



Key to Markets
1940 – 2015

Key to markets

Messe Stuttgart



Technology for wine, juice and special crops **NEW**



INTERVITIS
INTERFRUCTA
HORTITECHNICA



27 – 30 November 2016
Messe Stuttgart, Germany

More technology. More advantages.

Know-how and technologies – this exciting combination is the key to success for fine wines and delicious juices. Producers, processors and marketers will now find the latest technologies for their success in Stuttgart every two years – also for the area of special crops from 2016 onwards.



27 – 30
NOVEMBER
2016



Dr. Rudolf Nickenig
General Secretary of the German Winegrowers' Association (DWV).



Dr. Reinhard Grandke
Managing Director of the German Agricultural Society (DLG).

New topics, new prospects

Far-reaching innovations for our traditional event INTERVITIS INTERFRUCTA will be introduced in 2016. Firstly, the event date is being moved to autumn – the ideal time to make new investments after work in the wine cellar and before the start of the foreign trade season. Secondly, we will invite visitors and exhibitors to Stuttgart every two years from now on.

However, the most important new aspect is the extension of the exhibition programme in the area of “special crops”, which will be called HORTITECHNICA in future. Due to the numerous technical parameters in the entire process chain, we will attract new potential visitors for our exhibitors. We are especially delighted to have acqui-

red the services of the German Agricultural Society (DLG) as a partner for the area of special crops. As a first-rate industry expert, the DLG will provide its entire know-how and its international network towards the organisation of the trade fair.

In order to adapt to the high quality demands of consumers and new market conditions, we need technical innovations, the exchange of experiences and information with competent experts from all over the world, and cross-industry synergies. INTERVITIS INTERFRUCTA HORTITECHNICA 2016 will provide the ideal platform in this respect. You are hereby cordially invited to exhibit at the trade fair in Stuttgart.

Great variety, high standards

The combination of the highly traditional INTERVITIS INTERFRUCTA trade fair and the modern Stuttgart Trade Fair Centre will offer HORTITECHNICA ideal starting opportunities. The entire spectrum of special crops will be presented for the first time at a joint industry meeting point and marketplace. This will contribute to the unique nature of the event, thus benefiting exhibitors and visitors alike.

The area of special agriculture contains a large number of minor and major questions which can be ideally answered during a trade fair. During HORTITECHNICA we will focus, in particular, on complex special crops such as asparagus, strawberries and cabbage. More efficient cultivation and

conveying methods or suitable answers to climate change – these topics are now crucial throughout the world and are aimed at all actors from one-man businesses and medium-sized companies through to large globally operating enterprises. After all, every one of them is pursuing the same objective: to get the best out of their product.

We are looking forward to supplementing the exhibition programme of the traditional INTERVITIS INTERFRUCTA event through our contribution!

Review of 2013

567
exhibitors
(35% from abroad)

71%
very good/
good
Overall rating of the
expertise of trade visitors
(exhibitors)

26,930
visitors
(21% international from
more than 55 countries)

84%
very good/
good
Overall rating of
INTERVITIS INTERFRUCTA
(visitors)

89%
of visitors are involved
in the decision-making
process in their company

Approx.
60,000
m² of exhibition
space



The international meeting point

— **Cross-industry exchange of information**
The best product is right at the top of the wish list of both exhibitors and visitors. As an information platform, the international trade fair will broaden its horizons on a cross-industry basis for the following target groups:

- › Winegrowers
- › Winegrowers' cooperatives
- › Wine and sparkling wine producers
- › Distilleries
- › Spirits producers
- › Fruit growing companies
- › Producers of fruit wine and sparkling wine
- › Fruit juice producers
- › Fruit juice bottling companies
- › Fruit juice concentrate producers
- › Distributors of dessert fruit

NEW

— **Tapping of new potential visitors**
The expansion of INTERVITIS INTERFRUCTA to include HORTITECHNICA, the section for special crops, will open the door for new exhibitors and will address new potential visitors. The proven orientation along the process chain is being retained and will integrate the new section in the hall concept. The following target groups will also be addressed in future:

