wine and fruit juice

Messe Stuttgart will stage a joint press conference with the German Winegrowers' Association in Mumbai on 29 September 2006.

During the last four years, the Indian fruit juice industry has expanded with growth rates of up to 50 per cent; the total value of this market is currently around € 110 million. Although India is the world's second largest producer of fruit and vegetables, only 2 per cent of the production volume is now processed in the country. These figures are an indication of enormous investment potential in the next few years.

There are also some interesting developments in regard to wine: for example, the federal state of Maharashtra has adopted a programme through which wine production will be substantially increased. India is currently home to 40 wine producers, the majority of whom are domiciled in and around the city of Nasik. A Vocational Academy for Wine was also recently established in Nasik. The Indian wine market currently has a total volume of € 52 million and is experiencing annual growth rates of around 20 per cent.

Innovation Prize even more attractive

The renowned INTERVITIS INTERFRUCTA Innovation Prize will be presented again in 2007.

This Prize is awarded to innovative products and services for wine, fruit and fruit juice production in the following five areas: cultivation techniques, harvesting and processing, enology, filling/closing/packing and sales/organisation. The winners will obtain additional PR in the international trade press, which will report extensively on the INTERVITIS INTERFRUCTA Innovation Prize. All entries recognised as innovations will also be presented for the first time to the public in a special poster show during the trade fair. The advertising impact for the participating companies will therefore be enhanced still further.

Attractive accompanying programme for fruit producers and small distillers

Two other events have been added to the accompanying programme of INTERVITIS INTERFRUCTA.

The German Fruit Growers' Association in the Federal Committee for Fruit and Vegetables will organise a technical discussion on the topic of „Regional profiling within the framework of increased discount marketing“. The 2nd Conference of Small Distillers will also be held during INTERVITIS INTERFRUCTA and is expected to attract around 300 participants.





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Special topic: wine tourism & architecture

An increasing number of wine producers are trying to create a distinctive image through attractive sales showrooms.

Everything is now conceivable from a cosy vaulted cellar through to a fully-glazed showroom offering views of vineyards. Creative architectural concepts are more popular than ever. The trend towards wine tourism is also playing a role in this respect, and many wine producers have long regarded themselves as holiday tour operators. The German Winegrowers' Association is now tackling this topic and will stage an international conference entitled „Wine-Tourism-Architecture“ during INTERVITIS INTERFRUCTA. This conference will be accompanied by a special show during the trade fair. It will therefore offer ideal opportunities for companies which can supply interesting products and services relating to the construction and outfitting of sales showrooms.

Visitor survey in 2004: more products and services for small companies

The request for more products and services for smaller producers will open up new opportunities for exhibitors.

The high internationality of exhibitors and visitors is a hallmark of INTERVITIS INTERFRUCTA. However, it should not be forgotten that INTERVITIS INTERFRUCTA is also the undisputed leading trade fair in Germany. Around 30,000 German visitors came to the last event – including a large number of smaller wine, fruit and fruit juice producers, as well as part-time winegrowers. This fact was reflected by the request in the visitor survey for more products and services for smaller companies. This means that there are ideal opportunities for exhibitors who can provide attractive products and services in this area.

Contact

Martin Gentner

Tel.: +49 (0) 711 / 25 89 -602 · Fax: +49 (0) 711 / 25 89 -457

E-Mail: martin.gentner@messe-stuttgart.de

INTERVITIS INTERFRUCTA

The world's leading technology trade fair for wine, fruit and fruit juice

Every three years, the most important suppliers of technology in the industry present their products and services for modern wine, fruit and fruit juice production at this event. During the INTERVITIS INTERFRUCTA 2004, 578 exhibitors from 26 countries met 40,689 visitors from 76 countries.

Your trade fair attendance

Stand hire charges: Basic prices from € 135.00/m² (plus VAT) for a row stand; surcharges for corner, head and block stands.

Exhibition areas:



Cultivation techniques



Harvesting and processing



Enology



Filling, closing and packing



Sales and marketing

Cathleen Speerschneider

Tel.: +49 (0) 711 / 25 89 -679 · Fax: +49 (0) 711 / 25 89 -457

E-Mail: cathleen.speerschneider@messe-stuttgart.de