

## CLOSING REPORT

November 2020

### **BrauBeviale 2020 Special Edition meets myBeviale.com: Successful launch for beverage industry dialogue platform**

- Good response to Launch Days on 10-12 November 2020
- Full programme with 90 “actions” and about 140 individual presentations
- More than 330 companies with about 770 products and solutions
- About 3,000 participants from more than 30 countries
- myBeviale.com now available throughout the year as the meeting place for the beverage industry

For three full days, more than 3,000 professionals and other interested parties from the international beverage industry gathered online for the Launch Days of myBeviale.com, where they had the opportunity to learn from more than 330 companies offering around 770 products and solutions, interact with each other, and expand their knowledge. The supporting programme and exhibitor presentations at the BrauBeviale 2020 Special Edition, which unfortunately could not be held at the Exhibition Centre Nuremberg on 10-12 November as scheduled because of national and international developments relating to the coronavirus pandemic, were held online instead, using the new dialogue platform for the beverage industry. The result was a new digital dimension to expand the range of products and services offered by the Beviale Family, the global beverage industry network from the NürnbergMesse Group. Starting now, beverage professionals and industry insiders can meet at a virtual level at myBeviale.com throughout the year to network, interact and learn from each other – all at no cost. The next BrauBeviale will be held in Nuremberg in November 2022 as scheduled.

More than 90 “actions” with about 140 individual presentations and more than 150 different speakers were the focus of the Launch Days for

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myBeviale.com, the new dialogue platform for the beverage industry. “We’re very grateful that we can at least offer the industry a virtual platform for interacting and sharing knowledge in this difficult year,” says Andrea Kalrait, Executive Director BrauBeviale at NürnbergMesse. “Both experts and other interested parties were actively involved in the Launch Days, and we’ve received lots of positive feedback. It’s a very promising start for myBeviale.com,” she adds, clearly pleased with the response. The goal of the platform is to encourage and facilitate dialogue in the beverage industry throughout the year. Right from the beginning, the myBeviale.com community has a very international makeup, with registered participants from more than 30 countries, confirming the strong global position of BrauBeviale.

### **The programme for the Launch Days on six themed stages**

Center Stage, Exhibition Stage, Craft Beverages and brau@home Stage, Technology Stage, Special Interest Stage and Award Stage – there was a lot to choose from. The event began with a well attended industry discussion with prominent industry representatives on the current situation and the opportunities and challenges for the future of the beverage industry. Among them: Private Brauereien Bayern, the Bavarian private brewers’ association; the German Mechanical Engineering Industry Association (VDMA); the Non-Alcoholic Beverages Association (AFG-Vereinigung); hops supplier BarthHaas; and filling and packaging equipment supplier KHS. The unanimous view was that nothing can replace meeting in person, shaking hands, or having a beer together at the bar. But in an age of social distancing, digital platforms provide genuine added value that exhibition companies can offer their customers as a way for experts to network. But apart from coronavirus, there are other subjects it is essential that the industry drive forward: sustainability, deposit systems, etc. But the VDMA Food Processing and Packaging Machinery Division is optimistic that the industry will recover quickly after the pandemic. The crucial factor is that worldwide demand for hygienically packaged food and beverages that are safe for the consumer will rise still further. Stephan Barth, Managing Director of BarthHaas, is confident: “The recovery effect will be sensational.”

Another highlight in the programme was the award ceremony for the European Beer Star, which has had its home at BrauBeviale since it was established in 2004: breweries and industry professionals from around the world joined in to see firsthand the winners of the gold, silver and bronze prizes being announced.

The theme of the current BrauBeviale Triple – the exhibition events in 2018, 2019 and 2020 – was the future viability of the beverage sector. The fact this theme was more relevant than ever during the Launch Days was evident from the strong participation in the lectures, seminars and discussion rounds relating to this subject: from the marketing slot “Beverages after the crisis” to contributions on digitalization, automation, online marketing and trading, and trends in brewing technology, filling and packaging. The “non-alcoholic” field also proved very popular. For the first time, the German Beverages Export Forum was part of the regular programme and was openly accessible to all registered users. The organizers and speakers are very pleased with their experience. During times of crisis, in particular, exporting is a game-changing subject. Home and hobby brewers and small brewery operators attended the Craft Beverage & brau@home Stage at their own expense for the full three days, and made very intensive use of the contributions on offer.

### **myBeviale.com: Community – Solutions – Business**

With the myBeviale.com dialogue platform, NürnbergMesse gives its customers the opportunity to participate digitally in a way that will encourage interaction between industry experts – throughout the year and at no cost for the users. “Community” is the top priority for good reason: registered users can network with other professionals to suit their interests and interact easily using the chat or video function. Businesses can introduce themselves, their experts and their products and solutions to the community, and can directly approach prospective customers looking for the products on offer. Anyone who missed particular contributions during the Launch Days will soon be able to call them up online in the Action area, where many lectures, seminars and discussion rounds will be available for registered users to access.

# BrauBeviale2020

## Special Edition

Nürnberg, Germany

10. - 12. November

### Developing the platform along with the industry

“The successful start to myBeviale.com showed that, as an exhibition company, we can network individuals, share knowledge and create experiences not only on-site but also online,” comments Dr Michael Melcher, Executive Director Digital Products & Platforms at NürnbergMesse. “The world and society in general are changing. Our goal is to provide players in the sector with a platform where they can get answers to their specific questions, regardless of time or location, to help them remain viable for the future.” Kalrait adds: “A big thank-you to all participants and partners for the faith they have shown in helping us to lay the foundations and launch this new project together. We appreciate the major commitment they have shown in supporting us, and their readiness to join us on the path we have taken and to help to give it shape. The response from the sector confirms that we are meeting a need. I invite everyone to work with us to develop myBeviale.com together and ensure it best meets the needs of the industry.”

### Save the date: BrauBeviale 2022 – 2024

Note the dates of the next BrauBeviale triple now:

**BrauBeviale 2022:** 8 to 10 November 2022

**BrauBeviale 2023:** 14 to 16 November 2023

**BrauBeviale 2024:** 12 to 14 November 2024

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Further services for journalists and media contacts:  
[www.braubeviale.de/press](http://www.braubeviale.de/press)

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