

Beviale Moscow 2021

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

Sokolniki, Moscow, Russia

23 - 25 March

PRESS RELEASE

September 2020

Beviale Moscow 2021: Preparations are in full swing

Beviale Moscow 2021 will take place from 23 to 25 March 2021. There is a special rebooking offer for exhibitors who had already registered for the 2020 edition, which finally had to be cancelled due to the current development in Russia regarding the situation with coronavirus. Since its beginning in 2015, Beviale Moscow has become the leading and most dynamic meeting place for the Russian and Eastern European beverage industry. It is based on a holistic and complete exhibition concept which attracted some 6,300 trade visitors to the event in 2019. Beviale Moscow is part of the Beviale Family, the global network of beverage production.

„Beviale Moscow’s fifth birthday, the biggest and most successful event in its history and its premiere at the new venue Sokolniki Exhibition and Convention Center would have been an absolute highlight for the Russian beverage industry in 2020,” says Thimo Holst, Project Manager Beviale Moscow. “We are therefore very much looking forward to the upcoming event of Beviale Moscow in 2021 and hope to welcome all our exhibitors and visitors aboard again!”

The organizers claim that talks with exhibitors, partners and attendees clearly show that there is a great need to discuss current developments on the Russian market and present the latest innovations in the beverage industry in the personal atmosphere of Beviale Moscow. An estimated 7,000 local trade visitors from various sectors of the beverage world, i. e. beer, wine, soft drinks, milk, spirits and water, are expected to attend the fair and gather information from leading suppliers of the industry.

Russia and the CIS-region form one of the largest consumer markets worldwide with a forecasted annual growth of two percent in average for all beverage sectors. After years of high beverage imports from Europe and

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
ekaterina.minakova@
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

Beviale Moscow 2021

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

Sokolniki, Moscow, Russia

23 - 25 March

other foreign regions, Russia nowadays follows the approach to accomplish most of the beverage production domestically. This development means a shift of demand from the final beverage towards technologies and solutions for beverage production.

More information and always up-to-date: <https://beviale-moscow.com/en>

Contact for international exhibitors

NürnbergMesse GmbH

Thimo Holst

T 49 9 11 86 06-86 84

F 49 9 11 86 06-12 86 84

thimo.holst@nuernbergmesse.de

Contact for local exhibitors

Messe Frankfurt RUS

Ekaterina Minakova

T +7 495 649 8775-107

ekaterina.minakova@russia.messefrankfurt.com

Polina Kirianova

T +7 495 649 8775-122

polina.kirianova@russia.messefrankfurt.com

Contact for press and media

NürnbergMesse GmbH

Sabine Ziener, Christina Freund

T 49 9 11 86 06-83 55

christina.freund@nuernbergmesse.de

More than a single event – the Beviale Family:

www.beviale-family.com/en

For all press releases, more detailed information, photos and videos

please visit our newsroom: www.braubeviale.de/en/news