**PREFACE**

Fruit, fruit juices, wine and other refined products are for many consumers part of a health-conscious lifestyle and a modern culture of enjoyment. The growing consumer expectations for premium products represent a substantial challenge for producers of grapes, fruit, fruit juices, wine and fruit spirits.

“Progress is the realization of utopias!” Oscar Wilde wrote. The changes to the global climate, to the environmental conditions and also to the economic framework conditions require sustainable thought and action, from cultivation to marketing, and last but not least innovative solutions for energy and water management and the treatment of nature and the environment, the producers’ resources.

All service providers and manufacturers of machines and equipment who can help to fulfill consumer expectations with innovative products, and to make visions small and large, are cordially invited to take part in INTERVITIS INTERFRUCTA 2013 as exhibitors.
SUCCESS STORIES

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Statement</th>
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<tbody>
<tr>
<td>85%</td>
<td>Recommend the trade fair</td>
</tr>
<tr>
<td>99%</td>
<td>Plan to return</td>
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<tr>
<td>83%</td>
<td>Same or more successful than 2009</td>
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<tr>
<td>87%</td>
<td>Customer satisfaction at the trade fair</td>
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AMONGST FIRST-RATE ADDRESSES

- **MERCEDES BENZ AND PORSCHE**
  125 years of automotive history, legends, innovation and emotions – anyone with petrol in their bloodstream cannot simply pass by Stuttgart, and after a visit to the stunning automobile museums will understand why this is the birthplace of the automobile.
  
  www.mercedes-benz.de/museum
  www.porsche.de/museum

- **MUSICALS AT THE SI-CENTRUM**
  The SI-Centrum is the renowned address for musicals in Stuttgart. Just around the corner from the trade fair, you can experience upcoming new shows in elaborate productions, such as "Rebecca" or true global successes such as the "Tanz der Vampire". You will also find an abundance of international restaurants and bars in the colonnades of the SI-Centrum.
  
  www.stage-entertainment.de
  www.si-centrum.de

- **CULINARY HEAVEN**
  Haute Cuisine at one of the well-established stars of the scene, Comet Hopping at aspiring talents or chips with cult status from Udo Snack – the culinary options in Stuttgart are (almost) boundless. Get your taste buds tingling.
  
  www.viamichelin.de
  www.kesselfieber.de

PRICES

<table>
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<tr>
<th>STAND TYPES &amp; PRICES</th>
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<tbody>
<tr>
<td><strong>ROW STAND</strong></td>
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<tr>
<td>Basic: EUR 126.00/m²</td>
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<tr>
<td>Complete: EUR 126.00/m²</td>
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| **CORNER STAND**         |
| Basic: EUR 128.00/m²  |
| Complete: EUR 128.00/m² |

| **END STAND**            |
| Basic: EUR 130.00/m²  |
| Complete: EUR 130.00/m² |

| **ISLAND STAND**          |
| Basic: EUR 132.00/m²  |
| Complete: EUR 132.00/m² |

| **MEDIA FLAT RATE**       |
| EUR 120.00 |

From the birthplace of the automobile to the culinary Olympics.

SUCCESS STORIES

35,731 visitors from 63 countries, more than 15% of the 590 exhibitors from foreign countries – this describes an exceedingly successful INTERVITIS INTERFRUCTA 2010 in concrete figures.

“A trade fair tooodle oop!” – according to Yves Benard, President of the International Organisation for Vine and Wine (OIV). INTERVITIS INTERFRUCTA has found fertile soil for future growth on the new grounds of Messe Stuttgart.

SUMMARY 2010

- 99% would recommend the trade fair
- 85% are directly involved in investment decisions
- 83% were either equally or more successful in 2010 compared to 2009
- 87% expect the trade fair to remain equally or even more important
- 83% of all exhibitors gained new customers at the trade fair
- 85% are planning to return
- 88% would recommend the trade fair

VISITORS

- 87% expect the trade fair to remain equally or even more important
- 83% were either equally or more successful in 2010 compared to 2007

EXHIBITORS

- 85% are planning to return
- 89% would recommend the trade fair
- 83% of all exhibitors gained new customers at the trade fair
- 88% would recommend the trade fair

1 early booking prices valid until 30 June 2012
Unique refinement:
The leading international trade fair that truly shows it all.

FROM THE FRUIT TO THE GLASS
The exhibition halls are filled. More than 60,000 m² of space are home to exhibitors from all over the world.
Technical details are discussed with visitors in all manner of languages, experts exchange ideas about the latest vinification methods and wine cellar technology, machine demonstrations are experienced up close, old varieties compete with new hybrids, noses dip into voluminous glasses and fine vintages beckon knowledgeable pallets. At last, 2013 will finally play host once more to INTERVITIS INTERFRUCTA.