- › **Producers and processors of special crops cultivated outdoors and in greenhouses:**
 - Fruit and vegetable growers
 - Asparagus and strawberry growers
 - Hop farmers
 - Herb and spice growers
 - Onion and potato growers
- › **Fruit- and vegetable-processing companies**
- › **Direct marketers**
- › **Producers' organisations**



From 2016 onwards, INTERVITIS INTERFRUCTA and HORTITECHNICA will also jointly cover technology for **special crops**. This will be accompanied by an increase in the amount of exhibition space and a much higher number of potential visitors.

NEW



New in 2016

- Expansion to include **HORTITECHNICA**: technology for special crops in fruit and vegetable cultivation
- **DLG** as the competent and internationally networked **organiser** of HORTITECHNICA, which will provide all its experience from world leading DLG events such as Agritechnica and Potato Europe
- **Access** via the DLG to a worldwide unique **network** of farmers and agricultural enterprises, as well as institutions and organisations in the industry
- **Potential new visitors** by addressing new target groups in the area of special crops
- New date: **from 27 to 30 November 2016** – thus an ideal order time before the start of the next season
- To be held in future **every two years**

Good reasons for your participation

- ✓ The traditional event for **viticulture and fruit cultivation** – and also in future for **special crops**
- ✓ **Internationally** renowned – a must-attend event in the trade fair calendar
- ✓ Unique concept – placement of exhibitors in the exhibition halls along the **process chain**
- ✓ Presentation of all process steps **from cultivation though to marketing** – the unique position of INTERVITIS INTERFRUCTA HORTITECHNICA
- ✓ **Machine demonstrations**: live experience of the latest technology - a crowd-puller
- ✓ **International exhibitors** meet **international visitors**
- ✓ **Modern, easy-to-reach trade fair centre** with every comfort for exhibitors and visitors

From soil cultivation, sowing and nurturing through to production and packing of the end product – INTERVITIS INTERFRUCTA HORTITECHNICA is the only trade fair which consistently informs its visitors about **technology and trends** in the industry along the entire process chain.

