

November 2016

Exhibitor statements on BrauBeviale 2016

BrauBeviale, the most important investment goods fair for the beverage industry this year, was held from 8 to 10 November 2016. 1,117 exhibiting companies came together with almost 38,000 trade visitors at the exhibition centre Nuremberg. We went around the halls and asked several exhibitors how successful the fair had been for them. Here are their responses:

Ingrid Schmittnägel, Managing Director, Institut Romeis, Bad Kissingen:

“At BrauBeviale 2016 we once again registered a very high volume of visitors to our stand. I am delighted for the many visitors that BrauBeviale has such a comprehensive, repeatedly growing range to offer. I also thought it was very clever to hold the lectures and presentations in the forum at the heart of the fair business, because we had a large flow of visitors as a result.”

Roland Pokorny, Head of Corporate Communication, KRONES AG, Neutraubling

“On the second day of the fair things were really buzzing on our stand. We were very satisfied with both the quantity as well as the quality of the trade visitors at this year’s BrauBeviale. They also made immediate good use of our range on the craft beer theme, special machinery and plant for smaller breweries. As a result, we are taking account of the growing craft beer movement worldwide.”

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Michael Tischler, Project Manager Marketing and PR, Huber Packaging Group GmbH, Öhringen:

“After we had not been represented at BrauBeviale for the last two years, we found that we really missed being present at the event and were back here again this year. We immediately re-encountered precisely our target group and the mood on the stand was very lively. We will definitely not make the mistake again of missing a BrauBeviale!”

Prof. Dr.-Ing. Matthias Niemeyer, CEO KHS GmbH, Dortmund:

“We already had a large flow of visitors to our stand on the first day of the fair. The Wednesday was our busiest day. A striking feature this year was that more visitors came from Russia and Eastern Europe. In the discussions with the trade visitors it was not just about beer but for example also water. BrauBeviale has long since ceased simply being the beer fair, but is also focusing on all other beverages.”

Michael Wunsch, Team Leader Sales & Marketing, Verpa Folie Weidhausen GmbH, Weidhausen:

“Many years ago we came as a small company to BrauBeviale for the first time, we are now the market leader in the thickness-optimized PE film sector and are always here every year. BrauBeviale is particularly good for cultivating our image. The atmosphere is very informal, we know one another and that is why we enjoy coming back.”

Carola Thäsler, Press Spokeswoman, Weyermann Spezialmalze, Bamberg:

“For us BrauBeviale is the most important fair of the whole year. All our international sales partners and customers travel to the event – as a result, the fair becomes the largest meeting place and bridges of friendship are formed. We are also repeatedly struck by the high professional quality of the visitors.”

**Carolina Jiménez van Aaken, Marketing / Marketing Department,
KASPAR SCHULZ, Bamberg:**

“At BrauBeviale 2016, as is the case every year, there was a very good mood. Our main aim was to acquire new customers, which we have succeeding in doing due to the internationality and existing specialist know-how on the part of the visitors. We are expecting good post-fair business.”

**Otmar Weingarten, Managing Director, Verband Deutscher
Hopfenpflanzer e.V. (Association of German Hops Growers),
Wolnzach:**

“We have been at BrauBeviale for 20 years and it is and remains one of the most important fairs for us. The fact that it is very recognized on an international level makes it the business meeting place for the sector. We think it is particularly good that the visitors are such a colourful mix: On our stand we welcomed all the relevant target groups from farmers through to master brewers and hop retailers up to students.”

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All press articles along with additional photos and information are available at: **www.braubeviale.de/press**