

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

July 2020

CRAFT BEER CHINA 2020: Successful Re-Start

Jointly organized by NürnbergMesse China, the China Light Industry Machinery Association and the Beer Link, CBCE 2020 held at Shanghai World Expo Exhibition & Convention Center from July 1-3, has successfully closed. Due to the impact of the epidemic, the craft beer industry has been greatly affected. However, CBCE still gathered around 120 enterprises covering the fields of brewing production, raw materials, packaging, production line and related equipment and sales, with a total exhibition area of 8.500 square meters. In terms of professional visitors, nearly 7.000 experts visited the exhibition in three days, which is around 70 percent of the visitors of CBCE2019. The effect of the exhibition exceeded the expectations of both exhibitors and visitors.

On July 1, a tailor-made summit for the post epidemic era called "The Start of a New Craft Beer Journey in 2020" was held. The founders of famous breweries shared new sales channels; a large number of latest data was released to help audiences fully understand the craft beer market under the epidemic situation. The two-day on-site forums included award-winning product tastings, consumer analysis provided by Baidu and the Shanghai Craft Beer Association, and new product release conferences of various breweries. The largest highlight of this year was the live webcast on July 2, so that even more visitors were able to join CBCE and exhibitors got more attention.

Visitor Mr. He sums up his participation positively: "This year the scene was more lively than expected and I tasted a lot of beer, including award-winning products at the tasting meeting and exhibitors' exhibits. I also learnt a lot in the forum. I'm very proud that Chinese craft brewing is becoming more and more high-end. I am looking forward to another exciting CBCE next year!"

"CBCE is the first exhibition after the outbreak. However, for the third consecutive year, we have witnessed the rapid growth of craft culture. We not only see more and more audience groups of craft beer, but also find many high-quality customer groups after the impact of the epidemic.

beviale-family.com

NürnbergMesse GmbH
Messezentrum
90471 Nuremberg, Germany
T +49 9 11 8606-0
F +49 9 11 8606-8228

Chairman of the Supervisory Board
Albert Füracker, MdL
Bavarian State Minister of Finance
and Regional Identity

CEOs
Dr. Roland Fleck, Peter Ottmann

Registration Number
HRB 761 Nürnberg

Beviale Family

Closer to your worldwide markets!

We already agreed to see you again next year!” says Ma Liming, CEO of Wild Goose/Centron (Shanghai) Electronics Technology Ltd. and Zhou Shengfeng, Director of Shandong Kelang Biological equipment Co., Ltd. adds satisfied: “Shandong Kelang Biological Equipment Co., Ltd. signed more than ten contracts at CBCE2020! We will see you again in the near future and serve you sincerely!”

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

Press and media contact NürnbergMesse China/CRAFT BEER CHINA

Vivi Tan

T 86 (0) 21. 60 36-12 38

vivi.tan@nm-china.com.cn

Press and media contacts NürnbergMesse/Beviale Family

Sabine Ziener, Christina Freund

T 49 9 11. 86 06-83 55

christina.freund@nuernbergmesse.de

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