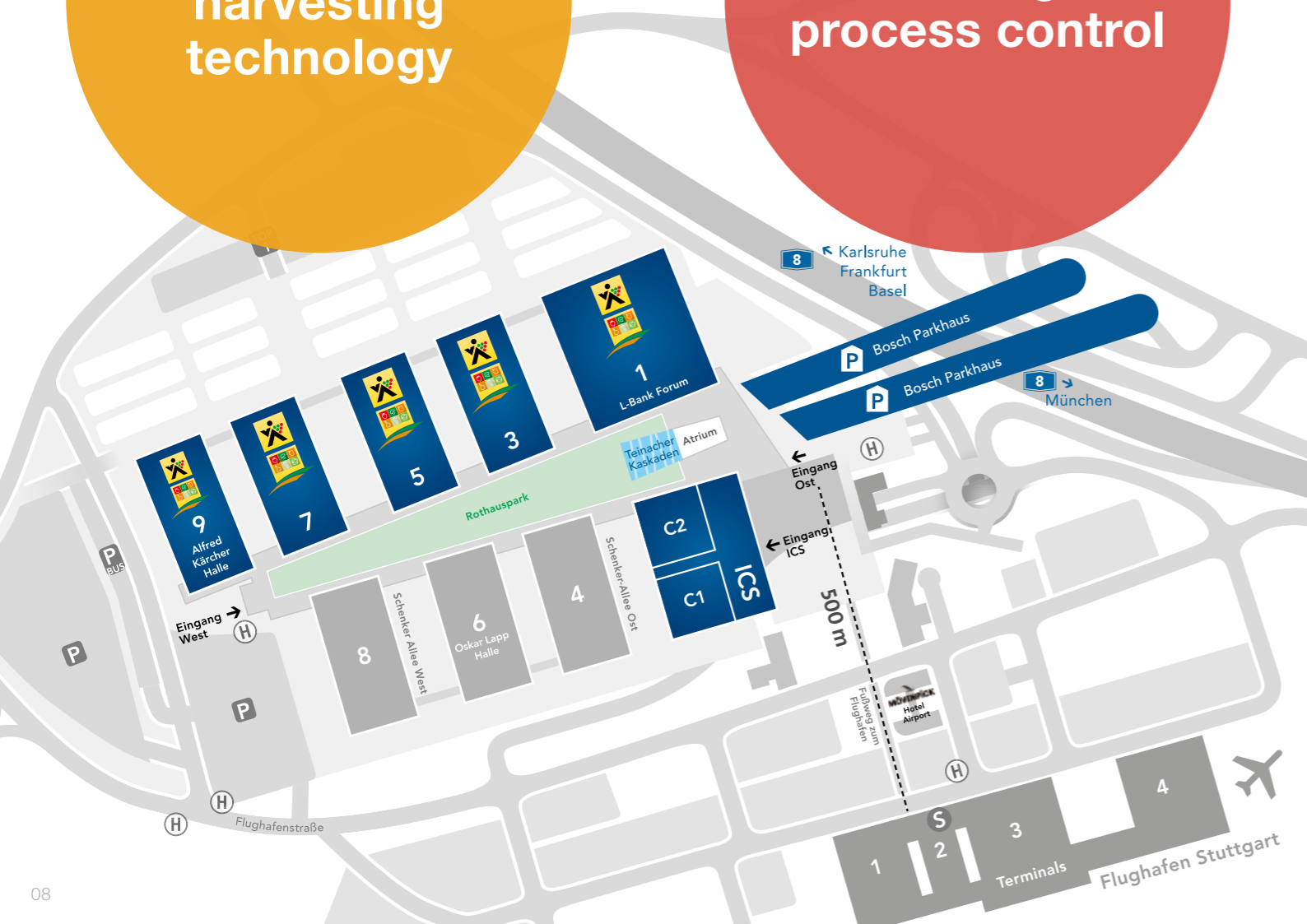


Cultivation and harvesting technology

Processing and process control

Filling and packaging technology

Organisation and marketing



Presentation of the process chain

— Structuring of the exhibition halls

In order to present the exhibition programme to exhibitors and visitors in a spatially understandable form, the halls will be assigned to process steps rather than industries. Visitors can therefore walk from hall to hall in a logical sequence through all stages extending from cultivation, processing and packing through to marketing – irrespective of the industry. Special crop technology can therefore be efficiently integrated.

“The expansion of INTERVITIS INTERFRUCTA to include HORTITECHNICA is an exciting development for we farmers from traditional agriculture. With regard to the cultivation of high-maintenance field crops, we are always interested in new technology which makes our work easier and improves the quality of the harvest. We are keen to see what the trade fair will offer us.”



René
Döbelt
–
Ackerbau Nemt,
Wurzen,
Germany

Cultivation and harvesting technology

— Mobile solutions on the advance

Apps and mobile solutions are becoming increasingly more popular. New control systems, automation systems and the use of drones and octocopters are leading to greater efficiency in cultivation and harvesting.

— Gentle processes

Soil and irrigation management are still the starting point for successful winegrowing and fruit cultivation, as well as in the cultivation and harvesting of special crops. Other important topics are technology under vines, minimum cutting and traditional greenery maintenance techniques in winegrowing and fruit cultivation. In addition to the permanent topic of plant protection, the focal points of interest in the area of special crops are modernisation of greenhouses and all aspects of energy-efficient management. Present your solutions!

— Exhibition areas

- › New plot cultivation, seeds, greenhouses
- › Tree and vine work, irrigation
- › Tractors and transportation equipment
- › Soil cultivation
- › Plant protection and care
- › Harvesting technology
- › Processing of grapes, fruit and vegetables
- › Industrial safety



“Climatic conditions make soil and water management a permanent topic for our company. The main focal points here are conservation of resources and energy efficiency. We are very keen to see what technical solutions will be presented in this respect at INTERVITIS INTERFRUCTA HORTITECHNICA 2016.”

