

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

December 2018

Beviale Family: Expo Wine + Beer in Chile new partner in the global network

- **Beviale Family bolsters its presence in Latin America**
- **Partnership now up and running!**

Beviale Family is expanding its worldwide network in terms of beverage production: Expo Wine + Beer in Santiago de Chile is an official partner now. The fair will be the central meeting place for the wine and beer industry in Latin America in 2019. The aim of this collaboration is to open up new market opportunities to each other.

From 30 May to 1 June 2019, Expo Wine + Beer will be opening its doors in Santiago – Chile to experts from the wine and beer industry in Latin America. The biennial trade fair covers the entire process chain for both sectors, from technologies and equipment to bottling, packing, transport, marketing and services. Additional events such as the International Wine Symposium, the International Beer Symposium and courses on wine and beer production will also be held during the expo. “The concept is very similar to our own Beviale Family events, so Expo Wine + Beer slots perfectly into our portfolio,” explained Andrea Kalrait, Director BrauBeviale and International Product Manager for the Beviale Family, and added: “Chile is a country that enjoys political, economic and social stability, making it an attractive market with the best opportunities for investment and growth. We’re delighted to gain another strong foothold in Latin America alongside Brazil.”

Vicente Traviesa Olivari, Exhibition Director, Expo Wine + Beer, added: “Chile is a perfect starting point for any new company trying to develop the Spanish speaking countries of Latin America and we are welcoming suppliers from all around the world to take part in our Expo. Our main goal is to position ourselves as Latin America’s reference for the Beverages and Liquid Food Industry, and becoming the place where everyone related would

beviale-family.com

NürnbergMesse GmbH
Messezentrum
90471 Nuremberg, Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28

Chairman of the Supervisory Board
Dr. Ulrich Maly
Lord Mayor of the
City of Nuremberg

CEOs
Dr. Roland Fleck, Peter Ottmann

Registration Number
HRB 761 Nürnberg

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be able to interact, learn about new technologies, improvements, and sustainability.”

Expo Wine + Beer has been developed by a dedicated team with more than 8 years background in the Beverage Industry in Chile and around the world. Chile is the world's 8th largest wine producer and the 4th largest exporter, last vintage 12,9 million HL were produced most of which was exported. On the other hand, Beer production has been booming. Nowadays there are more than 500 breweries registered and annual production of 7 million HL mostly focused in the local consumption. As you can see just in Chile, there is a fast growing industry. Now extrapolate this to the Latin speaking countries in South America!

The first and main objective for the Expo is the knowledge and technology transfer between all the actors of the beverage industry. It is supported by the government offices Corfo, Prochile and Invest Chile together with local organizations such as Vinos de Chile (Wines of Chile), Asociación de productores de Cerveza de Chile (ACECHI), Asociación de Ingenieros Agronomos Enólogos (ANIAE), Asociación gremial de Industriales Graficos de Chile (ASIMPRES), Centro de Envases y Embalajes (CENEM), Asociación del valle de Casablanca (Casablanca Valley), Asociación del Valle de Colchagua (Colchagua Valley) among others.

For more information please visit: www.expowinebeer.com

Beviale Family offers international expertise in the beverage industry

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage, beginning with BrauBeviale, the international capital goods fair for the beverage industry in Nuremberg. This is where for over 40 years, the sector has been showcasing all aspects of the production process chain for beverages, such as raw materials, technologies, logistics and marketing. Other members of the product family are operating in important growth markets worldwide: Beviale Moscow, for example, is the first and only trade fair for the entire beverage industry in Eastern Europe. CRAFT BEER CHINA in Shanghai is becoming established as the gathering place for the Chinese craft beer community, while CRAFT BEER ITALY in Milan is the B2B platform for the Italian sector. In Bangalore, CRAFT DRINKS INDIA is designed to meet the needs and interests of the fast-growing drinks market in India. The Beviale Family also supports other

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projects through collaborations. It is represented in Brazil, for example, through the Feira Brasileira da Cerveja in Blumenau. SIBA's BeerX, Britain's largest trade fair about beer and brewing, is also an official partner to the Beviale Family, as well as SEA Brew, South-East Asia's annual conference and trade fair for the brewing industry. The "international sponsors" of the Beviale Family are Doemens Akademie and the VLB, 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, Expo Wine + Beer

Carolina Ariztia

Tel.: +56 2 29535441

cariztia@expowinebeer.com

www.expowinebeer.com

Press and media contact, NürnbergMesse

Sabine Ziener, Saskia Viedts

Tel.: 49 9 11. 86 06-83 29

Fax: 49 9 11. 86 06-12 83 29

saskia.viedts@nuernbergmesse.de

More than a single event – the Beviale Family:

www.beviale-family.com

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