

PRESS RELEASE

April 2020

Beviale Mexico 2020 postponed to March 2021

Given the conditions we are experiencing due to the global health emergency, for you, for Mexico, for the whole world, NürnbergMesse and B&N Exposiciones have decided to postpone this year's Beviale Mexico and launch the event on March 2, 3 and 4, 2021.

The date is due to two important reasons: Firstly, we have closely examined the worldwide calendar of events in the industry. At the same time, it was important to us to retain the venue where – due to the rotational mode – Beviale Mexico was originally planned to take place in 2021: Centro Citibanamex, Mexico City. Secondly, the date in the first quarter of 2021 allows the beverage industry to prepare to face the challenges and opportunities in 2021.

Beviale Mexico 2021 will be the important development platform of the beverage industry. Beviale Mexico is the meeting point where suppliers of the entire value chain of alcoholic and non-alcoholic beverages and their producers can interact, establish ties and do productive and lasting business in a healthy and fraternal environment. During the weeks and months until its opening, Beviale Mexico will continue to strengthen and we will reinforce all the activities of our exhibition for your benefit, for Mexico and for the whole world.

Beviale Family: International expertise in the beverage industry

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage: BrauBeviale in Nuremberg is one of the world's most important capital goods fairs for the beverage industry. The Beviale Family is also active in about ten countries around the world in a number of event formats and cooperative marketing arrangements, all tailored to the individual target market. Members of the Beviale Family and network partners are operating in the key growth markets. The "international sponsors" of the Beviale Family are Doemens Akademie and the VLB (Versuchs- und Lehranstalt für Brauerei), the Berlin-based teaching and training institute for brewing. Other projects are in the planning phase. For details and dates go to: www.beviale-family.com

Member of the **Beviale Family**

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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/press

More than a single event – the Beviale Family:

www.beviale-family.com