Danie de Wet
De Wetshof Estate, Robertson, South Africa

“Our customers place the highest quality demands on our wines, and we in turn on our machines. With INTERVITIS INTER-FRUCTA HORTI-TECHNICA we have an international trade fair right on our door step. It will enable us to examine all technical innovations in different special areas on one day.”



Hans-Peter
Wöhrwag
—
Weingut Wöhrwag,
Stuttgart,
Germany

Processing and process control

— The objective: constant quality

Enological treatment agents and processes, and their effect on the stability and sensors of wine are current discussion topics in the winegrowing industry. More attention is also being paid to membrane processes to improve products.

— Processing as a hub

Whether wine, fruit or special crops, sensitive harvesting products require mature processing methods in order to produce high-quality food. In the area of special crops, for example, innovative conveying systems or automatic peeling machines make a contribution towards efficient processing and business success. Present your technology!

— Exhibition areas

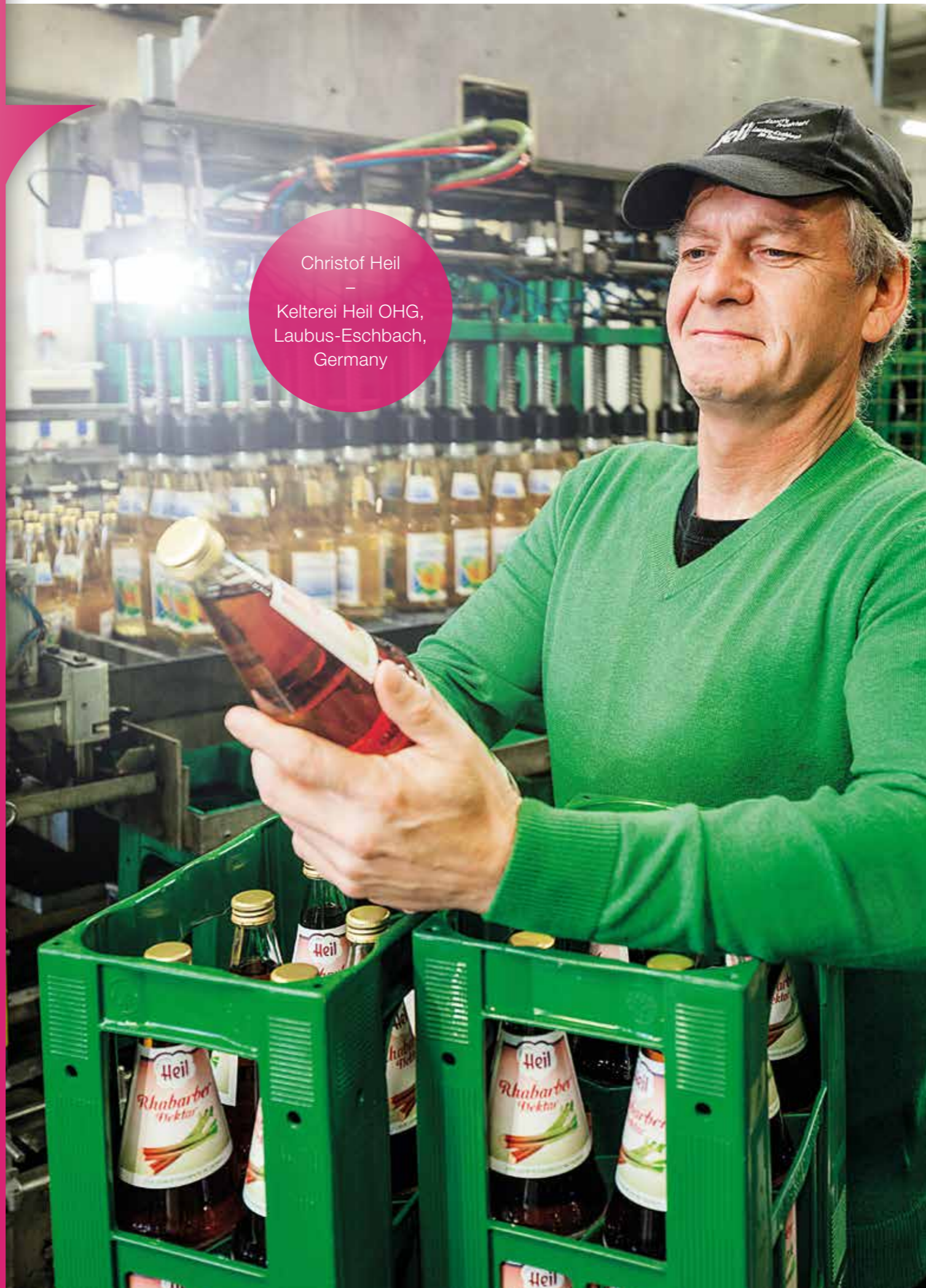
- › Pump and handling systems
- › Separation and filtration technology
- › Processing of grapes, fruit and vegetables
- › Washing and peeling systems
- › Mash treatment and fruit juice extraction
- › Handling of wine, fruit juice and spirits
- › Beverage analysis
- › Containers and accessories
- › Measuring and control systems
- › Cleaning and hygiene
- › Environmental protection and waste water technology
- › Sparkling wine/pearl wine technology
- › Distillery technology
- › Technology for the production of vinegar and oil



