

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

September 2017

Beviale Family: International expertise in the beverage industry

- **CRAFT BEER ITALY 2017: premiere in the starting blocks**
- **Beviale Moscow 2018: 3rd central industry gathering**
- **Feira Brasileira da Cerveja: supported by BrauBeviale in 2018**
- **CRAFT BEER CHINA 2017: 100 exhibitors from 14 countries**

The NürnbergMesse Group is demonstrating its expertise in the beverage industry on an international stage. BrauBeviale in Nuremberg, with its wealth of traditions, is taking a scheduled break in 2017 and will begin its next “triple” in 2018. From 13 to 15 November 2018, the capital goods exhibition for the beverage industry can expect more than 1,100 exhibitors and over 38,000 trade visitors in Nuremberg. While preparations for BrauBeviale are already in full swing with more than a year to go before the exhibition starts, NürnbergMesse is continuing to organise other exhibitions in important growth markets around the world under the heading “Beviale Family”: in addition to CRAFT BEER ITALY, which premieres in Milan on 22 to 23 November 2017, there is also Beviale Moscow, to be held for the third time from 27 February to 1 March 2018, as well as CRAFT BEER CHINA, held in Shanghai from 17 to 19 May this year. The Feira Brasileira da Cerveja in Blumenau, Brazil, will also be “supported by BrauBeviale” from 7 to 9 March 2018.

“Our foreign events are developing superbly,” says Andrea Kalrait, BrauBeviale Director Exhibitions and Beviale Family Product Manager. These events are proof of NürnbergMesse’s international expertise in the beverage industry, and she reveals that “further projects are in the pipeline”.

beviale-family.com

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CRAFT BEER ITALY – Premiere of the B2B exhibition for craft beer manufacture

The premiere of CRAFT BEER ITALY 2017 is in the starting blocks. On 22 and 23 November 2017, NürnbergMesse Italia will organise the B2B exhibition on topics relating to craft beer and its manufacture for the first time. Prominent [exhibitors](#) from about ten countries will represent the entire process chain of craft beer manufacture at the Talent Garden Milano Calabiana for the two densely packed days of the exhibition. Accompanying the exhibition is the [conference](#) organised by the Versuchs- und Lehranstalt für Brauerei in Berlin (Berlin Institute for Research and Teaching in Brewing, VLB) and Doemens. Key players like Döhler, Pentair and Weyermann will keep the public informed with the latest topics of interest. Tickets for CRAFT BEER ITALY and the accompanying conference are available now, and visitors can enjoy an earlybird discount until 13 October.

Beviale Moscow – an established central meeting place

Between 27 February and 1 March 2018, the Russian beverage industry will meet at Beviale Moscow for the third time. The event is increasingly growing to become the central meeting point for beverage manufacturers and their suppliers along the process chain for beverage manufacture in Russia and neighbouring countries. In 2017, there were 130 exhibitors and almost 4,000 visitors. This represented 50 percent growth in visitor numbers and a 16 percent increase in exhibitors compared to the first event in the series in October 2015, and made clear just how much potential the Russian market has to offer. There is steady interest in international suppliers, innovations and the opportunity to share ideas. Once again in 2018, Beviale Moscow will present latest topics – the pavilion for wine production and manufacturing will have its premiere, for example. Potential exhibitors can register on-line and secure a place for themselves in 2018:

[Registration](#)

Feira Brasileira da Cerveja – cooperation with Brazil

The Brazilian beer market is booming! And that's for both consumers and producers. That's why more and more brewers in Brazil are looking for opportunities to stand out from the competition. The number of micro-breweries has grown by more than 60 percent to something like 700 in the past two years alone. There are also many hobby brewers, making up an impressive "home brewing" scene.

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Recognising this trend, NürnbergMesse entered into a cooperative arrangement in March 2017 with Feira Brasileira da Cerveja in Blumenau, which will be “supported by BrauBeviale” from 7 to 9 March 2018. To make it as easy as possible for potential exhibitors to gain a foothold in this market, NürnbergMesse has put together an attractive [participation package](#) as part of the Creative Beer Brewing pavilion.

CRAFT BEER CHINA – 100 exhibitors from 14 countries in 2017

China’s craft beer scene gathered for the second time in Shanghai from 17 to 19 May 2017, bringing together 100 exhibitors from 14 countries for CRAFT BEER CHINA (CBCE) at the Shanghai World Expo Exhibition & Convention Centre. More than 5,000 visitors from 36 countries and regions ensured that the second edition of the CBCE was a strongly international and highly professional event. At the accompanying conference, more than 40 top-level speakers focused on the latest developments in the Chinese market, and on beer in particular. Highlights rounding out the very successful event included beer tasting with the Director of Brussels Beer Challenge, Luc de Raedemaeker, and a visitor vote. The craft beer community also provided the brewers with a platform and contact point to network. Exhibitors for the next CRAFT BEER CHINA (16 to 18 May 2018) can register now and benefit from the earlybird discount until 15 September 2017.

BrauBeviale 2018: preparations under way

The capital goods exhibition for the beverage industry is taking its scheduled break in 2017. Its next triple will begin in November 2018. But with more than a year still to go before the next event, preparations are already in full swing. Exhibitors can register for BrauBeviale 2018 from 18 September this year.

Save the dates!

13 to 15 November 2018

12 to 14 November 2019

10 to 12 November 2020

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