

BevialeMoscow2020

Trade fair for beverage production.
Beer | Juices | Water | Wine | Spirits | Dairy

Sokolniki, Moscow, Russia

24-26 March

PRESS RELEASE

April 2019

Beviale Moscow to be held in new location in March 2020

- **New venue: Sokolniki Exhibition and Convention Centre**
- **Comprehensive concept to be continued**
- **Registration open now**

Beviale Moscow is set to move to a new venue next year. From 24 to 26 March 2020, Eastern Europe's first and to date only trade show for the entire beverage chain will welcome experts and interested visitors to the Sokolniki Exhibition and Convention Centre. The exhibition grounds are centrally located in the middle of one of Moscow's major parks. The trade fair for the beverage industry covers the entire process chain from manufacture to marketing and was bigger than ever this year. The change of location offers even more opportunities for organisers and exhibitors.

Project Manager Thimo Holst announced some new ideas and the next step forward at the end of the event in February 2019. And now it's official: from 2020, Beviale Moscow will take place at Moscow's Sokolniki Exhibition and Convention Centre. This also means that the event will be rescheduled. Instead of taking place at the end of February, the show will now be held a month later. From 24 to 26 March 2020, Eastern Europe's beverage fair for the entire production chain will welcome exhibitors and visitors to the centre of one of Moscow's major parks. "For Beviale Moscow, this change of venue is an important step towards further development," says Thimo Holst about the reasons for the move. "As organisers, we now have the opportunity to offer even more service quality and stable prices to our exhibitors." In future, the beverage fair will take place in halls 4 and 4.1 at the Sokolniki Centre. Holst describes the advantages thus: "This will allow us to further refine the comprehensive concept and make it easier for

Member of the **Beviale Family**
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NÜRNBERG MESSE

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exhibitors and visitors to navigate.” The new location is accessible by underground rail and also has good transport connections to trams and buses. Shuttle buses will travel regularly between the Sokolniki underground rail station and the exhibition venue during the event.

Comprehensive concept to be continued

The renewed growth and upbeat mood at the fourth round of the event in February 2019 have also confirmed the effectiveness of comprehensive concept for Beviale Moscow, so it will be continued at the new venue. As Eastern Europe’s first and to date only trade fair for the beverage industry, it covers the entire process chain. From suitable raw ingredients and custom technologies to efficient packaging, logistics or creative marketing ideas, Beviale Moscow offers solutions for all beverage segments.

The new premises will also reinforce the character of the fair. Beer and brewing will continue to be a major focus in the supporting programme, for example, with the popular **CRAFT DRINKS CORNER** at the heart of the trade fair action, and through the presentation of the **Russian beer prize ROSGLAVPIVO**. The **VLB Seminar for Microbrewers**, which is organised by VLB, the Berlin-based teaching and training institute for brewing, will remain a permanent feature of the event. There was a lot of interest in the **Pavilion for Wine Production & Manufacturing**, so wine will be another key area at the next show and will also be reflected in various events. The issue of **beverage packaging** will continue to be highlighted in a variety of ways to provide food for thought and potential solutions. “After four years in the market we are benefiting meanwhile from a very broad and diverse network of partners and local and international multipliers,” says Holst. “This means we always have direct contact with the market and can constantly adapt the supporting programme to the latest requirements.”

An interesting option for German – and specifically Bavarian – companies is to strengthen their international competitiveness by taking part in the **Bavarian Pavilion**. Subsidies are provided by the Bavarian Ministry of Economic Affairs and the pavilion is organised in conjunction with project partners Bayern International and the Nuremberg Chamber of Commerce and Industry.

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Registration now open

Interested exhibitors can now register for Beviale Moscow 2020. Registration documents are available from the following link: www.beviale-moscow.com/en/application. As in previous years, exhibitors can choose any stand location in the existing floor plan but these are allocated on a “first come, first served” basis. If you book promptly by 1 June 2019 you will enjoy an early bird discount of 10 percent. To be able to provide even better support to exhibitors in respect of the Russian market and their trade fair appearance, the organisers of Beviale Moscow are planning to address specific questions in a series of webinars and also publish participation guidelines. If you are interested in taking part in a webinar please register here: www.beviale-moscow.com/en/form

All the information you need is available on the website at: www.beviale-moscow.com/en

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

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More than a single event – the Beviale Family:
www.beviale-family.com

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