“The event has become an industry meeting point for distillers since we are able there to gain an insight into the latest distillery technology and also all upstream and downstream processes.”

Franz Wild
Franz Wild GbR Brände und Liköre, Gengenbach, Germany

“Our customers are attaching more and more importance to the topic of packaging. We are seeing a clear trend here towards individual solutions. We expect exhibitors to take account of these developments and show us the latest ideas in 2016.”



Christof Heil
—
Kelterei Heil OHG,
Laubus-Eschbach,
Germany

Filling and packaging technology

— Alternatives to bottles and corks

Wineries and beverage bottling companies are expecting new impetus in the area of filling. There is demand for new open wine systems, innovative beverage packaging for pearl wine or non-sensitive closure systems. The cooling chain and storage must be safeguarded in order to manufacture high-quality products and ensure continuous sales.

— Packaging as a sales argument

On ever narrower markets packaging is also increasingly becoming a factor in the purchase decision. It should protect sensitive goods as far as possible and is used to differentiate and position products. How will you pack the future?

— Exhibition areas

- › Sorting and checking systems
- › Cleaning systems
- › Filling systems
- › Closing techniques
- › Outfitting machines
- › Packaging and outfitting materials
- › Storage and cooling of agricultural products
- › Packaging machines
- › Recycling and disposal systems



“German sparkling wine producers and INTERVITIS INTERFRUCTA can look back on a long common tradition.

It is both an information event and an industry meeting point. We are looking forward to 2016 and are eager to see what will be presented to us in Stuttgart.”

Dr. Wilhelm Seiler

President of the Association of German Sparkling Wine Producers, Germany

“We are already looking forward with anticipation to HORTITECHNICA. In order to achieve constant success on the market, we always keep up to date with cultivation systems and innovations in soft fruit growing. As a direct marketer, we also expect this new event to provide inspiration for our farm shop and the presentation of our products.”



Bernd Wolf
–
Obsthof am
Schlehbaum,
Sulzheim,
Germany

Organisation and marketing

— The path to customers

The best product will remain irrelevant if it does not reach its market and does not find buyers. In addition to retail distribution channels, direct marketing – both via farm shops and online shops – is a successful addition in the areas of wine, juice and special crops.

— Brand-generated growth

Branding, positioning and modern communication channels are ways to activate growth potential. What strategies can you offer your customers for optimised marketing?

