

PRESS RELEASE

April 2021

Beviale Mexico 2021 eSpecial: promising kick-off event for Central America's beverage industry

- **High-calibre sessions impress the region's beverage sector professionals**
- **Programme available to download from May on myBeviale.com**
- **Beviale Mexico physical event planned for summer 2022**

Beviale Mexico, the first beverage industry fair for Central America to cover the entire supply chain, made its successful debut as an eSpecial in March 2021. The comprehensive programme in English and Spanish attracted more than 1,900 participations from 30 countries. Over the three days, the online event provided the Central American beverage industry with new impetus and inspiration. Making the platform available for a month allowed market participants to continue to network with one another and discuss and promote the trending issues in the sector over and beyond the event days as such. The programme of presentations will be available to registered users on the myBeviale.com platform starting in May. The first physical edition of Beviale Mexico is planned for summer 2022.

On three days in March 2021, the Beviale Mexico eSpecial demonstrated in impressive fashion the interesting prospects offered by the Central American beverage market and confirmed that industry players have a great need for dialogue, contacts and suitable products and solutions. "We are highly satisfied with the first appearance of our youngest Beviale Family member," says Andrea Kalrait, international product manager for the global industry network Beviale Family. "This virtual version makes us extremely optimistic about holding the physical event next year."

Member of the **Beviale Family**

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Over the three days of the event, the registered participants heard 63 speakers in 51 sessions, including company and product presentations, panel discussions and interactive round tables with high-calibre speakers from around the world. “I found the passion of Beviale Mexico and its understanding of the Mexican drinks market fantastic. I like the format. There was a great exchange of ideas at the round table discussions,” says David Rueda from LEHUI. The programme for the eSpecial 2021 covered a wide range of topics, from sustainability and raw materials to the latest beverage trends. The presentations by the various beverage industry associations also attracted a lot of interest and among other things provided insights into the markets for wine, beer and mezcal in Mexico. Gerrit Bluemelhuber from Doemens sums it up thus: “Naturally we would have preferred an on-site event. But despite this it was a fantastic experience and a successful event for us that resulted in interesting contacts. It was also a great opportunity to delve into an exciting market with lots of potential.” Proactive networking between all registered exhibitors and visitors was possible over the entire duration of the digital event.

Looking confidently to 2022

The first physical edition of Beviale Mexico is planned for summer 2022. There is a lot of eager anticipation about having an on-site trade fair. Roberto Biurrun, VLB Berlin: “This eSpecial was a great warm-up for the next Beviale Mexico. We are looking forward to meeting our friends from Latin America again, hopefully at a physical event!” Nancy Perez from KRONES is also extremely pleased about her company’s participation in the eSpecial and is looking forward confidently to 2022: “The Beviale Mexico eSpecial offered us a great opportunity to contact our customers and other prospects and to share knowledge. It was a digital experience but with live conversations that gave our experts direct access to participants to showcase Krones technology for the beverage market. We are already looking forward to taking part in the physical event next year!”

For more information, please go to: www.beviale-mexico.com

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. For details and dates go to:

www.beviale-family.com

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For all press releases, further information, photos and videos, see the Newsroom at www.braubeviale.de/en/news

Further services for journalists and media contacts:

www.braubeviale.de/press

More than a single event – the Beviale Family:

www.beviale-family.com