1 CULTIVATION AND HARVESTING TECHNOLOGY
2 PROCESSING AND PROCESS CONTROL
3 FILLING AND PACKAGING TECHNOLOGY
4 MARKETING AND ORGANISATION
Wine, fruit, fruit juice, spirits – anyone who cultivates, processes or markets these products will visit INTERVITIS INTERFRUCTA.

Every three years INTERVITIS INTERFRUCTA opens its gates as the international technology trade fair for wine, fruit, fruit juice and spirits. A combination of a trade show, congress and venue for machine demonstrations, it is regarded as the leading international trade fair in this sector with an impressive high attendance quality. INTERVITIS INTERFRUCTA is the only sector event that represents the entire process chain from cultivation to marketing of the finished product, and the vast majority of market leading companies attend the event as exhibitors.

Make a statement with your own products and services at the most important industry meeting during 2013.

> SHORTER DURATION, CHANGED DAY SEQUENCE
Longer or shorter? Sunday included or Sunday not included? In spring or autumn? The desires of both exhibitors and visitors differ. The best consensus was achieved with the combination of a 4-day trade fair with the day sequence “Wednesday through Saturday” during April 2013.

> CONGRESS PRIOR TO TRADE FAIR
The 61st German Winegrowers’ Congress with conferences from the fruit, fruit juice and spirits sector provides a high level cross section of scientists and practitioners for a knowledgeable international clientele. In order to give exhibitors an opportunity to attend the Congress, the grand opening has been moved to the day prior to the trade fair.
› PRACTICAL KNOWLEDGE BEATS THEORY
The machine demonstrations are among the real highlights of the trade fair. Visitors head for them directly because they feel better informed by a practical demonstration. The combination of demonstrations and trade fair plus a congress is without peer in this sector.

› TECHNOLOGY FOR BUSINESSES OF ALL SIZES
Visitors range from owners of one-man businesses to the employees of globally active conglomerates, all of whom attend the trade fair with solid intentions for investment. With its offering, the trade show addresses the significantly different technology required by companies of varying sizes.

› INNOVATION AWARD FOR EXTRAORDINARY PRODUCTS
Trade fair exhibitors have the opportunity to nominate new products for the INTERVITIS INTERFRUCTA Innovation Award. This Innovation Award is conferred in several categories. A highly regarded jury from science and trade selects the award winners.

› COMPLETE PROCESS CHAIN
As the world’s only event of its kind, the trade fair provides you with an overview of the technologies along the entire process chain from the crop to the end product. Sampling workshops which have been successfully established for years, and new offerings, such as the fruit juice and fruit lounge turn the visit into a sensory experience.

› WELCOME EASTERN EUROPE
INTERVITIS INTERFRUCTA is the only trade fair in the world that covers the entire Eastern European market. The East is particularly interesting as an export market for fruit and wine growing technologies.

INTERVITIS INTERFRUCTA AT A GLANCE
- Trade fair duration 4 days from Wednesday through Saturday
- Forums and a platform for activities regarding current sector topics
- Congress grand opening on the day prior to the trade fair
- Highlight machine demonstrations
- Technologies for businesses of all sizes
- Exhibition hall layouts clearly structured according to topic
- INTERVITIS INTERFRUCTA Innovation Award as a marketing instrument
- Easily accessible, central European location
- International brand name recognition thanks to the events by the same name in South Africa and Austria
- Complete coverage of the Eastern European export market
We export over two thirds of our production to the EU and approximately one quarter to Eastern Europe and other regions, such as Arab states and Africa. We had an international trade audience in Stuttgart and received many promising leads. For us INTERVITIS INTERFRUCTA is the best trade fair!

Angel Dzhumerov, Biomashinostroene AD, Bulgaria
“The quality of the attendance was very high, the audience international in character. This is crucial for us, since we deliver to 103 countries. We were able to make many good contacts. The wine sector continues to be successful – there are no dissatisfied winegrowers. German wine is trending upward and of course we can feel this, too!”
Cultivation and harvesting technology

CHALLENGES AT HIGH LEVEL
The energy wheel keeps on turning. Consequently, energy efficiency is an important topic for wine and fruit growing. Energy efficient and resource preserving technologies therefore contribute to ensuring economic success. For economic and ecological reasons, water management continues to be a perpetual topic for the sector, also in view of the changing climate conditions. The growing awareness for ecological topics supports ecological cultivation in particular, whilst increasing sales figures prove the uninterrupted positive trend. The range of requested topics also includes the aspects of consultancy and fruit storage. Do you have answers to the most important questions in the sector? Then you should present your company at INTERVITIS INTERFRUCTA.