— Exhibition areas

- › Architecture and building technology
- › Sales and presentation
- › Shopfitting
- › Catering supplies
- › Services and information offers
- › Contract filling
- › IT systems and software
- › Associations, organisations, universities
- › Logistics
- › Forklift trucks and transport vehicles
- › Sales vehicles



“Increasing global competition calls for innovative ideas in order to address our customers and consumers in an emotional way. Especially in the important area of quality management, our large national and international customers will in future demand systems which can satisfy quality demands. We are convinced that we will find related solutions at the trade fair in Stuttgart.”

Johannes Hübinger
Zimmermann-Graeff & Müller GmbH & Co. KG, Zell, Germany



Innovation Prize

— Creativity pays off

During INTERVITIS INTERFRUCTA HORTITECHNICA outstanding new and further developments will be honoured for their contribution towards progress in the wine, juice and special crop industries. Anyone who is dissatisfied with the status quo, is looking for better solutions and brings his idea to market maturity is already

one of the creative leaders in his industry. The best will be presented with the Innovation Prize in gold and silver by an independent international jury. Every exhibitor at INTERVITIS INTERFRUCTA HORTITECHNICA is cordially invited to apply to take part in the 2016 Innovation Prize.

Prize Winners in 2013

GOLD



“Delta Oscillys“

Bucher Vaslin, Chalonnnes-sur-Loire, France

GOLD



“Selectiv'Process Winery“

PELLENC SA, Pertuis, France

GOLD



“soneto“

meomix GmbH, Neustadt-Duttweiler, Germany

SILVER



KOBOLD

Clemens GmbH & Co. KG, Wittlich, Germany

SILVER



VEM neck sleeve remover

Rink GmbH & Co. KG, Amtzell, Germany

SILVER



“Weinbau-online.de“

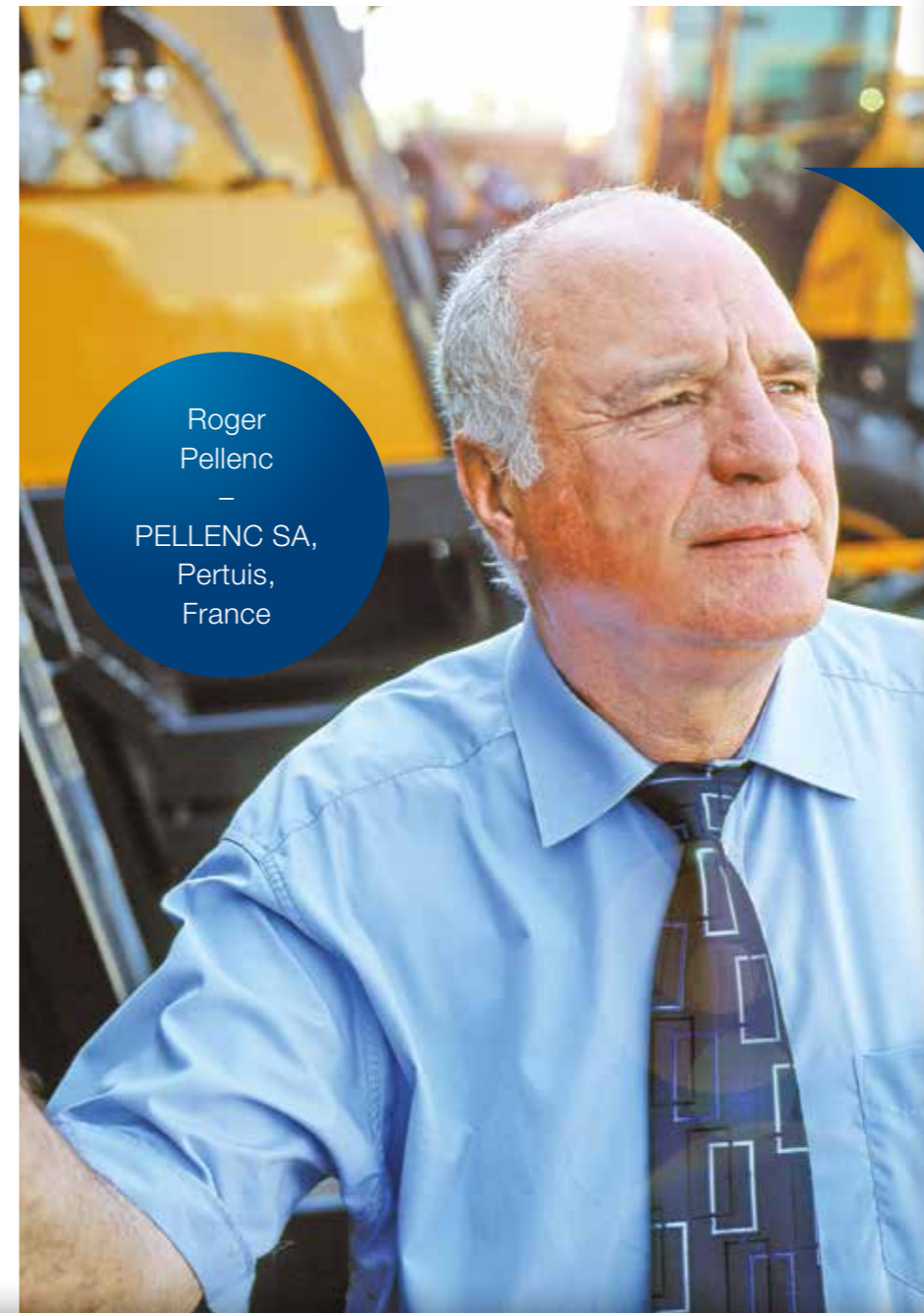
Nephele Idea GbR, Mainz, Germany

SPEZIAL PRICE



OENOCAT barrel steriliser

Anseros Klaus Nonnenmacher GmbH, Tübingen, Germany



Roger Pellenc
–
PELLENC SA,
Pertuis,
France

“Our industry attaches great importance to the INTERVITIS INTERFRUCTA INNOVATION PRIZE. In 2013 the expert international jury awarded the Gold Prize to our innovation. This made us very proud and encouraged us to take part again in 2016.“



