

# BevialeMoscow2020

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

Sokolniki, Moscow, Russia

24-26 March

PRESS RELEASE

October 2019

## Beviale Moscow: Sparkling news for 2020

Beviale Moscow this year, Russia's innovative platform for the beverage industry, was bigger than ever. Preparations for the next edition in 2020 are in full swing: The new partnership with Congrès et Expositions de Bordeaux (organizer of VINITECH SIFEL) promises a major development in the field of wine production. Also new: the Packaging Starter Area. As Eastern Europe's first and to date only trade fair for the beverage industry, Beviale Moscow covers the entire process chain. From suitable raw ingredients and custom technologies to efficient packaging, logistics or creative marketing ideas – solutions for all beverage segments. International as well as local suppliers already confirmed their participation.

Project Manager Thimo Holst: "We are more than pleased being able to announce a major step in the development of Beviale Moscow. For many years, we have recognized the positive development of the Russian wine industry. Now, for Beviale Moscow 2020, we succeeded implementing this sector as an integral part of the show." Together with the new partner Congrès et Expositions de Bordeaux (organizer of VINITECH SIFEL, Europe's leading event for wine, arboriculture and vegetable production) Beviale Moscow will launch the Russian edition of their well known **VINITECH INNOVATION TOUR** at Beviale Moscow 2020. Participants of Beviale Moscov can look forward to a highly attractive combination of exhibition-parts, conferences and seminars, professional trainings and excursions – all covering the field of wine production and its local demands.

The trade fair will also pay special attention to the processing, filling/bottling and packaging of liquids and beverages. The **Packaging Starter Area** is a joint stand concept offering all-inclusive stand packages to companies in the field of filling and packaging, willing to increase their activities in Russia.

Member of the **Beviale Family**  
Local operator



Messe Frankfurt RUS  
Leningradsky Prospekt, 39, bldg. 80  
125167 Moscow, Russia  
T +7 495 649 87 75  
F +7 495 649 87 85  
natalia.markova@  
russia.messefrankfurt.com

**Organizer**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-86 84  
F +49 9 11 86 06-12 86 84  
beviale-moscow@nuernbergmesse.de  
www.beviale-moscow.com

**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

# BevialeMoscow2020

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

Sokolniki, Moscow, Russia

24-26 March

60 percent of the available stand space is already sold. Exhibitors along the entire process chain – international as well as local – present and promote their products and solutions towards one of the biggest markets worldwide.

**Registration documents** are available from the following link:  
[www.beviale-moscow.com/en/application](http://www.beviale-moscow.com/en/application)

The Bavarian engagement in Russia has always been a very dynamic one. Supported by the Bavarian Ministry of Economy and Bayern International, NürnbergMesse organizes a **Bavarian Pavilion**. Benefit from a highly attractive stand position, the joint stand concept, financial support and its one-stop service.

All information available at [www.beviale-moscow.com/en](http://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](http://www.beviale-family.com)

## **Contact for international exhibitors**

Thimo Holst

T +49 911 86 06 86 84

F +49 911 86 06 12 86 84

[thimo.holst@nuernbergmesse.de](mailto:thimo.holst@nuernbergmesse.de)

# BevialeMoscow2020

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

Sokolniki, Moscow, Russia

24-26 March

## Contact for local exhibitors

Natalia Markova, Ekaterina Minakova

T +7 495 649-8775-149

F +7 495 649-8785

[anna.manvelova@russia.messefrankfurt.com](mailto:anna.manvelova@russia.messefrankfurt.com)

## Contact for press and media

Sabine Ziener, Jasmin McNally

T +49 911 86 06 85 21

F +49 911 86 06 12 85 21

[jasmin.mcnally@nuernbergmesse.de](mailto:jasmin.mcnally@nuernbergmesse.de)

For all press releases, more detailed information, photos and videos please visit our newsroom: [www.braubeviale.de/en/news](http://www.braubeviale.de/en/news)

More than a single event – the Beviale Family:

[www.beviale-family.com/en](http://www.beviale-family.com/en)