

# BevialeMoscow2021

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

Main Stage, Moscow, Russia

16 - 18 March

## PRESS RELEASE

March 2021

### **Beviale Moscow 2021 a major success for all participants**

- 108 exhibitors and around 3,200 visitors
- High calibre supporting programme on site and online
- Rebooking open for Beviale Moscow 2022

Following its cancellation last year due to the pandemic, Beviale Moscow has now successfully taken place in Moscow from 16 to 18 March, when 108 exhibitors, 75 percent of them local and 25 percent international, welcomed around 3,200 visitors to their stands. Exhibitors, visitors, partners and organisers are extremely satisfied with the first physical gathering of the Russian beverage sector in a long time. A well-designed and attractive event concept ensured an inspiring and successful trade fair experience under the current challenging conditions. Interested parties who were not able to travel to Moscow could also follow the high-quality supporting programme online in a broadcast from two showrooms. The way has therefore been paved for Beviale Moscow 2022 and exhibitors can already benefit from special rebooking offers.

The special edition of Beviale Moscow was a hit. The timely relocation to the Main Stage Event Hall was obviously the right decision. 108 exhibitors, 75 percent of them local and as much as 25 percent international, showcased their companies and solutions to Russian beverage experts over the three-day period. Around 3,200 visitors came along to find out about and discuss the latest developments, challenges and trends in the beverage manufacturing segment. "We are relieved and very satisfied with the response," says Thimo Holst, Project Manager Beviale Moscow, looking back at the event. "Our perseverance has paid off and the concept worked. The comparatively large turnout under these difficult conditions emphatically confirms the key importance of Beviale Moscow as the leading platform for the Russian beverage market."

Member of the **Beviale Family**  
Local operator



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Sergey Kornakov, Head of Beer and Beverages Department at GEA, was also very satisfied with the trade fair experience: “It was a wonderful exhibition, and the results are great. Beviale Moscow exceeded all our expectations in respect of the quantity of visitors. On all three days there was a crowd of people around our stand. Frankly, there was not enough space, and if we had known that there would be so many of our clients, we would have taken a bigger stand. Which is what we are planning to do next year.”

## High calibre supporting programme proves popular

As in previous years, numerous partners and associations once again helped to produce a comprehensive, high-quality supporting programme. The Conference on Wine Production in Russia launched the collaboration with the “Vinitech Innovation Tour” and presented participants with a comprehensive overview of the wine market and its future. “For our first participation in Beviale Moscow, the Vinitech Innovation Tour was strongly represented in the wine area and in the programme of the show. We extend our thanks to the organisers who innovated to make our digital participation possible, providing all technical means in record time thanks to the responsiveness and availability of the team who have always been attentive to our needs. Together, we were able to build a booth to highlight the innovations and equipment of the six French companies represented by the Vinitech Innovation Tour, present an online technical conference, and schedule online B2B meetings for our exhibitors,” says Delphine Demade, Director of Vinitech-Sifel. The collaboration is set to be extended for 2022 and will feature a special display area for wine.

Under the heading “The New Milk Retail in Russia”, the Russian industry portal “The Dairy News” provided information on the latest trends in milk production and processing. In collaboration with Coca-Cola, Beviale Moscow premiered a conference on the trend towards healthy drinks. Other programme items included a conference on the Russian beer market, conducted by the ABBM, Association of Beer and Beverage Market, the conference on beverage packaging by the National Packaging Confederation NCPack, and the Craft Drinks Corner.

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Given the circumstances, the impressive Bavarian Pavilion with four Bavarian companies is especially worthy of mention. To underscore the strong economic ties between Bavaria and Russia, the Representative Office of Bavaria in the Russian Federation hosted a symposium with the title "The latest information and trends in the brewing industry in Bavaria and Russia". Sieglinde Sautter, Head of Trade Fairs at Bayern International, was extremely satisfied: "Our hybrid participation in Beviale Moscow with a Bavarian pavilion and a virtual round table was a great success for our participants. Despite the current circumstances, we were therefore still able to make a mark and maintain a presence. We would like to thank NürnbergMesse for the execution and excellent organisation." The continuation of this strong partnership is already being planned for 2022.

## **Beviale Moscow 2022: special rebooking offers**

In view of these positive signals, the organisers are already working on preparations for Beviale Moscow 2022. Many exhibitors that could not take part due to the difficult circumstances this year have already signalled their support and have made a firm commitment to attend next year's event. They can benefit from the attractive early bird discounts that are already available. Oksana Patrusheva, Marketing Director at NPM, is in no doubt about the importance of Beviale Moscow for her company: "Beviale Moscow is our main industry exhibition and we take part in it every year. As the business missed the entire last year, the exhibition was special this time round. There were a lot of visitors, including many new customers. This is an effective exhibition for us and we feel very satisfied with the results. We'd like to thank the organisers who helped us at each step and answered our questions promptly. We will be taking part in Beviale Moscow 2022 for sure!" Project Manager Thimo Holst is hoping for a return to normality: "The great success of Beviale Moscow 2021 and the extensive positive feedback received from all parties give us cause to look forward confidently to the regular Beviale Moscow event in 2022. We expect to be able to resume our previous growth trajectory." Beviale Moscow 2022 will take place in line with its usual schedule from 29 to 31 March 2022 in the Sokolniki Exhibition & Convention Center.

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More information will be available soon at:  
[www.beviale-moscow.com](http://www.beviale-moscow.com)

## **Beviale Family: International expertise in the beverage industry**

NürnbergMesse Group showcases its expertise in the beverage industry on an international stage: BrauBeviale in Nuremberg is one of the most important capital goods trade fairs for the beverage industry worldwide. In addition, the Beviale Family is active in around 10 countries worldwide with various event formats and marketing collaborations tailored to the respect target markets. The members of the Beviale Family and network partners are established in the key growth markets. The international sponsors of the global network for the beverage industry are the 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](http://www.beviale-family.com)

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More than a single event – the Beviale Family:  
[www.beviale-family.com](http://www.beviale-family.com)

For all press releases, further information, photos and videos, see the  
Newsroom at [www.braubeviale.de/news](http://www.braubeviale.de/news)