“Innovations drive our industry forward. As a family-run business, we must also continually look for the latest concepts and technical solutions. The INTERVITIS INTERFRUCTA HORTITECHNICA Innovation Prize acts as a quality symbol for our company and helps us to obtain a good overview of the best innovations from all four exhibition areas.“

Cecilia Jost

Wine Estate Toni Jost Hahnenhof, Bacharach, Germany



62nd German Winegrowers' Conference

Distilling

Wine policy

Marketing

Young Winegrowers' Conference

Viticulture technology

Special crops

Viticulture

Microbiology and analytics

Fruit cultivation

Wine, tourism & architecture

Distillers' Day

Enology
Ecological viticulture



Know-transfer and industry meeting point

Theory and practice are perfectly linked thanks to the unique combination of technical talks from all sectors, machine demonstrations, the Tasting Workshop and the trade fair. The renowned Congress is regarded as a first-class platform for the technical exchange of know-how between practical experts, consultants and scientists.



“The Congress programme of INTERVITIS INTERFRUCTA HORTITECHNICA will supplement the trade fair with scientific topics from research and development. Discussions on future issues in the industry will be held at an international level during the Congress. Anyone wanting to gain a bigger picture should come to Stuttgart!”

Prof. Dr. Monika Christmann
Geisenheim University, Vice President of the International Office for Vines and Wine, Germany



Stuttgart is located in the heart of European winegrowing, fruit cultivation and special crop agriculture. Baden-Württemberg is also one of the strongest economic regions - fertile ground for successful business transactions.

Fantastic. Stuttgart.

— Plenty of space for technology

Equipped to the latest state of the art, the spacious trade fair grounds offer a great deal of room for exhibitors, visitors and, in particular, the popular machine demonstrations. You, too, can profit from the modern logistics during delivery and stand construction and dismantling.