EXHIBITION FOCUS
› New plot cultivation › Tree and vine work
› Tractors and transportation equipment
› Soil cultivation › Plant protection and care
› Machinery, equipment and accessories for harvesting
› Packaging and equipment for fruit storage
› Conveying systems and sorting systems for grapes and fruit
› Fruit and grape washing and cleaning systems
BEVERAGES HAVE TO TASTE GOOD
Beverages come in many forms: Fruit juices, fruit wine, sparkling wine, wine, spirits. Producers compete for market shares in global markets. Processing technology innovations support the new and on-going development of competitive products. Producers are interested in either optimising their conventional production processes or in new, especially new physical processes. There are constant requirements for innovations with regard to hygiene, analytics and workplace safety. Energy efficiency and resource preservation also play an increasingly important role in the processing and process control of wine, fruit, fruit juice and spirits.

Do you have solutions? INTERVITIS INTERFRUCTA provides you with an international platform.

EXHIBITION FOCUS
› Pump and handling systems › Separation and filtration technology
› Processing of grapes and fruit › Mash treatment and fruit juice extraction
› Treatment of must, 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
Filling technology is the interface to attractive packaging and bottles. With regard to bottle design in particular, the market has shown considerable movement over recent years. Beverage producers are responding to the significantly changing end customer preferences with new shapes and geometries. At this stage of the process chain, energy efficient and resource preserving innovations are among the major topics. Last but not least, the product which stands out on the shelf is a question of shape and packaging. Do you provide the filling technology and packaging the market is looking for? Or possibly the closures or closing techniques? Then present your products and solutions at the most important industry meeting in Europe.

EXHIBITION FOCUS

- Sorting and control systems
- Cleaning systems
- Filling systems
- Closing techniques
- Outfitting machines and equipment
- Packaging and outfitting materials
- Packaging machines and equipment
Marketing and organisation

HITTING THE MARK
Independent of whether a business covers the complete process chain from cultivation to marketing, or is merely a specialist who operates in one of the process steps – marketing and organisation are key operations management areas for all market participants. Direct marketers are frequently no longer at a competitive disadvantage to large beverage producers with respect to marketing and advertising – the difference lies merely in the scale of the activity. Brands are also built through social media. Highly refined communication strategies can catapult small niche products into the ranks of cult beverages. Concepts and offerings surrounding the pleasure combination of wine & tourism and wine & architecture are already among the classics. Would you like to win the market over with new ideas and compelling concepts? Make contact with your target group – at INTERVITIS INTERFRUCTA.

EXHIBITION FOCUS
› Architecture › Building technology
› Energy management
› Services and consultancy
› Sales and presentation
› EDP and Software › Logistics
HARVESTING GOLDEN AND SILVER FRUITS

Quite rightfully, INTERVITIS INTERFRUCTA is regarded as a beacon event for its presentation of technical innovations and on-going developments. The three year interval provides sufficient time to bring innovations to product and presentation maturity, and to leverage the trade show’s Innovation Award as an ideal forum. Now is the time to nominate your award winning candidate for 2013. The festive award ceremony for the Innovation Award is conducted as part of a gala event.

THE AWARD WINNERS OF 2010

“Outstanding!” label – the best new technical vintages.

GOLD
FENDT 200 V/F/P VARIO
AGCO GmbH
Marktoberdorf

GOLD
FERMCON PICCOLO
Hörner Electronics GmbH & Co. KG Hochstadt

SILVER
HRS 90
Niko Maschinen- und Fahrzeugbau GmbH Bühl

SILVER
BECOPAD
E. Begerow GmbH & Co. Langenlonsheim
Knowledge transfer on a global scale.

CAN YOU HEAR THE GRASS GROW?
If not, the INTERVITIS INTERFRUCTA Congress provides you with the opportunity to update your level of knowledge within a compressed, short period of time with the essence of the current state of the art. The bundled information offer on a global scale and from all segments of the industry promotes the exchange of ideas between all market participants. Scientists, consultants and practitioners can exchange their ideas at peer level.

2013 CONFERENCES

› MARKETING
› ENOLOGY
› EUROPEAN WINE LAW
› VITICULTURE TECHNIQUES
› FRUIT JUICES
› ECOLOGICAL WINE GROWING
› ECOLOGICAL FRUIT GROWING
› EUROPEAN WINEGROWERS YOUTH DAY
› INTERN. MEETING OF ASSOCIATED WOMEN IN WINE
› DISTILLERS’ CONFERENCE
TRADE FAIR GROUNDS

Messe Stuttgart:
in the heart of the wine country.

> PERFECT LOCATION
No matter how long the trip is for you or your visitors: Hardly any other trade fair in the world is easier and more comfortable to reach. Located a few steps away from the airport and the subway, directly at the motorway exit, with 8,200 parking spaces in the immediate vicinity – the location can hardly be improved any further.

> COMPELLING AMBIANCE
The breathtaking architecture and the perfect technical facilities as well as the harmonious balance of the trade fair grounds between exhibition halls and exterior areas, provide you as an exhibitor with the optimal basis for an attractive trade fair presence.

www.messe-stuttgart.de