

PRESS RELEASE

August 2019

BrauBeviale 2019: inspiration for a successful future

- **Export Forum German Beverages**
- **Beviale Family – the global beverage network**
- **Looking to the future: “Next Generation” and “Innovation made in Germany”**

Preparations are in full swing and it won't be long till Nuremberg is once again the hub for the international beverage industry. From 12 to 14 November 2019, the sector will come together for what will be the world's most important capital goods fair for beverage production and marketing this year. The products and solutions showcased by the around 1,100 exhibitors cover the entire beverage process chain, including all segments like beer, cider, spirits, sparkling wine, wine, water, juices, soft drinks and liquid dairy products. This year too, the main theme of the event is the future viability of the beverage industry and it will explore the challenges facing both equipment suppliers and beverage manufacturers. Its product range and supporting programme make BrauBeviale the sector's key platform for knowledge-sharing and innovation.

Alongside digitisation, automation and other technical buzzwords and innovations, globalisation is another key issue. In many sectors Germany is the world's leading exporter, so it's only logical to look into this in the beverage industry as well. Many drinks manufacturers are already doing well out of the overseas market, which is sometimes more lucrative than the German market when exporting beer, wine, spirits, soft drinks, fruit juice or mineral water. This year, the **Export Forum German Beverages** on the day before BrauBeviale will be making its fourth appearance. This event is jointly organised by BrauBeviale, specialist publisher Fachverlag Hans Carl and KONZEPT & SERVICE marketing + eventmanufaktur. A vendor-independent, non-competitive forum, it offers a platform for gaining information, knowledge-sharing and networking. High-calibre speakers will cover a wide range of different aspects of export, including markets and sub-markets, practical organisation and implementation of export business,

Member of the **Beviale Family**

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or financial aspects relating to international payments. This year, there will be a particular focus on Russia, Italy, the USA, Belgium and Korea. In addition, best practice examples from the spirits and wines export segment will provide interesting inspiration that is relevant not just to breweries. Interested visitors should register as soon as possible to secure their place.

Beviale Family – the global beverage network

It's just under three years since NürnbergMesse Group announced the launch of its global network for beverage production, the Beviale Family. As a result, the existing platform for the beverage industry, the BrauBeviale in Nuremberg, has been elevated to an international stage. Since then the product family has been enjoying constant growth. Through its own events and partnerships around the globe, the Beviale Family paves the way for its customers to enter major growth markets. Visitors can learn more at the **Beviale Family Information Booth**.

Looking to the future in the domestic market as well

To be able to continue to operate successfully on the market in future, each company needs to be able to count on its workforce. The issue of the lack of skilled employees at all levels is one that also affects the beverage industry. This is why on the last day of the fair, the afternoon session in the BrauBeviale Forum is dedicated to the theme **“Next Generation”**. It is directed at skilled professionals and young recruits from generations Y and Z, as well as entrepreneurs thinking about how to best manage their succession process.

Young companies from Germany that develop innovative products and processes for the beverage industry that they have already launched on the market or hope to do so in the near future, will showcase their companies and their ideas to the professional community for the first time at the **“Innovation made in Germany” pavilion**. Their participation is subsidised by the BMWi, the German Federal Ministry for Economic Affairs and Energy. Many a former participant in this pavilion has meanwhile become a permanent fixture in the beverage industry.

For details of the supporting programme please go to:
www.braubeviale.de/en/events

Remaining dates in the current BrauBeviale three-year cycle:

BrauBeviale 2019: 12 – 14 November 2019

BrauBeviale 2020: 10 – 12 November 2020

About BrauBeviale

BrauBeviale is one of the most important capital goods trade fairs for the beverage industry worldwide. During this three-day event at Exhibition Centre Nuremberg, international exhibitors showcase a comprehensive range of solutions for the entire beverage production process chain, including raw materials, technologies, logistics and marketing ideas. Visitors come from the technical and commercial management segments of the European beverage industry as well as from the retail and catering sectors. The product display is rounded out by an attractive supporting programme that explores and discusses the trending issues in the industry. The main topic is the future viability of the beverage sector. Other highlights include the BrauBeviale Forum, Craft Drinks Area and numerous themed pavilions. The usual relaxed atmosphere will make BrauBeviale the No. 1 meeting place for the industry. Private Brauereien Bayern (Bavarian Association of Private Breweries) is the honorary sponsor of BrauBeviale. BrauBeviale is a member of the Beviale Family, the global network of events focusing on the manufacture and marketing of beverages.
www.braubeviale.de/en

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For all press releases, further information, photos and videos, see the Newsroom at: **www.braubeviale.de/en/news**

Further services for journalists and media contacts:

www.braubeviale.de/en/press

More than a single event – the Beviale Family:

www.beviale-family.com