— Get out and you're there

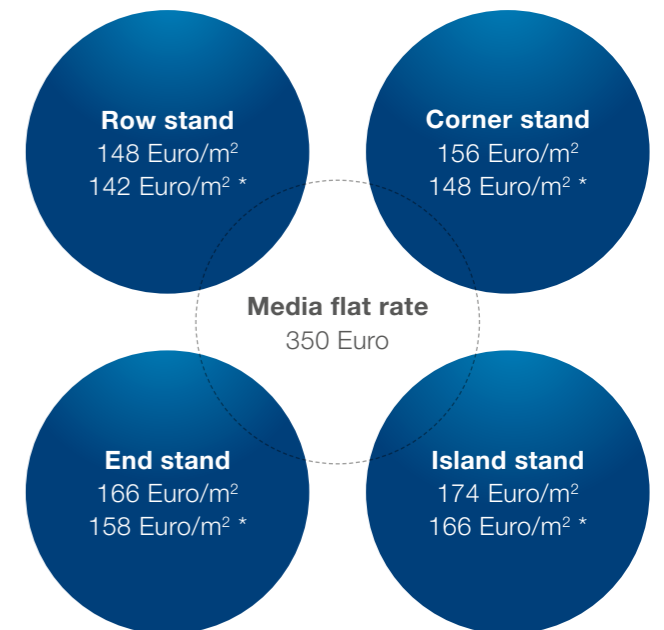
Ideally situated next door to Stuttgart Airport, directly adjacent to the A 8 motorway and with excellent connections to the public transport network, the Stuttgart Trade Fair Centre is easy to reach for everyone travelling from near and far. It's only a short walk for visitors from the airport, station or car park to the Stuttgart Trade Fair Centre.



— Stuttgart al gusto

Enjoy Stuttgart! The following pages will tell you where you can find the best wines, the tastiest food and the most interesting entertainment:
www.afterwork-stuttgart.de
www.stuttgart-tourist.de

Register now!



— The media flat rate contains:

- › Inclusion of the company address in the alphabetic Index of Exhibitors in the catalogue, the online Index of Exhibitors on the homepage, the electronic information system, the Messe Stuttgart app for smartphones
- › A basic entry under a product group in the Index of Goods
- › Entry of the company name in the hall plan in the Visitors' Guide
- › Costs for the first 50 redeemed admission codes
- › Free advertising media for visitor advertising
- › Free download of the trade fair logo and online banners for online visitor advertising
- › One welcome package per exhibitor

* **Early-bird prices, valid until 31 January 2016**

Register now at: www.ivifho.de/registration

Stand construction packages



(All prices excluding VAT)

**ORGANISATION/
IMPLEMENTATION**



**Landesmesse
Stuttgart GmbH**
Messplatz 1
70629 Stuttgart/Germany
www.messe-stuttgart.de

**PROFESSIONAL SUPPORTER
OF INTERVITIS INTERFRUCTA**



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Weinbauverband e.V.**
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53113 Bonn/Germany
www.dwv-online.de

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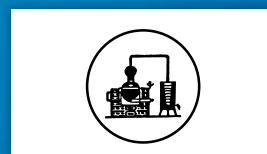
PARTNERS



Commission for Technology in
Viticulture



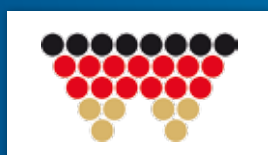
Union of German Enologists



Federal Association of German
Small Distilleries and Fruit
Distilleries



Federal Association of the
German Spirits Industry and
Importers



Federal Association of German
Wine Producing Companies and
the Specialist Wine Trade



Federal Association of Organic
Winegrowing



Representative body of the EU
trade and industry in wines



Fruit Cultivation Group (OBST-
BAU) in the Federal Committee
for Fruit and Vegetables



International Federation of the
Wines and Spirits Industry



Research Foundation of German
Winegrowers



Association of the German Fruit
Juice Industry



Association of German Sparkling
Wine Producers



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